

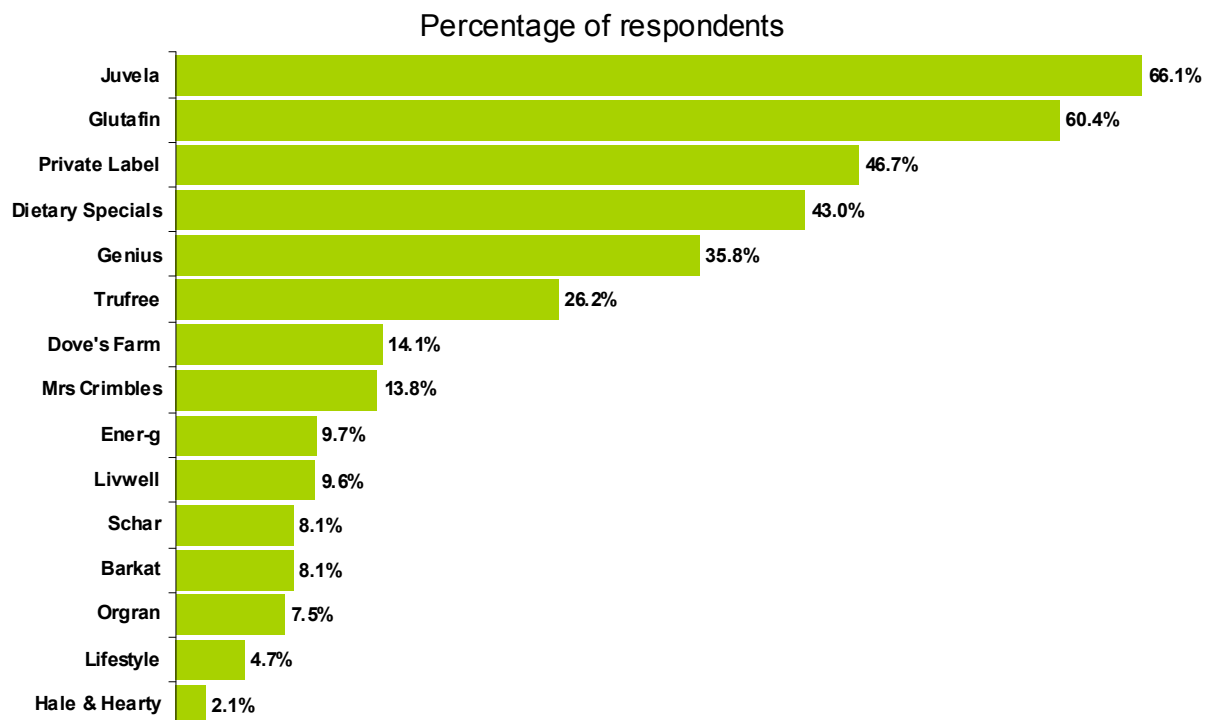
## Gluten and Wheat Free Food Brand Awareness Survey

Executive Summary – January 2011

In December 2010 grasp business development ltd undertook a survey into UK shoppers' views of gluten and wheat free food manufacturers. This work was commissioned by a client who works with food manufacturers and retailers to help ensure that shoppers can buy an increasingly satisfactory range of gluten and wheat free food.

We used a predominantly online survey to achieve 844 responses from people diagnosed with Coeliac disease (c.87% of this total), those with wheat allergies / intolerances (c.7%), people who are gluten sensitive (c.5%) and those choosing a wheat free diet for lifestyle reasons (c.1%).

In terms of spontaneous recall, the most readily named brands were as follows ...



Many shoppers commented that the availability and quality of gluten and wheat free foods had improved dramatically over recent years. People were keen to see this continue, and for pricing to fall as close to wheat / gluten-containing products as possible. During 2010 – and despite economic pressures - quality and trust became even more important to gluten & wheat free food shoppers.

The “value index” we produced from shoppers scores on price and quality of the leading brands suggested that M&S Gluten Free, Glutafin, Sainsbury's Free From, Genius and Dietary Specials were the best value for money of all the leading brands of gluten & wheat free food.

If you have any queries on this research, please contact Robin Norton ([robin@grasp.org.uk](mailto:robin@grasp.org.uk)).

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