

Gluten Statistics

CELIAC DISEASE (CD) GLUTEN ALLERGY GLUTEN INTOLLERANCE

Statistics	Data
• Billions projected in Sales by 2015 (Packaged Facts)	\$5.6 billion
• People with celiac disease who are forced to dine out less frequently than before their diagnosis	80 %
• Americans estimated to have Celiac Disease	3 million
• Millions of people who would <i>also benefit</i> from a gluten-free diet due to non-celiac gluten sensitivity.	\$18 million
• Percentage of the US Population is estimated to have the genes necessary for CD	30%
• Percentage estimated to still be un-diagnosed	97%
• Percentage of people that may suffer from a gluten sensitivity of some form	5% - 10%
• Percentage of restaurants those with Celiac Disease classify as having "very good" or 'good' understanding of GF diets	10%
• Year over year growth in sales of gluten free food and beverages between 2006-2010 (Packaged Facts)	30%

SOURCES:

University of Chicago <http://www.cureceliacdisease.org>
 Susie Flaherty, University of Maryland Center for Celiac Research
 Entrepreneur.com : <http://www.entrepreneur.com/article/224387>

\$15 billion in gluten free food and beverage sales is projected by 2015

Sales of gluten-free food and beverages grew 30% year over year in the United States from 2006 to 2010

80% of people with Celiac Disease report they have been forced to dine out LESS than before diagnoses.

The U.S. Department of Agriculture projects that the Gluten Free Industries revenues will be worth \$1.9 BILLION in 2012.

"97% are estimated to still be un-diagnosed"

"If you're talking about growth markets, I'd say it's pretty exponential"