

Gluten-intolerance or Celiac Disease affects one in 133 Americans, and it is still believed to be under-diagnosed. Respond to consumer and retail demand for gluten-free products, as well as the growing media attention and general awareness of this dietary need. Do your homework on the products, the categories they play in, and their sales performance with SPINS' gluten-free product reporting.



Why Watch Gluten-Free?



More than 2,500 products with gluten-free label claims are now on the market, totaling over \$662MM in sales.

Sales of gluten-free products have increased by \$76.2MM in the last 52-week period, growing at 13%

Share of total category sales for gluten-free products is increasing incrementally in nearly all key categories, and are outpacing growth of the categories as a whole.

Source: SPINSscan Natural, 52 weeks ending 8/6/05 and SPINSscan Conventional, 52 weeks ending 8/13/05

SPINS' Comprehensive Coding

SPINS' team of Natural Product experts researched over 10,000 items to provide the most complete view of gluten-free products in the retail market. This coding spans 22 relevant categories, for comprehensive analysis of the sales performance of gluten-free products and potential areas for growth in the marketplace.

Available Categories

BREAD & BAKED GOODS (FROZEN & NON FROZEN)
FROZEN ENTREES & PIZZAS & CONVENIENCE FOODS
FROZEN & REFR MEAT ALTERNATIVES
BEANS GRAINS & RICE
BAKING MIXES SUPPLIES & FLOURS
BABY FOOD

CANDY & INDIVIDUAL SNACKS
COLD CEREALS
CONDIMENTS
COOKIES & SNACK BARS
CHIPS & PRETZELS & SNACKS
CRACKERS & CRISPBREADS
ENERGY BARS & GELS
ENTREES & MIXES

NUTS SEEDS DRIED FRUITS & TRAIL MIXES
PUDDINGS & SHELF STABLE DESSERTS
SHELF STABLE PASTAS
RICE CAKES
SHELF STABLE SAUCES & SALSAS & DIPS
SOUP
SEASONINGS
SWEETENERS

Reporting Options

Three years of information on gluten-free products and their sales growth is available across channels. Purchase topline or detailed reporting on gluten-free products or add the product attribute to your current database. SPINS is also offering "Gluten Free Performance and Opportunity Analysis, 2005", a syndicated report on the segment. Understand how this trend is affecting the sales of your brand and realize opportunities in this fast-growing segment.

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