

# What's hot... Gluten-free Bread

We've been talking to gluten-free experts Schar, who tell us that unsurprisingly, bread is still the best-selling category in the gluten-free market. Figures from Nielsen show that ambient bakery products claimed £43.7m of the market in 2020, up 7.6% from the previous year. Gluten-free bread is the area that the relatively small number of 'super heavy' buyers (2% of buyers account for 35% of spend) will be purchasing every week and so it's the most important sector to get right.

The growth in bread has been consistent and is set to continue as ever-improving recipes and alternative formats will encourage the shopper to buy even more. It's also the category where you can see the most convergence of key trends within the market; health and wellness, with the use of ingredients that can benefit gut health and immunity and plant-based foods, for those trying to follow a gluten-free vegan diet.

You can read Schar's full article in our new Gluten-free Buying Guide.

See below for some of our top gluten-free bread products.



**82001** – Biona Buckwheat Rice Seed Bread  
Yeast Free, 250g – **RSP £3.69**



**92949** – Schar Wholesome  
Seeded Loaf, 300g – **RSP £3.29**



**706557** – Dillon Organic Original Organic  
Flax Keto Bread, 250g – **RSP £4.49**



**83891** – Schar White  
Ciabatta Rolls, 200g – **RSP £3.19**



**97221** – Amisa Organic Protein  
Lentil Crispbread, 100g – **RSP £2.09**



**79868** – Origin Earth Gluten Free  
Crackers, 150g – **RSP £2.99**



**95765** – Doves Farm Freee Gluten Free  
Seeded Bread Mix, 500g – **RSP £4.05**



**701708** – Orgran Premium  
Bread Mix, 450g – **RSP £2.99**



**75633** – Doves Farm Freee  
Brown Bread Flour, 1kg – **RSP £2.39**