

IMPORTANCE OF GLUTEN-FREE FOODS IN DEVELOPED AND DEVELOPING ECONOMIES

JOLLY MASIH

PhD Scholar, Institute of Agribusiness Management, SK Rajasthan Agriculture University, Bikaner, India

ABSTRACT

Celiac disease is caused by a reaction to Gliadin - a gluten protein found in wheat, barley, rye, and sometimes oats. This chronic digestive disorder leads to the malabsorption of minerals and nutrients. In USA expected population of celiac disease patients is 1,174,621 and estimate of undiagnosed cases is 1,079,615. The celiac disease diagnosis rate may reach 50-60% by 2019. Gluten-free sales reached more than \$2.6 billion by the end of 2010 and are now expected to exceed more than \$5 billion by 2015. The markets of America and Europe are flooded with different types of gluten-free products, but a huge opportunity lies in markets of developing countries like India, China and Asia-pacific. To encase such opportunities, concrete studies on value-chain analysis and consumer behavior a required

KEYWORDS: Celiac Disease, Gluten-Free, Gluten in, Gliadin