



Prevalence of Special Diets Worldwide

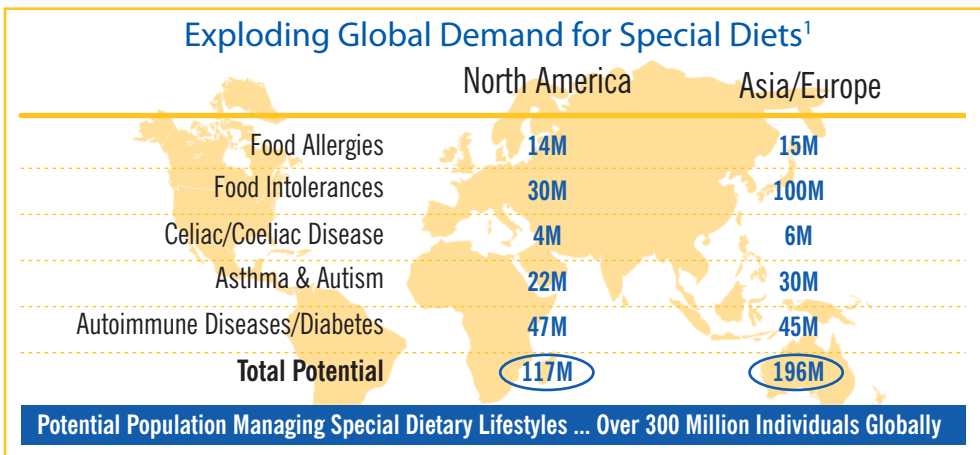
Global Market Research

Over 300 million individuals worldwide require some type of special diet.¹

It is also estimated that over 100 million Americans or approximately one-third of the US population manage special dietary needs.¹ Food allergies, sensitivities, autism, ADD/ADHD, diabetes, celiac/coeliac disease and other auto-immune diseases are all contributing factors to following special dietary lifestyles.

Food allergies are growing increasingly more common impacting 3–4% of the world's population.² Additionally, estimates of those with food intolerances and sensitivities range from 15–25% of the population in the US, Europe and Australia.³ It is also projected that 50% of Europeans will be affected by food or environmental allergies by 2015.⁴

Anaphylaxis, which is a potential life-threatening allergic reaction impacts 1% of the global population.¹ In June 2007, in the US, the National Institutes for Health declared food allergies an important public health concern. Approximately 13 million Americans have food allergies, with 90% of all food allergy reactions caused by 8 foods: milk, soy, eggs, wheat, peanuts, tree nuts, fish and shellfish.²



Celiac disease, spelled coeliac outside of North America, is one of the world's most misdiagnosed diseases, impacting 1% of the population globally.⁵ Celiac/coeliac disease is a genetic auto-immune disorder reflected in a permanent intolerance to gluten, the protein found in wheat, rye and barley. Once thought to be extremely rare, it is the most common genetic disorder in North America and Europe.

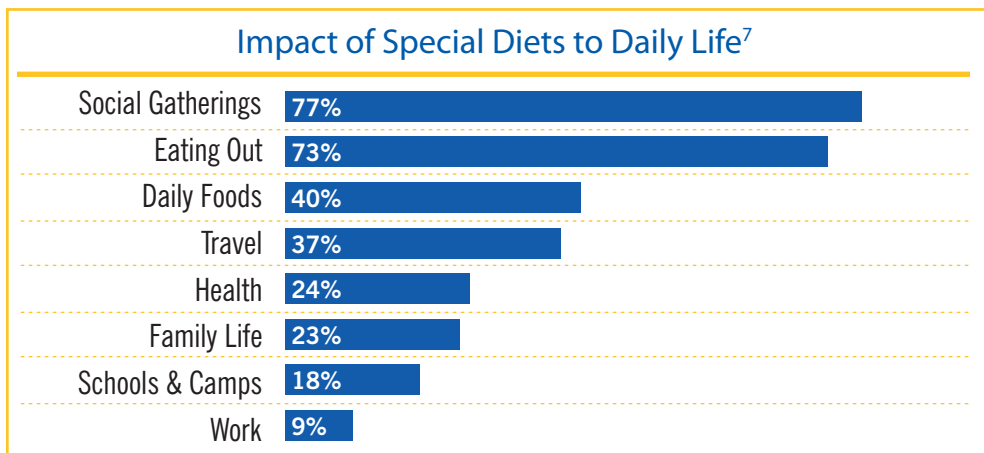
Based on the landmark multi-center study led by the University of Maryland in 2003, 1 in 133 Americans have celiac/coeliac disease.⁶ It is now more common in the US than Multiple

Sclerosis, Cystic Fibrosis, Parkinson's Disease, Crohn's Disease and Ulcerative Colitis combined.

Because of this, "free-from" food markets around the world have seen double digit growth rates in recent years. Most notably, the US gluten-free market valued at \$700 million in 2006 is expected to grow to \$1.7 billion by 2010, with an annual growth rate of over 25%!⁷

These special dietary concerns impact each individual's quality of life, as well as family, friends and society in general.

Written by AllergyFree Passport® & GlutenFree Passport®



¹ Based upon global research from 20 sources compiled by AllergyFree Passport®. ©2003-2010.

² The Food Allergy & Anaphylaxis Network. ©2007

³ The Food Allergy & Anaphylaxis Network. ©2006

⁴ European Commission. ©2008

⁵ Leiden University Medical Center. ©2006

⁶ School of Medicine News - University of Maryland School of Medicine. ©2003.

⁷ Understanding Gluten and Allergen-Free Experiences Worldwide: Global Perspectives of Consumer, Hospitality & Food Service Market Research - AllergyFree Passport® ©2008

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