

## 01

### Main objectives

- To analyze the **real availability** of gluten-free labeled products suitable for celiacs and vegans.
- To assess the **degree of satisfaction** of people with celiac disease about the availability of a gluten-free and vegan product when making a purchase.

## 02

### Methodology

- Market research → collect products
- Study of different variables and nutritional information
- Analyse in graphic mode
- Data processing
- Survey of celiac and vegan people



**Table 1.** List of nutritional components and prices grouped by categories giving the average.

Average nutritional values by category and economic average														
	KJ	Kcal	Fat	saturated	CH	sugar	Fiber	Protein	Salt	Price	Min price	Max price		
Meat substitutes and meat derivatives	736 ± 206	177 ± 48	9,9 ± 4	2,6 ± 3	8,8 ± 8	1,3 ± 1,2	2,3 ± 2,6	12,3 ± 4,9	1,1 ± 0,7	3,23	0,95	5,05		
Milk substitutes	187 ± 42	44 ± 9	1,9 ± 0	0,4 ± 0	3,7 ± 4	2,6 ± 2,7	0,4 ± 0,3	2,8 ± 1,2	0,1 ± 0,0	1,73	0,80	2,95		
Dairy substitutes	1173 ± 560	281 ± 135	20,9 ± 16	12,6 ± 10	19,5 ± 14	8,3 ± 12,7	0,6 ± 1,0	3,7 ± 4,9	1,1 ± 0,9	4,41	1,19	13,00		
Egg substitutes	1053 ± 686	253 ± 167	5,1 ± 8	3,2 ± 8	39,0 ± 28	2,2 ± 2,9	7,5 ± 9,1	7,2 ± 6,5	1,0 ± 1,2	6,16	3,30	20,00		
Vegan chocolate	2313 ± 174	556 ± 44	40,3 ± 7	23,6 ± 7	37,4 ± 13	22,0 ± 16,4	10,3 ± 4,1	8,2 ± 2,4	0,0 ± 0,0	3,48	2,25	5,09		
Pâté/spreadable substitutes	1003 ± 472	254 ± 119	18,0 ± 9	2,8 ± 3	13,7 ± 12	5,3 ± 12,2	2,4 ± 2,1	5,6 ± 3,8	1,1 ± 0,6	3,45	0,99	12,95		
Ready Meals	520 ± 346	125 ± 82	5,6 ± 4	1,2 ± 1	14,4 ± 12	2,8 ± 3,3	1,5 ± 1,1	3,6 ± 3,0	1,0 ± 0,4	3,88	1,69	7,95		
Pasta, bread, cookies and cereals	1510 ± 406	360 ± 97	7,7 ± 9	2,3 ± 4	63,3 ± 18	9,2 ± 11,7	4,2 ± 3,8	7,5 ± 5,3	0,5 ± 0,6	3,43	1,25	14,95		
Preparations and sauces	1472 ± 813	352 ± 196	25,0 ± 30	3,2 ± 4	29,1 ± 31	6,7 ± 11,9	2,7 ± 4,5	5,3 ± 9,7	1,0 ± 0,7	3,67	1,35	7,75		
Snacks	1933 ± 411	462 ± 99	23,3 ± 11	3,8 ± 4	51,3 ± 20	9,7 ± 12,9	4,9 ± 4,3	8,1 ± 3,8	1,1 ± 0,9	1,93	1,05	3,56		
Products for athletes	1713 ± 582	408 ± 140	16,4 ± 14	5,1 ± 6	34,4 ± 23	25,7 ± 22,4	3,0 ± 3,0	27,7 ± 31,8	1,0 ± 1,8	4,13	1,00	18,95		
Jelly beans and sweets	1129 ± 451	368 ± 351	1,0 ± 3	0,6 ± 2	78,8 ± 18	40,5 ± 32,9	0,3 ± 0,5	0,5 ± 0,9	0,1 ± 0,1	2,23	1,00	5,26		
<b>Global AVERAGE</b>	<b>1229</b>	<b>303</b>	<b>14,60</b>	<b>5,12</b>	<b>32,79</b>	<b>11,35</b>	<b>3,32</b>	<b>7,71</b>	<b>0,74</b>	<b>3,48</b>	<b>1,40</b>	<b>9,79</b>		

## 03

### Conclusions

- More quantity of labeled product in the market than initially thought.
- As survey results, there is less amount of labeled product in the market than is needed (unrepresentative).
- Location of the items in aisles/in shelves depends mainly on the policy of each establishment.
- There is more offer of articles suitable for celiacs and vegans on specialized websites.

## 04

### Personal reflection

- The main purpose of this type of project, has been to help the group of celiacs and vegans.
- Enriching experience.

**Table 2.** Summarize product categories by grouping them by differentiating labeling

	Total products	Labeled gluten free and vegan	Not labeled gluten free
Meat substitutes and meat derivatives	72	51	21
Milk substitutes	20	12	8
Dairy substitutes	44	28	16
Egg substitutes	9	6	3
Vegan chocolate	15	15	0
Pâté / spreadable substitutes	41	21	20
Ready Meals	27	26	1
Pasta, bread, cookies and cereals	45	42	3
Preparations and sauces	29	25	4
Snacks	23	21	2
Products for athletes	11	6	5
Jelly beans and sweets	15	14	1