

Knowledge and opinions of Polish students regarding gluten-free diet

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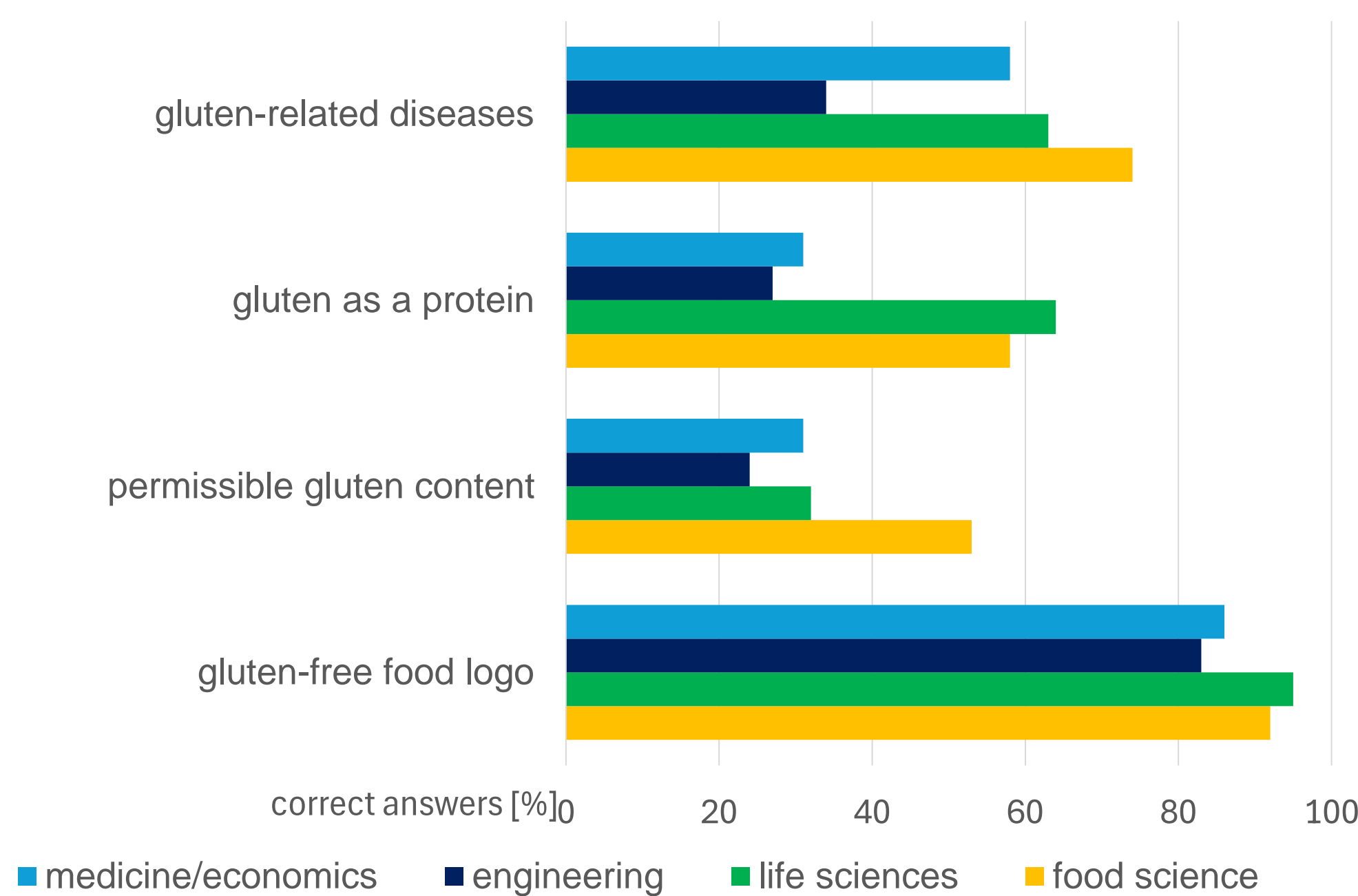
There is a growing popularity of the gluten-free diet, both among people suffering from gluten-related diseases and among healthy individuals [1]. The aim of this study was to assess the knowledge and opinions of Polish consumers regarding gluten-free food. The study was carried out using an online survey questionnaire. The research group consisted of 345 university students in Warsaw (Poland) aged 18-25 years old (85%), 70% of the of respondents were women.



RESULTS & DISCUSSION

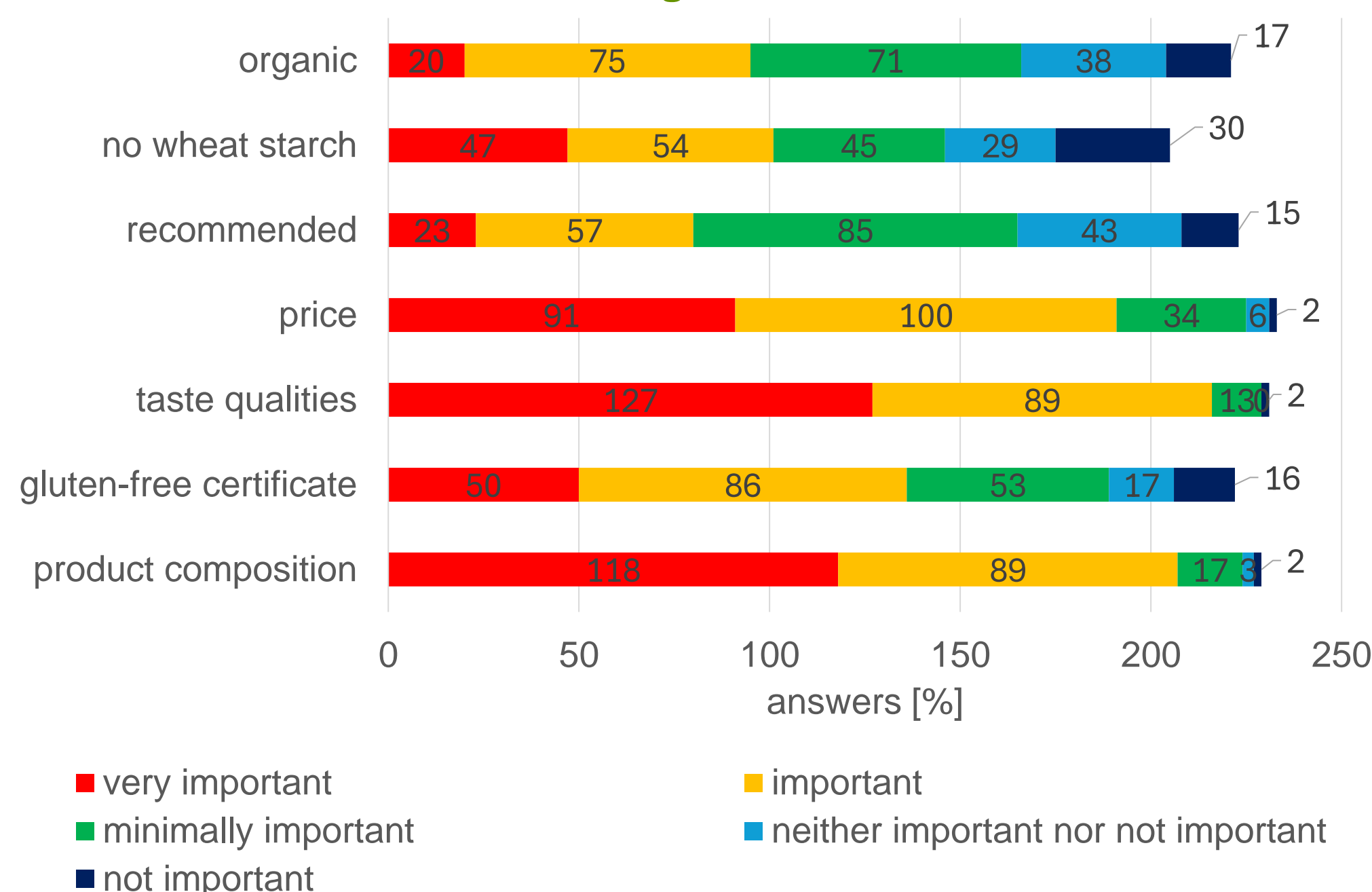
KNOWLEDGE

The impact of the field of study on students' knowledge about gluten-free food



PURCHASING PREFERENCES

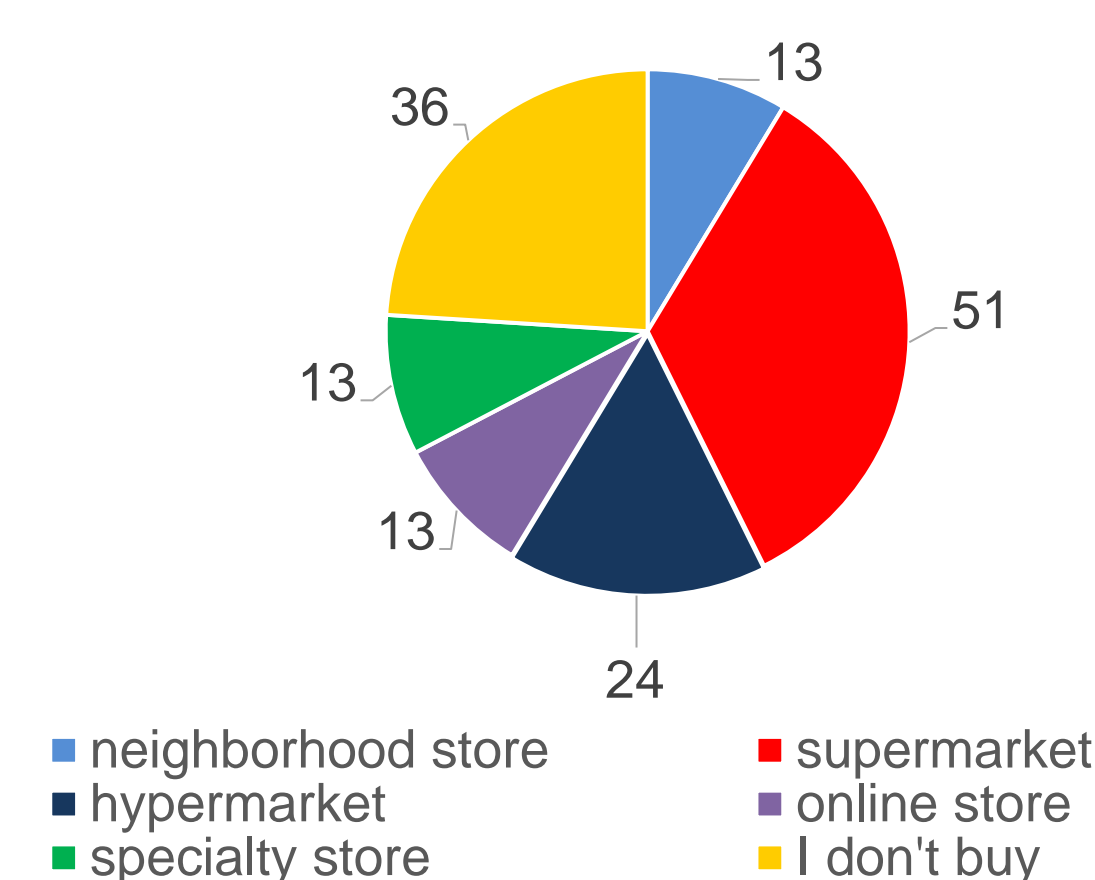
The impact of the importance on the purchase of gluten-free food



EXPERIENCE

- „Limited availability and high prices of gluten-free products; it's hard to find gluten-free products in stores”
- „Limited availability of food options when dining out; exclusion from social events; lack of understanding from other's”
- „Gluten-free products taste much worse than their gluten-containing counterparts.”
- „Lack of knowledge about the effects of gluten, ignorance of this topic among staff in the food service industry”
- „In children, there are psychological difficulties, they want to eat what everyone else is eating, not their own meals.”
- “In most products—even those that theoretically do not contain gluten—there are trace amounts.”
- „Confusion in the market; customers sometimes don't know if something contains gluten or not.”

Place of purchase



CONCLUSION / FUTURE WORK

Nearly 14% of students have followed a gluten-free diet, mainly due to health reasons. This diet negatively impacts many aspects of daily life for students and their relatives. The primary sources of knowledge about gluten-free foods were the Internet (41%), and supermarkets (51%) were the most common places to buy them. Key factors influencing purchases were taste, composition, and price. Students in food science and life sciences had greater knowledge about gluten-free food than those studying engineering, medicine, or economics. There is a need to increase students' awareness of gluten-free food knowledge. The results obtained can provide feedback to producers, retail chains and food services in terms of meeting consumer expectations.

References: Choung R. S., Unalp-Arida, A., Ruhl, C. E., Brantner, T. L., Everhart, J. E., Murray, J. A. 2018: Less hidden celiac disease but increased gluten avoidance without a diagnosis in the USA: Findings from the National Health and Nutrition Examination Surveys from 2009 to 2014. Mayo Clinic Proceedings, S0025 6196(16)30634-6