

AFFILIATE ROLODEX: Gluten Free Niche

1. Niche Snapshot

The gluten free audience is one of the most loyal and engaged in the food and health space. Some are living with coeliac disease, where gluten causes genuine physical harm, and they have no choice but to be meticulous about every product they buy. Others have a non-coeliac gluten sensitivity, experiencing digestive discomfort, fatigue, or brain fog when they consume it. A growing third group are choosing gluten free as a broader lifestyle or health decision, even without a diagnosis.

What unites all three groups is frustration. Gluten free products can be expensive, hard to find, and hit-or-miss in quality. Finding someone they trust to cut through the noise and recommend products that actually taste good, are genuinely certified, and are available to order is enormously valuable to this audience.

This is a niche where trust is everything. The audience has been let down by products that were mislabelled, meals that made them ill, and recommendations that prioritised affiliate income over accuracy. Affiliates who demonstrate genuine knowledge and care will build a deeply loyal following. The buying behaviour is also highly repeat-purchase, meaning a referral that converts once is likely to convert again and again.

Key sub-topics and buying triggers in this niche include gluten free meal planning and recipes, certified gluten free food delivery, gluten free baking products and mixes, eating out and travelling gluten free, and managing a gluten free household when not everyone in the family has the same dietary needs.

2. The Affiliate Rolodex

All programme details are accurate as of early 2026. Confirm current terms directly with each programme before promoting.

Programme 1: Thrive Market

Company	Thrive Market
Best Products	Curated gluten free pantry staples, snacks, baking essentials, and household products. Members can filter the entire catalogue by gluten free.
Sign-up URL	https://thrivemarket.com/affiliate-program
Network	In-house programme (also listed on Commission Junction)

Approval	Manual review. Thrive Market looks for affiliates with an established audience interested in healthy living, organic food, or specific dietary lifestyles including gluten free.
Commission	\$5 per monthly membership referral, \$30 per annual membership referral
Cookie Duration	14 days
Payment Method	Confirm on approval via their affiliate dashboard
Payment Threshold	No stated minimum
Payment Frequency	Monthly
Key Restrictions	Primarily US-based audience. No misleading health claims. FTC disclosure required.
Notes	Thrive Market is one of the most compelling recommendations in this niche because members save an average of 30% on every order compared to retail prices, which is a genuinely strong value proposition for an audience that already pays a premium for gluten free products. The flat membership commission structure means your earnings are predictable, and the annual membership referral at \$30 is a solid payout for a single conversion.

Programme 2: Prep Dish

Company	Prep Dish
Best Products	Weekly gluten free and paleo meal plans with shopping lists, prep instructions, and step-by-step recipes. Subscription service with recurring billing.
Sign-up URL	https://prepdish.com/affiliate/affiliate-application-form/
Network	In-house programme powered by Infusionsoft
Approval	Manual review. Prep Dish looks for aligned content creators, bloggers, and health-focused platforms. They work with affiliates on a one-to-one basis.
Commission	50% on all initial sales and recurring subscription renewals. Coupon and deal sites are approved at 10%.
Cookie Duration	Confirm on approval
Payment Method	PayPal
Payment Threshold	Confirm on approval
Payment Frequency	Quarterly
Key Restrictions	No spamming. No deceptive domain names or trademark bidding. Coupon sites accepted at reduced rate only.
Notes	The 50% commission rate including renewals is exceptional for this niche and makes Prep Dish one of the strongest earners per referred customer. Because it is a subscription service, a single conversion can pay out repeatedly over months or years. This programme suits affiliates whose

	audience is specifically interested in meal planning and making the gluten free lifestyle more manageable week to week.
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Programme 3: Gluten Free Mall

Company	Gluten Free Mall (glutenfreemall.com)
Best Products	A large dedicated gluten free online store carrying bread, frozen foods, grains, breakfast products, sauces, snacks, vitamins, and personal care items. Everything sold is guaranteed gluten free.
Sign-up URL	https://glutenfreemall.com/affiliates/
Network	In-house programme managed by LeadDyno
Approval	Application reviewed and approved. Requires a US Tax ID or Social Security Number. US-based affiliates only.
Commission	7% on all sales
Cookie Duration	30 days
Payment Method	PayPal or cheque (cheques incur a \$5 processing fee)
Payment Threshold	\$50 minimum
Payment Frequency	Monthly. PayPal payments on the 1st of each month, cheques dispatched on the 15th.
Key Restrictions	US affiliates only due to tax requirements. No spam or illegal marketing methods.
Notes	Gluten Free Mall has been operating since 1998 and is one of the most established dedicated gluten free retailers online. For an audience that wants a one-stop shop they can trust, this is a natural recommendation. The 30-day cookie and monthly payouts are straightforward, and the broad product range means there is something relevant for almost any gluten free content. Note this programme is open to US-based affiliates only.