



80% OF ALL NEW ALMOND PRODUCT INTRODUCTIONS FALL IN THESE

# TOP 5 CATEGORIES

1	CONFECTIONERY	2,915 INTRODUCTIONS	↑ +25% BETWEEN 2018–2019	TOP TEXTURE CLAIM: <b>“CREAMY”</b> TEXTURE CLAIM OPPORTUNITIES: <b>CRISPY • SMOOTH • SOFT</b>
		THE NO. 1 CATEGORY FOR ALMOND INTRODUCTIONS <b>24%</b>		
2	SNACKS	2,333 INTRODUCTIONS	25% OF ALL INTROS IN ASIA-PACIFIC	TOP TEXTURE CLAIM: <b>“CRUNCHY”</b> TEXTURE CLAIM OPPORTUNITIES: <b>LUSCIOUS • CHUNKY • CREAMY</b>
		THE NO. 2 CATEGORY FOR ALMOND INTRODUCTIONS <b>19%</b>		
3	BAKERY	1,954 INTRODUCTIONS	↑ +12% BETWEEN 2018–2019	TOP LABEL CLAIM: <b>“GLUTEN-FREE”</b> LABEL CLAIM OPPORTUNITIES: <b>VEGAN</b> <b>HIGH/SOURCE OF FIBER • HIGH/SOURCE OF PROTEIN</b>
		LEADING NUT IN: ASIA-PACIFIC, NORTH AMERICA AND LATIN AMERICA		
4	BARS	1,631 INTRODUCTIONS	TOP HEALTH CLAIM <b>GLUTEN FREE 52% • HIGH/SOURCE OF PROTEIN 43%</b>	TOP TEXTURE CLAIM: <b>“CRUNCHY”</b> LABEL CLAIM OPPORTUNITIES: <b>ENERGY • NO ADDED SUGAR</b>
		THE NO. 1 NUT TYPE NORTH AMERICA, EUROPE, ASIA-PACIFIC, MIDDLE EAST & AFRICA		
5	DAIRY	934 INTRODUCTIONS	TOP HEALTH CLAIM <b>GLUTEN FREE 47% • VEGAN 49%</b>	TOP TEXTURE CLAIM: <b>“CREAMY”</b> DAIRY OVERTOOK CEREAL’S PLACE IN THE TOP FIVE KEY CATEGORIES FOR ALMONDS FOR THE FIRST TIME.
		THE NO. 1 NUT TYPE NORTH AMERICA, EUROPE, ASIA-PACIFIC, MIDDLE EAST & AFRICA		

- **TOP HEALTH CLAIMS ASSOCIATED WITH ALMONDS ON-PACK IN 2019**
- 23% GLUTEN FREE**
- 16% NO ADDITIVES/PRESERVATIVES**
- 15% HIGH/SOURCE OF PROTEIN**
- 15% VEGAN**

- **TRENDING TEXTURES**
- Whole, chopped and slivered almonds, almond butter, flour and milk, as well as defatted almond flour and almond oil or paste achieve different textures—sometimes in the same product.

**EMERGING TEXTURE CLAIMS FOR EXPLORATION INCLUDE: CRISPY, SOFT, SMOOTH, CHEWY, LUSCIOUS, CHUNKY, THIN.**

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for additional information about the Innova research report.

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**ALMONDS CONTINUE TO GROW AS A KEY INGREDIENT IN CONSUMER PRODUCTS GLOBALLY.**

AS CONSUMERS BECOME MORE CONSCIOUS OF THEIR FOOD CHOICES, ALMONDS TICK THE BOXES FOR NUMEROUS FOOD TRENDS AND PRODUCT PREFERENCES. ALMONDS' ABILITY TO DELIVER IN MULTIPLE CATEGORIES IS REFLECTED IN GLOBAL NEW PRODUCT INTRODUCTIONS DURING 2019.

**12,206** NEW PRODUCTS WITH ALMONDS INTRODUCED **GLOBALLY** **+13%** OVER 2018

**NO. 1** NUT TYPE  
BAKERY, BARS, DAIRY AND CEREAL

**NO. 2** NUT TYPE  
CONFECTIONERY AND SNACKS

**ALMONDS CONTINUE TO BE THE #1 NUT IN EUROPE, ASIA-PACIFIC AND NORTH AMERICA.**

