

ALMONDS BRING THE “IT” FACTOR AS THE #1 NUT IN PRODUCT DEVELOPMENT

THE GLOBAL PANDEMIC DISRUPTED EVERY AISLE OF THE STORE IN 2020 BY IMPACTING CONSUMER LIFESTYLES AND EATING HABITS—AND IN TURN, NEW PRODUCT INTRODUCTIONS. DESPITE IT ALL, **ALMONDS HELD THEIR OWN DUE TO UNPARALLELED UTILITY, ADAPTABILITY, AND LABEL CLAIM BENEFITS ACROSS PRODUCT CATEGORIES.**

WITH **12,181**

NEW ALMOND PRODUCTS INTRODUCED GLOBALLY IN 2020 ALMONDS CONTINUE TO BE THE WORLD’S #1 NUT, MAKING UP MORE THAN 41% OF NUT INTRODUCTIONS.

HERE’S WHY:

NEW ALMOND PRODUCTS DISRUPT CATEGORIES...



CEREALS EXPERIENCED **27%** GROWTH | MOVING BACK INTO THE **TOP 5** IN 2020 AS PEOPLE WORKED FROM HOME



SPORTS NUTRITION IS THE **+51%** **FASTEST GROWING** ALMOND PRODUCT CATEGORY

... AND WIN OVER GLOBAL CONSUMERS

NO. 1 NUT EUROPE, ASIA-PACIFIC AND NORTH AMERICA

NO. 2 NUT LATIN AMERICA

NO. 3 NUT MIDDLE EAST AND AFRICA (FASTEST GROWING REGION)



ALMONDS LEAD THE WAY FOR LABEL CLAIMS WITH NUTS

TRENDING TEXTURES WIN IN NEW ALMOND PRODUCTS:

#1 CRUNCHY // #2 CREAMY // #3 CRISPY // #4 SOFT // #5 SMOOTH

NUTRITION

IS A CORE DRIVER FOR GLOBAL NEW PRODUCT DEVELOPMENT WITH ALMONDS.

GLOBAL CONSUMERS ARE MOTIVATED TO PURCHASE PRODUCTS WITH ALMONDS DUE TO THEIR ASSOCIATIONS WITH SOUGHT-AFTER HEALTH AND WELLNESS BENEFITS.

HEALTH CLAIMS ARE OBSERVED MORE FREQUENTLY ON INTRODUCTIONS WITH ALMONDS WHEN COMPARED TO TOTAL FOOD INTRODUCTIONS.

NO. 1 **ALMONDS ARE THE NO. 1 NUT FOR PLANT-BASED CLAIMS**

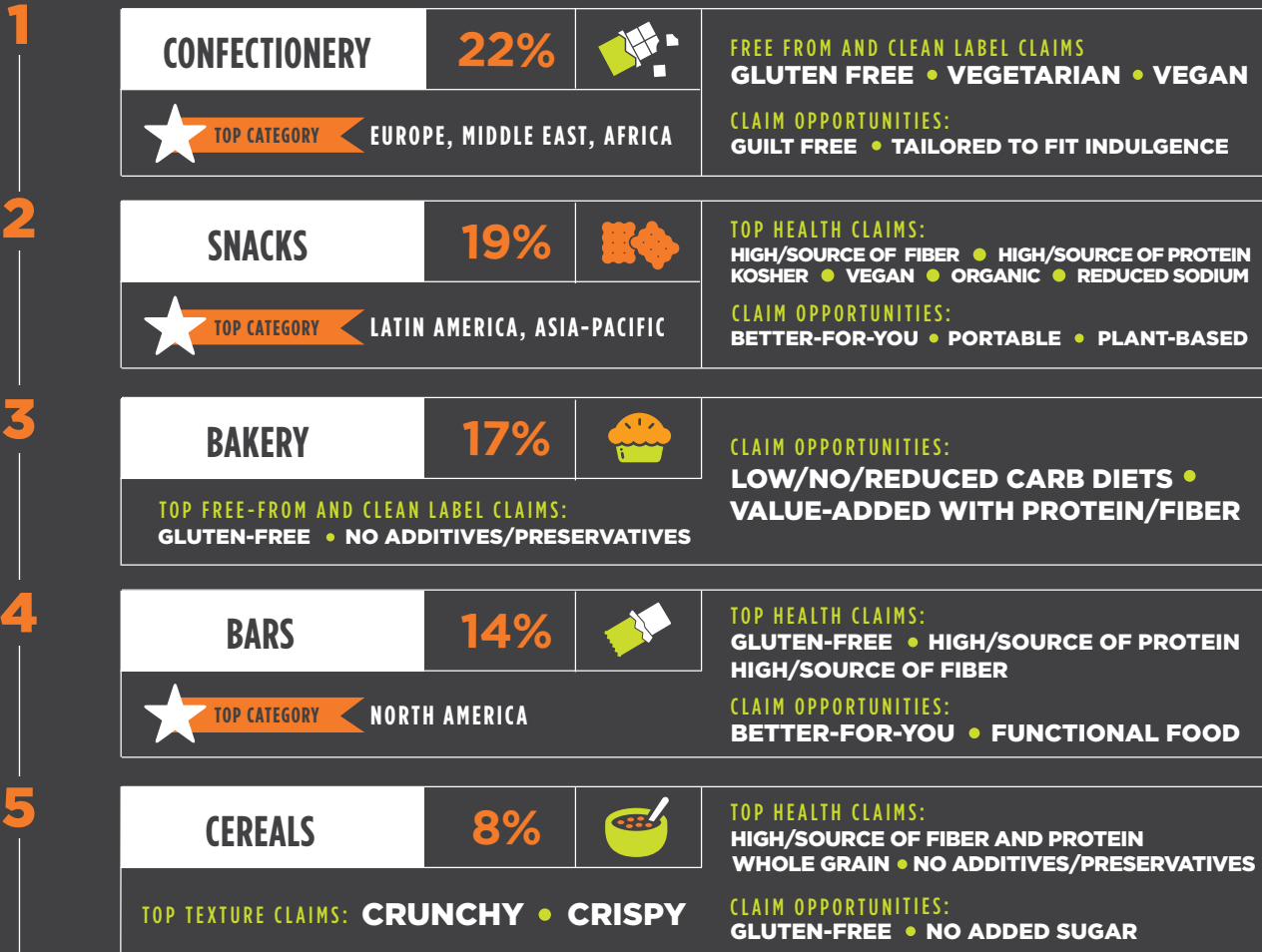
“GLUTEN FREE”
NO. 1 ON-PACK HEALTH CLAIM FOR ALMOND INTROS
26% AMONG NEW ALMOND INTROS AMONG ALL NUT INTROS **+8%**

↑ **“HIGH/SOURCE OF PROTEIN”**
16% AMONG NEW ALMOND INTROS AMONG ALL NUT INTROS **+10%**

67% OF U.S. CONSUMERS STATED PROTEIN IS A SOUGHT-AFTER BENEFIT OF ALMONDS.

80% OF ALL NEW ALMOND PRODUCT INTRODUCTIONS FALL IN THESE

TOP 5 CATEGORIES



UNITED STATES

- HEALTHIEST-RATED NUT AND CONTINUE TO BE ONE OF THE MOST-LIKED NUTS
- FUNCTIONAL, HEALTH-RELATED BENEFITS LIKE “GOOD FOR YOUR HEART” AND “IMPROVING MEMORY” ARE THE TOP MOTIVATORS

MEXICO

- POPULAR NUT AND ARE RATED AS THE HEALTHIEST
- ALMONDS OWN KEY HEALTH AND WELLNESS ATTRIBUTES: DIGESTIVE HEALTH, HEART HEALTH, WEIGHT MANAGEMENT, BEST FOR DIABETES, BEST FOR BEAUTY AND ENERGIZING.

CANADA

- ALMONDS IMPROVED THEIR SNACKING ASSOCIATION TO BECOME THE #1 NUT
- CONTINUE TO BE #1 NUT WITH OVERALL LIKING AND HEALTHFULNESS

EUROPE

- CONSUMERS RATE ALMONDS AS THE HEALTHIEST NUT IN FRANCE, ITALY, AND THE UK, AND THE #2 HEALTHIEST NUT IN GERMANY

CONTACT: foodprofessionals@almonds.com
 for additional information about the Innova research report.

Innova Market Insights, Global New Product Introductions Report; 2020, May 2021.
 Almond Board of California, 2021 U.S. Consumer Deep Dive, June 2021.
 Almond Board of California, 2019 Global Perceptions Study, March 2020.

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