

# ALMONDS: A STARRING INGREDIENT FOR HEALTH CLAIM LABELING IN NORTH AMERICA AND THE EU

Almonds come hand-in-hand with health benefits as a whole food ingredient with a healthy nutrient package that's accessible for consumers seeking an easy and natural approach to well-being. One serving of almonds includes 4 grams of fiber and 6 grams of protein for satiety and sustained energy, seven essential vitamins and nutrients, 13 grams of "good" unsaturated fats and 1 gram of saturated fat, and 50 percent of the daily value for vitamin E— a powerful antioxidant that promotes skin health and supports immunity.

As a result, it's no surprise that Innova Market Insights notes three-quarters of product launches with almonds in North America and nearly half in the EU feature a health claim. According to an Innova report on almond products with health claims in those regions, innovative new products made with almonds are being positioned to enhance various aspects of functional wellbeing. In Italy, energy and cognitive function are focal points for CÉRÉAL's **Almonds, Cranberries and Coconut Memory Food Bar Supplement**. In the U.S., Smpl's **Calm Bar**, made with almonds and various functional ingredients, promises to help the consumer "soothe everyday stressors and reduce mental and physical fatigue while staying focused and alert."



As global consumer awareness of gut health grows, almonds are being paired with prebiotic fiber for digestive benefits in products such as nut butters, cookies, bars, and coffee creamers. Mmmly's **Sweet Almond Soft Cookies** contain prebiotic fiber to support digestive health. Almond-based non-dairy cheese products, like Kite Hill's dairy-free **Soft Spreadable Cheese**, are on a growth path globally.



Although health claim trends in products with almonds vary between North America and the EU, almonds are a starring ingredient in both regions, keeping good company with foods that support a variety of modern needs.



## NORTH AMERICA



Gluten-free has a strong presence, appearing on two-thirds of North American food and beverage launches tracked with almonds and a health claim. Protein claims also are popular – a consistent one-third of North American launches with almonds and a health claim display a protein claim.<sup>1</sup>

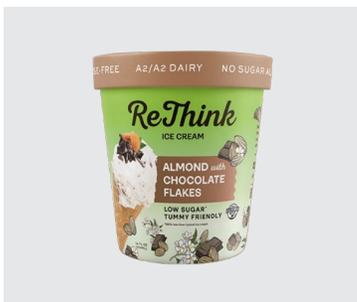
### Cereals and Snacks: The Top Market Categories for Almonds and Health Claims

Cereals is the number five category for global new product launches with almonds,<sup>2</sup> and cereals accounted for the highest percentage of product launches containing almonds and a health claim (33 percent, Jan-Oct 2021.)<sup>2</sup> FROPRO's recently launched **Blueberry Almond cereal and energy bar** displays gluten-free, soy-free, and dairy-free claims, highlighting 9 grams of protein, 20 vitamins and minerals, and 30 superfoods.

The snacking category is the number two category for global new product launches with almonds,<sup>2</sup> and the average annual growth of almond-containing snack launches that feature a health claim is 12 percent in the EU and six percent in North America (CAGR, Nov 2016-Oct 2021).<sup>1</sup>

Nearly 15 percent of North American food and beverage launches tracked with almonds and a health claim are snack launches.<sup>1</sup> Furthermore, over half of 2021 snack launches containing almonds feature a health claim. **Recipe 33's Garlic Dill Infused Almonds** combine gluten-free, vegan, and no preservatives, among other claims.

### Health Benefits Gaining Steam in Indulgent Categories



Healthy indulgences with almonds are growing rapidly in desserts and ice cream (25 percent), followed by spreads (23 percent) and confectionery (14 percent) (CAGR, Nov 2016-Oct 2021).<sup>1</sup> **Re:Think's Almond with Chocolate Flakes Ice Cream**, "reminiscent of

homemade marzipan" and "packed with chunks of roasted almonds and dark chocolate flakes," boasts decadence with benefits including being low sugar, tummy friendly and fiber rich. Growth in categories traditionally turned to for comfort or decadence demonstrates how almonds are bridging the gap between indulgence and health.

## EUROPE



As in North America, cereals make up the largest category of new product launches tracked with almonds and a health claim in the EU.<sup>1</sup> **The Beginnings Oat Mango Granola with Almonds and Chia**, a cereal with oats, nuts, seeds, and fruit, is labeled high in fiber, gluten-free, and vegan.

Organic and gluten-free lead other claims in EU launches with almonds and a health claim – organic appears on nearly 46 percent and gluten-free on 40 percent of 2021 launches through October. Fiber and lactose free claims are less prominent but growing.

### Double-Digit Almond and Health Claim Growth in Sauces & Seasonings, Desserts & Ice Cream



Over the last five years, sauces & seasonings saw 28 percent growth and desserts & ice cream saw 15 percent growth, making them among the fastest growing categories of food and beverage launches tracked with almonds and a health claim (CAGR, EU Nov 2016 – Oct 2021.) For example,

Optimistic's chilled **Probiotic Almond Dessert** is lactose free and contains no soy, milk, or preservatives.



<sup>1</sup> Innova Market Insights, Almond Products with Health Claims in North America and EU. December 2021.

<sup>2</sup> Innova Market Insights, Global New Product Introductions Report, 2020. May 2021.