

GLOBAL TRENDS AND IMPLICATIONS FOR ALMOND MILK



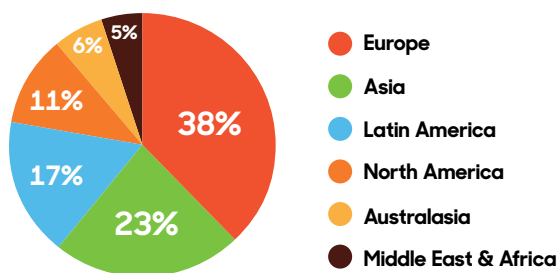
Across the globe, innovative opportunities abound for almond milk as more consumers turn to plant based beverages for their health and taste profiles. Innova Market Insights' 2022 Almond Milk Trends report analyzed new product development from 2017-2021 to identify key trends and opportunities for almond-based dairy alternative drinks.¹

GLOBAL MARKET ACTIVITY

Global dairy alternative product launches grew by 9% (CAGR 2017 - 2021). Almond milk product launches saw notable growth in the **Middle East & Africa** (30%), **Asia** (18%) and **Australasia** (16%) between 2017-2021.

Almond milk continues to dominate retail sales of milk substitutes in the U.S., holding 77% share of volume in 2021.

Share of almond-based dairy alternative drink launches per region in 2021



HEALTH AND LABEL CLAIMS

People may choose almond milk for a variety of reasons, such as the desire to consume more plant-based foods, or to reduce calories or sugar. Because of this, new product launches show almond milk meeting established and emerging health and label claims in dairy alternatives. Almond milk is a key base in dairy-free products like yogurt, cheese, creamers and frozen desserts, contributing a creamy texture and neutral taste that complements a variety of other flavors.



of almond-based product launches in 2021 included "lactose-free," "gluten-free," "vegan," or "plant-based" claims on almond-based products.

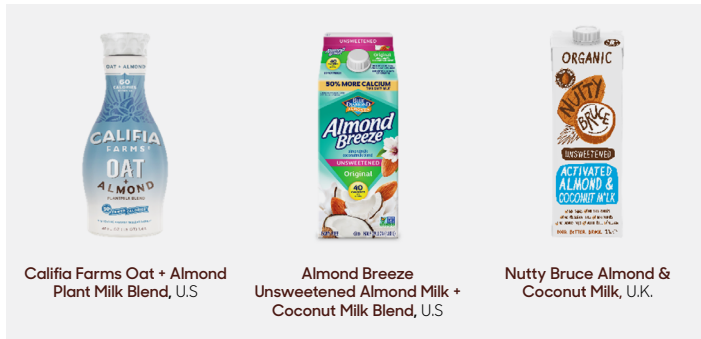
As consumers become more conscious of ingredients and food and beverage processing, clean label strategies are becoming more holistic.

» **Emerging Claims:** "sugar free" saw 24% growth, high/source of fiber saw 18% growth and immune health saw 16% growth among overall dairy alternatives (CAGR 2017-2021). High/source of protein saw 9% growth among almond-based alternatives (CAGR 2017-2021).

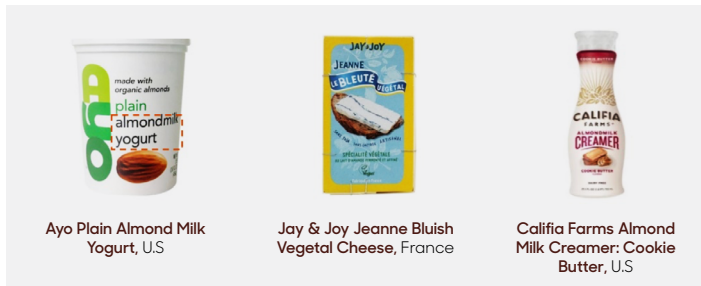


PLANT-BASED BLENDS

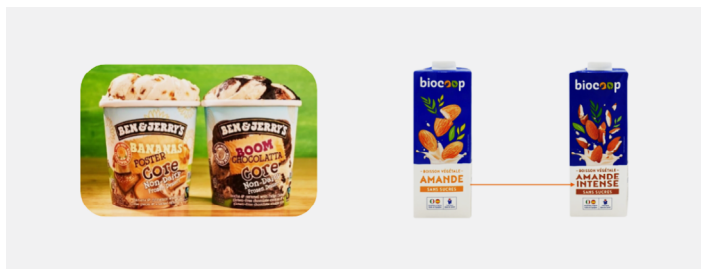
According to the **Plant-Based Foods Association**, there's a high bar for innovation and sustainable ingredient sourcing, and companies are working with new and functional ingredients to appeal to varying consumer interests. With retailers dedicating up to 33% of shelf space to plant-based milk options, almond milk is being blended with other ingredients, resulting in plant-based beverage blends with almonds and coconut, oats, seeds, legumes and other nuts. With growing popularity and a variety of complementary ingredient options, manufacturers across the world have limitless opportunities to expand product lines and cater to consumers.



BEYOND BEVERAGES: ALMOND MILK ACROSS CATEGORIES



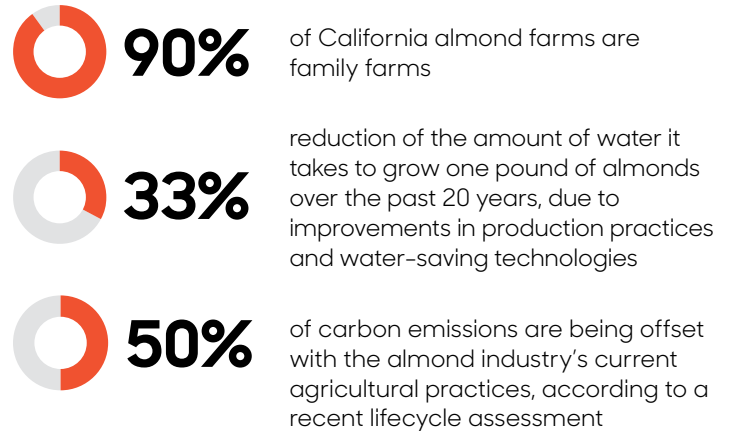
Mirroring Innova Market Insights' "Amplified Experiences" trend for 2022, almond milk is used to create more indulgent and flavorful experiences. Brands like France's **Biocoop Boisson** have also increased the almond concentration in their products for a more intense flavor experience. In North America, **Ben & Jerry's** dairy-free **Delicious to the Core** line includes a Bananas Foster flavor with an almond milk base and almond toffee pieces as well as a Boom Chocolatta with an almond milk base.



SUSTAINABILITY STORYTELLING

Innova Market Insights crowned "Shared Planet" as its top trend for 2022, noting that consumers continue to look for food that not only tastes delicious, but that also benefits the planet and their community. Manufacturers are weaving additional sustainability information into product messaging. For example, **Almond Breeze** includes almond orchards in on-pack graphics and information to illustrate to consumers how almonds are grown.

Did you know?



From a processing perspective, almond milk is a win for nearly any beverage manufacturer with homogenization capabilities: almond milk can be produced using whole almonds, blanched almonds, almond paste or more, depending on raw material considerations. The steps to commercially produce almond milk can be more continuous



With ongoing excitement and R&D around plant-based milk opportunities, there's a wealth of inspiration to draw from for future product portfolios. What will your next innovation with almond milk look like?

- 1 Innova Market Insights. Almond Milk Trends Report – Data Analysis 2017–2021. Released March 2022.
- 2 2021 US Category Analysis: Retail Performance (Nielsen POS Data). Released January 2022.
- 3 SPINS "plant-based positioned" product attribute, customized by Plant-Based Foods Association and The Good Food Institute to include private label and custom categories. 52 weeks ending December 26, 2021, from the SPINS Natural Enhanced and Conventional Multi Outlet (powered by IRI) grocery channels.
- 4 United States Department of Agriculture, 2017 Agricultural Census.
- 5 University of California, 2010. Food and Agriculture Organization of the United Nations, 2012. Almond Board of California, 1990–94, 2000–14
- 6 Alissa Kendall, et al. Life cyclebased assessment of energy use and greenhouse gas emissions in almond production. Part 1: Analytical framework and baseline results. Journal of Industrial Ecology, 2015