



**Q** Which chocolate product features connote indulgence?

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**WILLIAMS** | Taste and texture are a big part of indulgence. The Almond Board's 2018 Global Chocolate Survey demonstrates this, with taste as the top consideration in snack chocolate decisions.<sup>2</sup> Consumers value high-quality ingredients too. The survey also shows that indulgent emotional benefits such as happiness, cravings and relaxation are important considerations.<sup>2</sup>



Consumers name indulgence as the top reason to eat chocolate. In fact, the 2018 survey shows that four out of five consumers say chocolate is either their number one favorite snack or one of their favorites, when they are looking to indulge.<sup>2</sup>

**Q** What's next for almonds and chocolate?

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**WILLIAMS** | Consumers are looking for unique and varied experiences in flavor, and chocolate is evolving beyond the traditional into more adventurous flavors and unexpected combinations.<sup>1</sup> Texture claims associated with almonds, namely crunchy and crispy, are growing rapidly. We expect continued consumer interest in health and further product expansion in "better for you" features, including claims and ingredients such as clean, vegan and ancient grains.

Chocolatiers will continue to diversify to improve the healthiness of their products while also focusing on flavor and texture to capture consumers' interest. Including nuts such as almonds, with seeds and dried fruits delivers both health benefits and indulgent texture.<sup>2</sup>



## About Innova Market Insights

Innova Market Insights is a leading market research company, serving our customers with our unique and powerful **Innova Database**: the world's largest database for the food industry, used by leading companies in food ingredients and manufacturing for future success in the dynamic FMCG/CPG industry.

<sup>1</sup>Essential Clean Label Chocolate Innovation with California Almonds. Innova Market Insights. 2018

<sup>2</sup>2018 Global Chocolate Survey. Sterling Rice Group. 2018