

CALIFORNIA ALMONDS: WHAT'S TRENDING?



IN A NUTSHELL

With personal health and wellness high on the consumer agenda across Europe, a 'back to basics' approach to nutrition has taken centre stage. As a result, almonds are more in demand than ever and, with this year's bumper harvest, the California almond community remains focused on growing its healthy, shelf-stable ingredient for customers and food professionals around the world.

In these uncertain times, we've kept our focus on evolving trends and consumer behaviours to understand how almonds can play a key role in helping manufacturers innovate and thrive. Read on for more information!

ALSO IN THIS ISSUE...



...To help food professionals maximise almonds' potential for new product development, we take a look at the latest nutrition research and assets that are available on the newly re-vamped almonds.co.uk.

Further resources in this edition include:

- Highlights from **Innova Market Insights' Global New Product Introductions** report
- **A spotlight on alternative proteins** featuring Swati Kalgaonkar from the Almond Board's Nutrition Research programme
- A reminder to register for the upcoming **virtual annual Almond Conference, 8-10 December**

MAXIMISING THE NUTRITIOUS POWER OF ALMONDS

The importance of personal health, the rapid rise of veganism and a new consumer approach to flexitarian diets are just some of the reasons why almonds are so popular right now, and the popularity of plant-based foods is set to increase. In the UK, almost a quarter of all new food product launches last year were labelled vegan¹ and vegan food sales spiked by 37% in Germany in the first quarter of 2020².

So, it's no surprise that for the fifth consecutive year, almonds maintained their top spot as the number one nut in new product introductions in Europe according to **Innova Market Insights' Global New Product Introductions report**. As consumers continually demand better-for-you, plant-based and natural ingredients, almonds offer product developers freedom to continually explore and maximize opportunities for innovation.

The report shows that Europe is responsible for around 44% of global almond introductions as manufacturers remain confident they're a good bet for them. And although almonds remain integral to the traditional ingredients market in Europe, the data also shows how broader consumer lifestyle trends and healthy living are accelerating demand for this natural, plant-based food.

We've pulled out some key highlights from this year's data which shows how manufacturers are expanding almond usage across even more categories to innovate in step with consumer preferences.



REPORT
2020

INNOVA GLOBAL NEW PRODUCT INTRODUCTIONS

ALMONDS ARE THE MOST POPULAR NUT IN EUROPE



GERMANY, FRANCE AND THE UK ARE ALL LEADING MARKETS BUT ITALY HAS SEEN THE BIGGEST GROWTH OF 20 PERCENT IN ALMOND INTRODUCTIONS LAST YEAR

5,416 NEW PRODUCTS WITH ALMONDS
INTRODUCED IN **EUROPE**

+12% OVER 2019

NO. 1

NUT TYPE

SNACKS, BARS*, DAIRY AND CEREAL
*+23% VS YAG

IN EUROPE, CONFECTIONERY IS THE LEADING CATEGORY FOR ALMOND INTRODUCTIONS

29.7%

CONFECTIONERY

17.5%

BAKERY

15.3%

SNACKS

12.8%

BARS

NEW!

ALTHOUGH GROWTH FOR ALMONDS CONTINUES IN THE TRADITIONAL INGREDIENTS MARKET IT'S ALSO HAPPENING IN NEW CATEGORIES SUCH AS **DAIRY**

6.9%
DAIRY PRODUCTS
EUROPE'S PRODUCT INTRODUCTIONS

SPREADS ICE CREAM
SPORTS NUTRITION
SOFT DRINKS DESSERTS



GLOBALLY, HEALTH CLAIMS WERE OBSERVED MUCH MORE FREQUENTLY ON INTRODUCTIONS WITH ALMONDS COMPARED TO TOTAL FOOD INTRODUCTIONS.

IN EUROPE (AND NOTABLY THE UK) THIS IS OUTPACING THE REST OF THE WORLD



TOP HEALTH CLAIMS ON PRODUCTS WITH ALMONDS:

VEGETARIAN
VEGAN

Gluten Free

Organic

high in fibre

Natural

The data makes clear the innovation opportunities with almonds. Not only are they great for flavour, almonds offer 14 different forms and a range of health benefits which makes them appealing across a wide range of categories.

The data highlights show that health claims were observed more frequently on introductions with almonds compared to total food introductions. Increasingly however, savvy consumers want to know not just about health benefits but what those benefits mean for them, so it's vital that manufacturers understand what different ingredients can offer for on-packaging product differentiation.

As the world's most researched nut, there is a body of evidence (more than 180 published studies to date) detailing the multiple health benefits of almonds. To help food developers better understand the decades of research available, the Almond Board is excited to present a range of nutrition expertise and information housed on our [new website](https://almonds.co.uk). Here you can learn more about how almonds play a key role in maintaining cardiovascular health, weight management, healthy skin and more and why they are the perfect ingredient for new product development.

A WORD ON ALTERNATIVE PROTEINS



'Protein' is having its moment as the new 'nutritional superhero'. The continued consumer emphasis on health and wellbeing, as well as a focus on ethics and sustainability (heightened by the pandemic), is driving a focus on cleaner living – and the consumption of alternative proteins like plant protein is part of this trend.

As consumers learn to appreciate protein's role in their diet, product developers are also learning that they can formulate with a variety of plant-based protein sources to benefit consumers. Plant Protein – like the protein in almonds - is unique because it comes without some of the high fat and cholesterol that you'd otherwise have to worry about with some animal-based protein sources.

In 2019, almond introductions citing protein claims (15%) appeared more often than total food averages (8%)³ and exciting new products that pair almonds and other plant-based foods deliver not only protein, but many other essential nutrients.

Our Q&A with Swati Kalgaonkar, from the Almond Board's Nutrition Research programme, highlights what makes protein important and how California almonds, with 6 grams of protein in a 30g serving, contribute to a healthful protein package. You can read all about it and how almonds fit into the picture [here](https://almonds.co.uk).

A FINAL WORD FROM US

The Almond Board of California is holding its annual Almond Conference virtually on 8-10 December and we'd love you to join us along with industry experts, academics, growers and handlers for a range of educational sessions and networking events.

You can find out about the latest trends, growing practices, food safety and science and more as well as hear about industry progress towards our 2025 Orchard Goals.

To register please visit our website [here](https://almonds.co.uk).

FEEDBACK

Your feedback helps us bring you more relevant content and resources, so we'd love to hear from you with suggestions on topics of interest, almond forms, or any other information you're interested in. You can provide your feedback by emailing us at foodprofessionals@almonds.com.

FOLLOW US

1 - <https://www.theguardian.com/food/2020/jan/17/almost-one-in-four-food-products-launched-in-uk-in-2019-labelled-vegan>

2 - <https://www.livekindly.co/vegan-food-sales-germany-spike/>

3 - [Innova Market Insights 2019 Global New Product Introductions Report, May 2020](https://www.innova.com/insights/2019-global-new-product-introductions-report)

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