

CHOCOLATE AND ALMONDS

A SWEET AND SATISFYING DUO

Permissible indulgence continues to gain popularity in chocolate products, and there is an innovation opportunity for product developers to offer an assortment of flavors in healthier versions of chocolate. There is great opportunity for confectioners to create new products that will continue to diversify to improve the healthful appeal of their products, while also focusing on flavor and texture innovations to capture consumers' interest. California almonds have the unique ability to enhance the flavor, texture and health factors of a chocolate product while helping to create a premium and indulgent consumption occasion.

Endless options, familiar flavors

Global consumers respond with a variety of needs when it comes to flavors, but "familiar flavors" are consumers' top preference (30% share). They are also most likely to experiment with flavors in chocolate.

Almonds are a familiar and in-demand flavor in chocolate, and their versatile taste profile accommodates a range of pairings with additional ingredients.



Flavor inclusions and blends offer endless possibilities for every palate, offering a more premium image and experience.

Check out almonds.com/almondsandchocolate for more information.

Almonds and almond butter can offer natural sweetness.

Inclusions like almond flour, almond butter and almond paste are used in new chocolate products to provide additional protein, contribute to smoother and creamier textures, and serve as an alternative ingredient in plant-based or vegan chocolate.

Free from claims continue to soar. Sugar-free is a top-3 claim on introductions containing almond flour. Gluten-free almond and chocolate introductions have seen 15% growth between 2019 and 2023.¹

Reductionist health claims are influencing consumers' chocolate purchasing choices and chocolate products infused with almonds are positioned to meet this direction. The fastest-growing health claims in chocolate with almonds include prebiotic (+50%), low/no/reduced calorie (+39%), low/no/reduced GI (+32%), no added sugar (+20%) and low sugar (+18%).¹

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Hazelnut, Oreo, and strawberry



are the top flavors consumers are interested in, indicating an innovation opportunity within confectionery products.

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almonds[®]
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REFERENCES:

1. Innova Market Insights. Winning Opportunities in Chocolate Confectionery with Almonds. 2024.