

REPORT
2021

INNOVA GLOBAL

NEW PRODUCT INTRODUCTIONS



ALMONDS

CONTINUE TO REIGN SUPREME AS THE TOP NUT IN GLOBAL NEW PRODUCT DEVELOPMENT

Almonds have been recognized globally as the #1 nut for new product development since 2006. Despite changing consumer tastes, lifestyles and preferences, almonds' taste, texture and label claim benefits make them indispensable to innovation.

WITH **12,080**

new almond products introduced globally in 2021, almonds maintain their spot as the world's #1 nut, making up nearly 40% of nut introductions.

Here's why almonds are a source of new product inspiration today and for the future:

ALMONDS

NOW



With 14 different forms to formulate with, almonds are the #1 nut in four of the top six global food introduction categories: bakery, bars, dairy and cereals.

BAKERY EXPERIENCED A

↑15%
GROWTH

WITH

2,317
NEW ALMOND
INTRODUCTIONS IN 2021

DRIVEN BY:



INCREASED
ALMOND FLOUR
USE



DEMAND FOR
GLUTEN-FREE
OPTIONS



HEALTHY
INDULGENCE



CEREALS & BARS

ARE PRIME CATEGORIES FOR ALMOND PASTE, WHICH CONTRIBUTES A CHEWY TEXTURE.



& FOREVER



There are other global food introduction categories where almonds can be used as a key ingredient in future new product development.

↑12%
GLOBAL
GROWTH

THE CREAMINESS & SMOOTHNESS



OF ALMOND BUTTER IS A NATURAL FIT FOR SPREADS, WHICH GREW GLOBALLY BY NEARLY 12%.



ALMOND PIECES CAN ADD CRUNCH

TO A GROWING DESSERTS & ICE CREAM CATEGORY (+6%).



TO FURTHER SATISFY GROWING GLUTEN-FREE CRAVINGS

ALMOND FLOUR CAN BE UTILIZED AS A KEY INGREDIENT IN READY MEALS & SIDE DISHES (+6%), PARTICULARLY IN FROZEN PIZZAS.

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ALMOND ADVANTAGE

ALMONDS ARE A NATURAL, WHOLE INGREDIENT WITH LASTING POWER THAT SATISFIES CONSUMER DIETARY, HEALTH AND LIFESTYLE NEEDS WITHOUT SACRIFICING ON CONVENIENCE AND TASTE.

ALMONDS ARE THE GLOBAL LEADER IN

PLANT BASED + VEGAN + VEGETARIAN
INTRODUCTIONS (4,933) BY A LARGE MARGIN AMONG OTHER NUTS.



PRODUCTS WITH ALMONDS HAVE A HIGHER LIKELIHOOD OF ON-PACK HEALTH CLAIMS.

GLUTEN-FREE

21%

**NO ADDITIVES/
PRESERVATIVES**

16%

**HIGH
SOURCE
OF FIBER**

12%

ORGANIC

12%

**HIGH SOURCE
OF PROTEIN**

12%



**SATISFYING GLOBAL
TASTE BUDS**

Fourteen almond forms and 24 California almond varieties offer endless opportunities for texture and taste, ensuring consistent contribution to global new product innovation.



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for additional information and the full Innova research deck.

REFERENCES

Innova Market Insights, Global New Products Introductions Report, 2021. May 2022.
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