

Five Top 2023 Trends for Almonds



The food & beverage industry trends of 2023 and beyond will continue to be influenced by a nexus of economic, environmental, and social impacts as well as changing consumer tastes. California almonds can be a key ingredient helping brands and product innovators be ready for the future. Out of their annual trends forecast, Innova Market Insights shared the five most important 2023 Trends where almonds can play a valuable role in keeping up with consumer and market demands as an accessible, nutritious, sustainable and plant-based ingredient.¹



ALMOND TREND #1: UNPUZZLE HEALTH

On-pack messaging is a go-to source for consumers keen to know about the health and nutritional value of a product.

1 in 2 global consumers

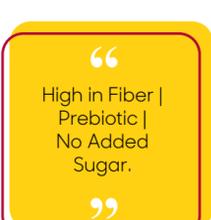
look at on-pack health claims to determine a product's healthiness after the ingredient list and nutrition label.¹

On-pack claims for almonds can include:

high in linoleic acid, cholesterol-free, good source of fiber, no added sugar, high riboflavin, high in antioxidant vitamin E, high in magnesium, high manganese, naturally sodium free, and healthy.



Prana Vit N Rich Almond Choco Bar, India.



Bio&Me Super Better Gut Loving Granola, U.K.

¹ Innova Market Insights, 2023 Trends for Almonds, December 2022.
² Creador, A. C., Dimidi, E., Hung, E. S., Rossi, M., Probert, C., Grassy, T., Miguens-Blanco, J., Marchesi, J. R., Scott, S. M., Berry, S. E., & Whelan, K. (2022). The impact of almonds and almond processing on gastrointestinal physiology, luminal microbiology and gastrointestinal symptoms: a randomized controlled trial and mastication study. *American Journal of Clinical Nutrition*, nqac265. <https://doi.org/10.1093/ajcn/nqac265>
³ Carter, S., Hill, A. M., Buckley, J. D., Tan, S., Rogers, G. B., & Coates, A. M. Acute feeding with almonds compared to a carbohydrate-based snack improves appetite-regulating hormones with no effect on self-reported appetite sensations: A randomized controlled trial. (2022). *European Journal of Nutrition*. <https://doi.org/10.1007/s00394-022-03027-2>
⁴ Rybak, I., Carrington AE, Dhaliwal S, Hasan A, Wu H, Burney W, Maish J, Sivamani RK. Prospective Randomized Controlled Trial

Looking Ahead

Nutrition research has found that almond consumption may:

- **Increase the beneficial short-chain fatty acid butyrate in healthy adults' colons**, possibly benefitting some gut microbiota functionality.²
 - Limitations of this study are seen in both the sex distribution of volunteers (more than 86% female), as well as in age (avg. age of participants was 27.5 years). More research is warranted, as these findings alone are not necessarily generalizable to males or to older populations.
- **Help improve appetite-regulating hormones** in overweight and obese adults³
 - In this study, all participants had elevated body weight. Future research could examine how healthy-weight individuals respond to almond snacks and provide insight into the possible prevention of overweight and obesity.
- **Help improve the appearance of facial wrinkles and skin tone** in postmenopausal women with Fitzpatrick skin types I and II⁴
 - This 24-week long study does not provide insight into potential effects of longer-term almond intake. More research is warranted to investigate the impact of almond consumption in other populations.



ALMOND TREND #2: REDEFINING VALUE

Consumers are looking to maximize the value of their purchases and are determined to sample new experiences, while ensuring personal wellbeing and planetary health.

Minimizing Food Waste and Upcycling

is a **top-3 consumer action** to extract more value.¹

- California almonds are grown in a zero-waste way: organic byproducts like almond hulls, shells and the trees' wood are channeled into uses that benefit the greater ecosystem

Enticing Experiences:

Top texture claims for almonds include creamy, crunchy, crispy, soft, smooth.⁵

Almonds receive high marks

from surveyed global consumers for **convenience and versatility**, and most global consumers report perceiving almonds as **nutrient-rich and healthy**.⁶

¹ Innova Market Insights, 2023 Trends for Almonds, December 2022.
⁵ Innova Market Insights, 2021 Global New Product Introductions Report, Released May 2022.
⁶ Sterling-Rice Group, Global Perceptions Study, 2019.

Looking Ahead

When it comes to value, California almonds tick all the boxes in terms of the planet, health and nutrition, as well as taste and texture. Almonds are a simple, whole food ingredient with over 14 ingredient forms for a variety of sensory experiences, and those grown in California benefit from a long heritage of continuously improved sustainability practices. As a nutrient-dense snack, almonds offer six grams of plant-based protein, four grams of filling dietary fiber, 13 grams of good unsaturated fats and just one gram of saturated fat in one serving, and have an ever-expanding body of nutrition research in areas including heart health, weight management, diabetes, diet quality, skin health, gut health and more.



Mid-Day Squares Almond Crunch Squares, Canada



I Am Grounded Cocoa Almond Butter & Coffee Fruit Bar, Australia



ALMOND TREND #3: PLANT-BASED: UNLOCKING A NEW NARRATIVE

Underused ingredients and technology open opportunity for sensory improvements and new experiences in plant-based innovation.

Plant-based claims

were in the **top-10 most-used health claims** for new almond products across confectionery, snacks, bakery, bars, cereals and dairy in 2021.⁵

46% of global consumers prefer almond milk

as a product base in dairy alternatives.¹

¹ Innova Market Insights, 2023 Trends for Almonds, December 2022.
⁵ Innova Market Insights, 2021 Global New Product Introductions Report, Released May 2022.

Looking Ahead

In addition to **almond milk** improving taste and texture in dairy alternatives, other forms like **almond paste and almond butter** are being used to make vegan chocolate creamer, providing products with natural sweetness and smooth texture mirroring milk ingredients. Beyond dairy alternatives, almonds are advantageous in plant-forward snacking as a whole food ingredient with a long shelf life. **Chopped almonds and almond flour** have played a starring role in salad-inspired snack bars to almond-based dips and more.



Almond-Based Yogurt, China.



Undressed Miso Ginger Savory Salad Bar with Toasted Almonds, U.S.



ALMOND TREND #4: FARMING THE FUTURE

New farming systems are improving quality and sustainability.

7 in 10 global consumers

say they prefer products that mention sourcing and farming benefits on-pack.¹

+54% CAGR

in new almond product launches with a sustainable sourcing/farming claim (Global, Q4-2019/Q3-2020 vs. Q4-2021/Q3-2022).¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

say they prefer products that mention sourcing and farming benefits on-pack.¹

Looking Ahead

Almond trees sequester carbon, clean pollutants from the air, produce oxygen and offer a food source for pollinators. Almond hulls are used as animal feed and a replacement for non-renewable peat moss that's often imported as a growing medium for mushroom cultivation. Almond shells can be burned and added to strengthen and heat stabilize post-consumer recycled plastics.

And what's more, California almond farmers are pioneering whole orchard recycling, a regenerative practice that grinds orchards at the end of their productive life back into the soil.

Whole Orchard Recycling Increases:

Orchard Yields **+19%** ▲ Soil Carbon **+58%** ▲

Organic Matter **+42%** ▲ Aggregation **+19%** ▲

Water Holding Capacity **+32%** ▲ Nitrogen **+17%** ▲



Real Handful BBQ Trail Mix, U.K.

¹ Innova Market Insights, 2023 Trends for Almonds, December 2022.



ALMOND TREND #5: POSITIVELY IMPERFECT

Consumers don't expect perfection, but appreciate transparency about the complexities of sustainability.

3 in 3 global consumers

say their trust in a brand increases when the brand communicates challenges they are facing with the product¹

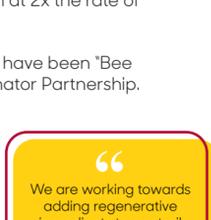
Over 14 versatile almond forms = reduced food waste:

Aesthetically "imperfect" almonds that are broken or chipped are processed and put to use in almond flour, almond butter and more

Looking Ahead

All food takes water to grow, and almonds are no exception. But California's almond farmers have **reduced water usage by 33%** over the past two decades, and aim for an additional 20% reduction by 2025. 85% of California almond farmers use microirrigation at 2x the rate of California farms overall.⁷

To-date, 110,000 acres of almonds have been "Bee Friendly" certified through the Pollinator Partnership.



Elmhurst 1925 Unsweetened Almond Milk, U.S.



Toodaloo Adaptogenic Trail Mix, U.S.

¹ Innova Market Insights, 2023 Trends for Almonds, December 2022.
⁷ California Department of Water Resources. California Water plan update 2013: Volume 3, Chapter 2