

ALMOND INNOVATION IN LIMITED EDITIONS OR EXTENSIONS



Almonds are being leveraged as a key ingredient in limited editions or portfolio extensions that broaden alternative dietary options and introduce new flavor experiences, according to a 2023 report from Innova Market Insights. The report details that confectionery and snacking categories were responsible for the most limited edition new product launches with almonds between 2018 and 2022.¹ The fastest-growing categories for limited edition almond innovation include spreads, bakery and desserts, where almonds serve as a canvas for creativity with flavors and formats.

Whether you're looking to give consumers a taste of the unexpected or introduce a permanent extension to your portfolio, read more for product case studies for inspiration on how to take innovation a step further with almonds.

ASSISTING ALTERNATIVE FORMULATIONS

One of Innova Market Insights' 2023 trends, Plant-based: Unlocking a New Narrative, predicts a growing consumer appetite for creativity in the plant-based sector. As consumer demand for plant-based products grows and technology improves, Innova notes that underused ingredients and technology must be used to optimize alternatives to meet consumers' expectations for taste, nutrition and quality.

New product launches indicate that almonds are a natural fit for line extensions or reformulations that level up the plant-based trend, whether influenced by environmental or dietary demands. Ingredients like almond milk, almond butter and defatted almond flour (almond protein powder) are being substituted for traditional ingredients to provide plant-based versions of everyday products that don't compromise on enjoyment or nutrition.

Armored Fresh



The non-dairy cheese category has been a rapidly-growing area for almond milk launches with a compound annual growth rate (CAGR) of 93% between 2017-2021.² South Korean company Armored Fresh unveiled new almond milk slices in the U.S., using innovative technology that ferments plant-based ingredients like almond milk and almond protein powder to replicate the aroma, texture and flavor of dairy cheese.

¹ Innova Market Insights, Almond Product Extensions Report. Released April 2023.

² Innova Market Insights. Global Trends in Almond Forms - Data Analysis 2017-2021.

ASSISTING ALTERNATIVE FORMULATIONS

LOVO



Confectionery is the leading category for new product introductions with almonds, and the growing plant-based trend has revealed opportunities beyond traditional inclusions like whole almonds or almond pieces.³ Almond milk, almond butter and almond paste are emerging as versatile tools to unlock plant-based chocolate that meets consumer expectations for texture and indulgence. The creators of PASCHA, an organic and vegan chocolate company, launched LOVO to offer a plant-based chocolate line including a creamy and flavorful almond milk chocolate bar. The company spent six years on formulation to give alternative dairy a starring role in chocolate.

Alamance Foods



Between 2017-2021, products using almond butter or almond paste saw rapid growth in dairy alternative drinks (+25% CAGR), ushering in future opportunities in other non-dairy formats.² Although almond butter is often used as a layer, drizzle, filler or coating, some manufacturers have discovered uses for the ingredient to create rich and airy dairy-free toppings. Alamance Foods, a company known for previous launches using whole milk, launched Whipt, a line of plant-based Aerosol whipped cream toppings that use ingredients like almond butter and coconut cream.

Open Nature



Almond milk introductions saw 13% CAGR between 2017-2021 in the non-dairy ice cream & frozen yogurt category, where almond milk is extremely complementary to a variety of flavors.² Albertsons Companies launched new plant-based products under the Open Nature brand's growing portfolio, introducing new non-dairy almond-based frozen desserts in Cherry Maximum Fudge Moose Tracks and Caramel Macchiato flavors.

FACILIATING FLAVOR EXPLORATION

Innova notes that younger generations are more likely to say that new and different flavors influence their purchases, and over index for their interest in flavors that deliver sensory excitement or enhance their food. International cuisines and trends are sweeping across the world, introducing novel experiences or putting a new spin on a traditional snack item.

Almonds are a familiar snack nut with broad consumer appeal, and Innova's report on limited edition or line extension launches demonstrates that almonds are an ideal canvas to introduce consumers to new twists on flavors due to their neutral taste and approachable format.

Pocket Latte



Pocket Latte put a twist on chocolate covered almonds by launching them in Asian-inspired flavors that defy tradition and exceed consumer expectations. Available in Black Sesame, Mango Yuzu, Vietnamese Coffee and Matcha, the products use a popular format to familiarize people with flavors inspired by the founders' upbringing and heritage as Asian-Americans.

Nature's Garden



Nature's Garden launched line extensions with bold flavors to target younger generations. The brand noted that Gen Z and Millennials lead the intense, bold, indulgent flavor trend and are willing to explore uncommon combinations. The extension featured flavors like Nashville BBQ Almonds, Ghost Pepper Ranch Almonds and Mediterranean Almonds.

Chika's



Chika's, a U.K.-based snack company, launched limited edition sweet almonds during the winter holiday season, expanding on their Honey Spiced Nut Mix offering to share flavors including Sweet Cinnamon and Irish Cream. The brand's range of products typically embodies the energy and vibrancy of flavors from Africa.

³ Innova Market Insights, Global New Products Introductions Report, 2021. May 2022.