

THE IRRESISTIBLE

APPEAL

of california almonds

Global Consumer Demand Report





CALIFORNIA ALMONDS **Command Demand**

More and more, consumers crave California Almonds and their irresistible appeal. Demand for the great taste, delectable crunch and smart nutritional value of this highly prized little treasure is exploding across the globe. As people everywhere seek out foods that are more exciting and appealing, they're finding California Almonds are the perfect, tasty fit.

Quick Stats

In the last decade:

- Per capita consumption in North America grew 71%¹
- Reported purchases per month in North America increased 88%²
- European shipments have grown 54%³



ALMONDS' APPEAL **All Over the World**

In Wichita and Warsaw, Beijing and Berlin, Mumbai and Manchester, consumers everywhere crave the satisfying crunch and subtle buttery flavor of California Almonds. In fact, for the third year in a row, almonds are the number one nut in global packaged new product introductions⁴

The truth is, almonds are hard to resist. They've even surpassed peanuts as the nut consumers report eating most on an ongoing basis and the one consumers rank as the most essential/irreplaceable². In addition, foods that contain almonds have an undeniable appeal and stronger allure than foods without them.

Quick Stats

- 62% of European consumers are more likely to purchase a product containing almonds and 60% think products with almonds are a better choice⁵
- Almonds are the nut European and North American consumers report eating most often in other foods⁵
- 81% of North American consumers believe a product with almonds is more interesting²
- Almonds are the nut consumers choose most when creating their ideal product across categories, including chocolate candy, ice cream, cereal, granola bars and sweet baked goods^{6, 7}

SUPPLYING **the Demand**

Because almonds boost the allure of products and menu items, it's not surprising that more and more food professionals are picking up on the trend and putting more almonds in. And with more forms than any other tree nut—from almond butter to whole natural—it's easy to do.

Quick Stats

- Global product introductions with almonds grew 86% from 2005–2010⁴
- Manufacturers in North America and Europe even rate almonds as their favorite nut to use as an ingredient and as one of the most essential/irreplaceable⁸



ALMONDS DELIVER **BIG on Taste and Nutrition**

Consumers aren't just all about taste. They want foods that are good for them, too. In fact, 93% prefer to eat foods that taste good AND are highly nutritious⁹. That's a tall order for any ingredient, but when it comes to almonds, your customers can have it all. Taste and nutrition are the top two reasons consumers choose almonds²

DELICIOUS **Taste**

Almonds deliver big with rich flavor and powerful crunch. On average, consumers rate almonds an 8 out of 10 for both of these tempting traits²

Quick Stats

- 78% of consumers in North America agree products with almonds taste better⁷
- 54% of European consumers state that almonds have a taste they crave⁵



WHOLESOME **Choice**

But taste alone isn't enough. People everywhere are looking for better choices when it comes to food, and more and more, they're looking at almonds. Compared gram for gram, almonds are the tree nut highest in protein (6g), fiber (3.5g), calcium (75mg), vitamin E (7.4mg), riboflavin (0.3mg) and niacin (1mg). So, almonds pack a powerful nutritional punch and make filling the cart with nutritious choices a little bit easier.

Quick Stats

- 74% of North American consumers report their food purchases are healthier today than ever before⁹
- On average, 75% of European respondents strive to have a balanced diet and 64% agree that a product with almonds is more nutritious⁵
- 87% of North American consumers rate almonds as good or excellent for being nutritious and 86% believe products with almonds are nutritionally better²





A HEALTHY **Heart**

Today's consumers are particularly concerned about heart health and know that diet can play a role in helping them live longer, healthier lives. In fact, 87% of North American consumers agree it's important that much of their food be heart healthy.⁹

Almonds deliver deliciously on heart health and consumers know it. No fewer than nine clinical studies to date indicate that almonds can help you maintain a healthy cholesterol level as part of a diet low in saturated fat. Even the U.S. Food and Drug Administration states, "Scientific evidence suggests, but does not prove, that eating 1.5 ounces per day of most nuts, such as almonds, as part of a diet low in saturated fat and cholesterol may reduce the risk of heart disease."⁷



Quick Stats

- North American consumers rank "contains no cholesterol" as the second most important almond attribute, and 83% rate them as heart healthy.²
- Over a third of European consumers rate almonds as good or excellent for being heart healthy.⁵

ALMONDS ARE UP **All Over the World**

No matter where in the world you're doing business, consumers understand the nutritional benefit and crave the delectable crunch and delicious taste of California Almonds. They've never loved almonds more. They want almonds more than any other nut, in almost every food category and every eating occasion. So, why not add all that value by including almonds in your next formulation or menu item?

1. U.S. Census and 2010 Almond Board of California Position Report.
2. Sterling-Rice Group, North American Consumer Attitudes, Awareness, and Usage Report, 2010.
3. Almond Board of California.
4. Mintel Global New Products Database and Sterling-Rice Group, Global New Product Introductions Report, 2010.
5. Sterling-Rice Group, European Union Consumer Attitudes, Awareness, and Usage Report, 2010.
6. Sterling-Rice Group, North American Ingredient Why Jane Report, 2010.

7. Sterling-Rice Group, North American Ingredient Why Healthy Men Report, 2009.
8. Sterling-Rice Group, North American and European Union Volume Driver Attitudes, Awareness and Usage Report, 2010.
9. Sterling-Rice Group, North American Consumer Grocery Exploration, 2009.

Good news about good fat. U.S. Dietary Guidelines recommend that the majority of your fat intake be unsaturated. One serving of almonds (28–30g) has 13g of unsaturated fat and only 1g of saturated fat.

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For more almond resources, visit AlmondBoard.com.