

GLOBAL NEW NUT PRODUCT OVERVIEW 2009

A comparison of almond introductions to total nut introductions around the world

OBJECTIVES

- To track almond and nut introductions by category and by market/region.
- To compare growth levels among almond, nut, and overall new product introductions.
- To identify consumer and manufacturer trends and create meaningful links with almonds.
- To identify the top manufacturers of new almond products.
- To continue to guide the Almond Board's regional volume driver and global category strategies.

METHODOLOGY

- A list of new nut and almond retail products, including private label products, introduced in 2008 was obtained from Mintel's Global New Products Database.
- Almonds were examined as well as cashews, hazelnuts, macadamia nuts, peanuts, pecans, pistachios, walnuts, and other nuts.
- The analysis included an overview of new food, nut, and almond products throughout the world, along with country-specific and regional data on new product introductions.
- 48 countries, including all countries identified in Almond Board's geographic strategy, in the following five world regions were tracked: Asia-Pacific, Europe, Latin America, Middle East & Africa, and North America.

KEY LEARNINGS

- 1** In 2008, almonds became the leading nut introduced globally; surpassing peanuts for the first time since this data has been tracked by the Almond Board.
 - The nut category declined by 1% overall. Peanut introductions declined 12% globally, while hazelnut introductions grew 12%. See "Global Nut Introductions 2004–2008" graph on reverse.
 - Globally, almonds were the number one nut due to high introductions across regions. Yet regionally, almonds continued to be the second most introduced nut behind hazelnuts (in Europe and Middle East & Africa) and peanuts (North America, Latin America, and Asia-Pacific).
- 2** Globally, new almond introductions remained stable from 2007 to 2008, only declining 1% (1,554 to 1,541), in a global food market that declined 6% in new product introductions.
 - Almonds had the same decline as total nut introductions (down 1%).
 - In 2007 there was strong growth in new product introductions for food, nut, and almonds over 2006. Despite the decline in 2008, almond introductions remained higher than in 2006.
- 3** Both global nut and almond introductions became more concentrated in confectionery and less concentrated in snacks in 2008.
 - Globally, the majority of almond introductions were in confectionery (37%), followed by bakery (20%), and snacks (19%).
- 4** Europe accounted for a greater share of nut introductions in 2008 (35%) versus 2007 (29%), and continued to introduce more almond products than any other region (39% of almond introductions).
 - In total, Europe had a 9% increase in almond introductions. In 2008, Germany was the top almond introducer (with 89 introductions), followed by the U.K. (with 67 introductions), and Austria (with 50 introductions).
 - Confectionery (39%) and bakery (23%) remained the top categories for almond introductions in Europe.
 - Private label accounted for five of the top 10 almond product introductions.

FAST FACT

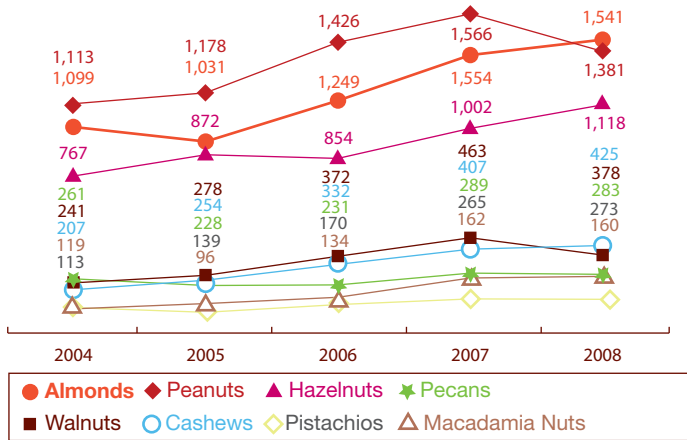
In 2008, almond introductions were more concentrated in the confectionery category than new nut and food products. See "2008 Global Food, Nut, and Almond Introductions by Category" graph on reverse.

2009

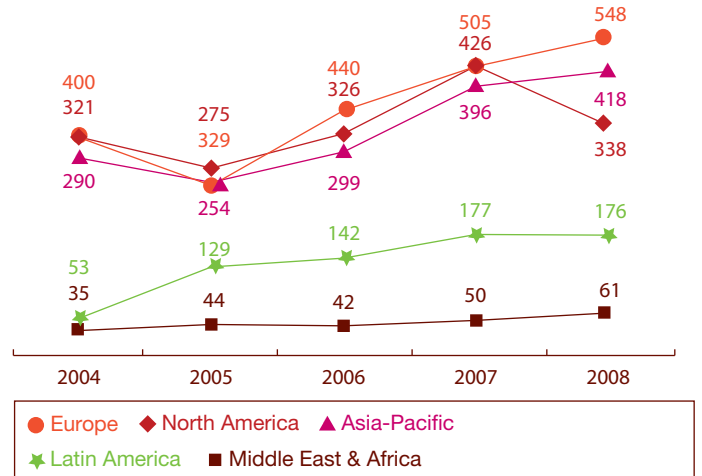
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- 5** In 2008, Asia-Pacific increased almond introductions 6% despite total nut introductions falling 9%.
- India, Japan, and Vietnam introduced more almond products than other countries in the region.
 - Confectionery accounted for the majority (39%) of all Asia-Pacific almond introductions.
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- 6** North America continued to be the third largest almond-introducing region, yet had the greatest decline in nut and almond introductions in 2008 (falling 15% and 21% respectively). Despite the decline, introductions remained higher than 2004 levels.
- The top nut in the U.S. continued to be peanuts (with 92 more introductions than almonds), while almonds were the top nut in Canada in 2008.
 - In the U.S. and Canada, almonds were introduced into confectionery (74 in the U.S., 25 in Canada) and snacks at the same rate (74 in the U.S., 25 in Canada).
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- 7** In Latin America, Brazil nearly doubled almond introductions (growing from 23 to 41 in 2008) to become the second largest almond introducer in the region behind Mexico.
- Almonds were the top nut in Argentina. However, 20 fewer almond products were introduced in 2008, dropping Argentina to the third largest almond introducer in Latin America.
 - Confectionery continued to be the top category in the Latin American region for almond introductions, but Mexico and Columbia added more almonds in the bakery category.
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- 8** In the Middle East and Africa, almonds grew 22% nearly overtaking peanuts as the top nut.
- All countries in the region except Egypt increased almond introductions when compared to 2007.
 - Confectionery was the top category for almond introductions with nearly twice as many introductions as bakery and three times as many as snacks.

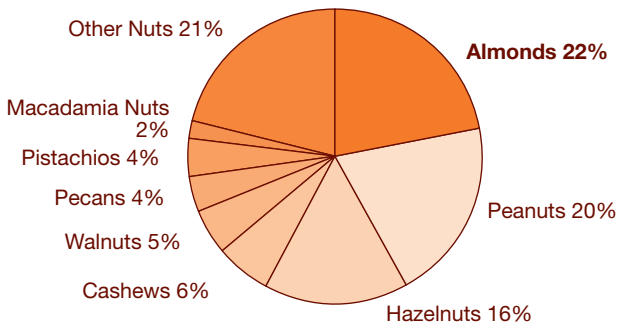
GLOBAL NUT INTRODUCTIONS 2004–2008



GLOBAL ALMOND INTRODUCTIONS BY REGION 2004–2008



2008 GLOBAL SHARE OF NUT INTRODUCTIONS



2008 GLOBAL INTRODUCTIONS BY CATEGORY

