

ALMOND ATTRIBUTES CONTINUE TO DRIVE CONSUMER INTEREST

ACCORDING TO DATASSENTIAL, SURVEYED CONSUMERS CONTINUE TO CHOOSE ALMOND PRODUCTS IN THEIR VARIOUS FORMS¹

Nearly (92%) of consumers surveyed purchase almonds or products with almonds, with over half identifying as frequent buyers.¹



52% reported **consuming more almond milk** as a dairy alternative than they were a year ago.¹

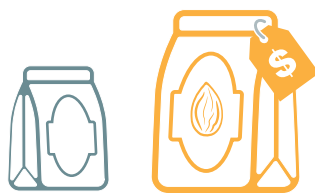
46% of almond milk drinkers say that they plan to **drink more almond milk in the coming year**,² showcasing continuing growth of the category.



Three-in-five buy products made with almonds (almond butter, almond milk, almond flour, etc.) on a monthly basis, with many of them purchasing at least once per week.¹



More than half will pay more for a product with almonds.²



Millennials & health-focused consumers are the primary almond customers.¹



WHY ALMONDS HIT THE MARK

Consumers continuously rank almonds high when it comes to **convenience**, **health** and **texture** claims.²



87%
Portable



85%
Easy to eat on the go



86%
A healthy snack



86%
Convenient



86%
Crunchy



84%
Nutritious



80%
Great tasting

Among surveyed consumers, **40% select "source of protein"** and **25% select "provides energy"** as the most important health benefits of almonds when included in another food as an ingredient.¹



Nearly three-quarters (73%) of purchasers of almond products believe that including almonds in a product makes it **more premium**.¹



WHEN COMPARED TO A SELECTION OF OTHER NUTS, SURVEYED CONSUMERS SELECTED ALMONDS AS THE #1 NUT IN THE FOLLOWING CATEGORIES¹:



Healthiest
37%



Weight Management
30%

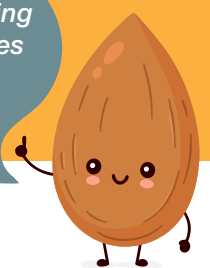


Crunchiest
28%



Skin benefits
27%

A one ounce serving of almonds provides **6g of protein** and **4g of fiber**.



APPLICATIONS FOR PRODUCT DEVELOPMENT

Specific to almond purchases surveyed consumers report that, **health-related messages have the most impact** on future purchase intent²:



81%
Good for your heart

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. One serving of almonds (28g) has 13g of unsaturated fat and only 1g of saturated fat.



79%
Good for digestive health

Fiber in almonds is good for digestive health. A one ounce serving of almonds provides 4g of fiber.



78%
Provide energy throughout the day

A one ounce serving of almonds provides 6g of protein.



78%
Help maintain healthy cholesterol levels

When included as a part of a healthy diet. 1 serving has 13g of mono/poly unsaturated fat.

Learn more about almond attributes, consumer perceptions and category demand at **Almonds.com**

SOURCES

1. Datassential Consumer Omnibus Survey, July 2020
2. 2019 Global Perceptions Study: United States, Almond Board of California, November 2019