

NEW CONSUMER RESEARCH GO NUTS WITH ALMOND BUTTER

New consumer research provides insights into almond butter users' attitudes toward and usage of this increasingly popular snack, spread, filling, smoothie booster, sauce thickener, bar binder... you name it.¹

Among surveyed consumers, almond butter users and non-users alike, 38 percent agree that almond butter makes products more nutritious.

Using the spread is a great, clean-label, plant-based opportunity for product developers, who can leverage its craveability and nutrition benefits to use it in a variety of ways.

For those who use it regularly, almond butter is all about:



Craveability

Nearly three-fourths (70 percent) of almond butter users say they've been using it for at least a year, and 93 percent are consuming as much if not more than they were a year ago. 84 percent agree or strongly agree that almond butter enhances the taste of other foods when used as an ingredient.

Versatility

Almond butter fits into meals and snack occasions throughout the day and is a great ingredient, too. While 19 percent of self-reported consumption takes place during breakfast, consumers said they use it from morning until night in a variety of ways, including on bread or toast, as a snack by itself, or with fruits and vegetables.

Nutrition

Consumers agree that almond butter brings nutrition benefits that make it a desirable ingredient that adds value in the snack category. Though products vary, most almond butters deliver 6 grams of protein per two tablespoon serving, good fats and are high in important nutrients like magnesium and vitamin E.

These consumer data points echo retail data, which shows almond butter has enjoyed 15.3 percent volume growth over the last three years in the U.S. and is outpacing the overall nut butter category.²



U.S. product introductions featuring almond butter as an ingredient were up 34 percent across diverse categories:



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