FOOD TRENDS SHIFT
Pure Health to Balancing and Experimenting

94% of consumers’ are looking for creative ways to explore a more balanced diet

The 2019 consumer survey showed an increase in the consumption of whole foods, nuts, and good fats, and fewer carbs since 2013.

WALNUTS ARE AN IDEAL INGREDIENT FOR FOOD PROFESSIONALS
Looking to deliver new, creative products without sacrificing flavor, texture or nutrition? Consumers believe walnuts can be used across a wide variety of usage occasions. Cookies, baking mixes, cakes and pastries offer the biggest opportunities for walnut acceptance.

Walnut consumers surveyed tend to be more outgoing and adventurous when it comes to trying new foods and eating healthy.

METHODOLOGY
The study, conducted by an independent research firm in 2019, fielded an online survey to 4,014 people, providing a sample consistent with gender and regional distribution of walnut users and non-users in the U.S. population.

For more information, please visit walnuts.org/food-professionals

CALIFORNIA WALNUT COMMISSION
The California Walnut Commission (CWC), established in 1987, represents the interests of the 4,800+ walnut growers and the nearly 100 handlers spread across California’s Central Valley. The industry generates $1.2 billion in farmgate revenue and supports some 85,000 jobs directly and indirectly. California walnuts are over 99% of U.S. production of English walnuts and two-thirds of the world trade.

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Millennials are prioritizing convenience and ease over health and nutrition.

Young Millennials (18-25) do not differ much from other generations when it comes to the way they perceive walnuts.

The biggest difference with Millennials is how they consume media. They search for recipes on Pinterest and Google and prefer using the internet versus visiting a physician for medical advice.

In 2019 California Walnuts commissioned consumer research to gather insights related to the attitudes, perceptions, and behaviors of consumers and non-consumers of walnuts as they relate to food products. The study took a deeper dive into understanding how American consumers are making food decisions and how they perceive walnuts. The demand continues for products that are not only delicious, but also nutritious and offer on-the-go convenience.

In 2019, 73% of participants were likely to purchase foods labeled “heart healthy”; 72% if labeled “contains heart-healthy* walnuts”; and 67% if labeled “contains walnuts.”

A Favorable Response to Walnuts in Products
As walnut demand is on the rise due to taste and preference, interest in walnut products is particularly strong in these categories.

WALNUTS HAVE STRONG HEALTH PERCEPTIONS
Walnuts are strongly recognized as nutritious and all natural.

Americans are aware more than ever before of the role walnuts may play in health, including heart disease, cholesterol, cancer, diabetes and male reproductive health.

Walnuts’ positive health perceptions strongly impact purchase intent.

ON PACKAGE LABELING OPPORTUNITIES

Survey Question: How likely would you be to purchase the following manufactured or pre-made products that contain walnuts?

- Nutritious 90%
- Part of a Healthy Diet 81%
- Good to Include in a Heart-Healthy Diet 76%
- Omega-3 fatty acids (ALA) 66%
- Reduce Risk of Heart Disease 66%
- Good for Brain Functioning/Aging 66%
- Good for Weight Management 66%

USING WALNUTS IN PRODUCT INNOVATION
Food Professionals
Explore what’s driving consumer perceptions and purchasing habits and develop new offerings that not only taste great but also captivate consumer interest.

The California Walnut Commission serves as a resource for walnut-related educational materials. Please visit walnuts.org/food-professionals for technical usage information, supplier contact information, and formulation ideas.

#1 REASON CONSUMERS EAT WALNUTS: TASTE
Of those surveyed, the #1 reason people consume walnuts is that they like the taste. People find them more convenient, versatile and a better value than before.
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Strong Consumer Interest in Walnut Products Across Categories

Survey Question:

How likely would you be to purchase the following manufactured or pre-made products that contain walnuts?

Stronger product interest is particularly strong in these categories:

1. Granola
2. Bread
3. Pizzas
4. Ice Cream
5. Salad Toppings
6. Cereal
7. Energy/Snack Bars
8. Cookies
9. Pastries
10. Cakes
11. Baking Mixes

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On Package Labeling Opportunities

Survey Question:

How likely would you be to purchase the following products labeled with walnuts?

A Favorable Response to Walnuts in Products

As walnut demand is on the rise due to taste and preference, interest in walnut products is particularly strong in these categories.

Heart-specific and walnut messaging may be a way to engage the health-minded consumer for walnut products. In 2019, 73% of participants were likely to purchase foods labeled “heart healthy”. 72% if labeled “contains heart-healthy walnuts” and 67% if labeled “contains walnuts”.

Consumers know omega-3s are “good”. 80% of consumers positively perceive omega-3s. Walnuts are the only nut with an excellent source of alpha-linolenic acid, or ALA, the plant-based omega-3 fatty acid.

Consumer Perceptions of Walnut Nutrition and Health Benefits

Nutritious 90%

Part of a Healthy Diet 81%

Good to Include in a Heart-Healthy Diet 76%

Omega-3 fatty acids (ALA) 66%

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MILLENIAL INSIGHTS

Millennials are prioritizing convenience and ease over health and nutrition.

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73% WOULD PURCHASE A FOOD PRODUCT KNOWING IT CONTAINS WALNUTS

A Favorable Response to Walnuts in Products

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STRONG CONSUMER INTEREST IN WALNUT PRODUCTS ACROSS CATEGORIES

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ON PACKAGE LABELING OPPORTUNITIES

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