The ingredients opportunity for macadamias

What consumers are looking for from health orientated foods is changing and macadamias are strongly aligned with these trends.

Well renowned food trends writer Julian Mellentin identifies the following trends in his priority list.

WIND world macadamia organisation

are aligned to

key trends.

help deliver

nutritionally

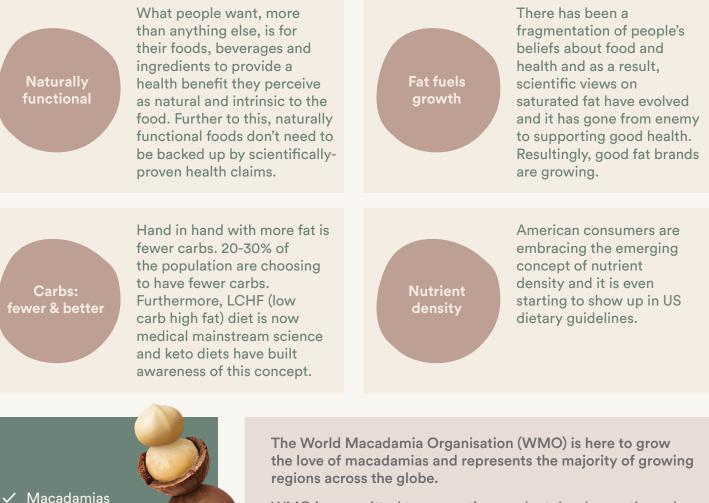
dense foods.

✓ They can help elevate

products into premium

and niche segments.

✓ They can



WMO is committed to supporting product developers through their formulation journey and is investing in marketing to the consumer to build awareness and nutritional understanding of macadamias.

- WMO has created the WMO Macadamia Product Standard and visual style guide to encourage commonality in styles and product quality guidelines.
- Tim Avila, a US based product development expert, has been engaged to work together with product formulators to identify the "need to solve for" technical challenges and invest in their resolution.
- Insights from industry will encourage the development of new ingredient formats.

With increased supply, price changes and increased industry marketing support, now is a good time to evaluate macadamias as an ingredient in your future launches.

Products with macadamias are suited to 'health active' consumers and brands.

- Macadamias are a premium, niche nut with benefits that appeal to premium consumers.
- These more 'health active' consumers are focussed on being 'the best version of themselves physically, emotionally and mentally'.
- Lifestylers and early adopters are a priority consumer target as they typically like new things, new ingredients and are willing to pay a premium for wellness. These consumers represent 25-35% of the market.
- With a 'health meets luxury' positioning, macadamias are well suited to premium challenger brands looking to create a point of difference, and brands that sell at a premium price.

As health and nutrition has become part of every company's strategy, it's more important than ever to look for ways to differentiate your product offer.

The below chart highlights relevant category opportunities for macadamia nuts as an ingredient:

Macadamia category opportunities	KEY: High growth Medium growth	
Bars and bites	Permission to indulge healthier confectionary	
Better blood sugar	Plant-based powdered creamer	
Nut butters	Fruit & vegetable 'superfood' powders	
Savoury snacking: dried cheese and nut mixes	A niche within plant-based milk	
Savoury, chilled meat and cheese snacking	A niche within plant-based yoghurt	
Meat snacking inclusions	Plant-based cheese micro-niche	
Permission to indulge RTE popcorn	Premium granola and muesli	

Source: New Nutrition Business, 2022. A review of product categories with opportunities for macadamias. Commissioned by the WMO.

Permissible indulgence (combining health and indulgence) continues to be one of the most successful strategies in health, therefore categories such as macadamia RTE popcorn, healthier confectionary, superfood powders and plant based creamers present big opportunities.

If you're interested in learning more about ways to include macadamia nuts in your product formulations, please reach out to your usual nut distribution partner, or one of our members. See separate page for details.

Visit worldmacadamia.com or email info@worldmacadamia.com.

