

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.

Naturally functional

What people want, more than anything else, is for their foods, beverages and ingredients to provide a health benefit they perceive as natural and intrinsic to the food. Further to this, naturally functional foods don't need to be backed up by scientifically-proven health claims.

Fat fuels growth

There has been a fragmentation of people's beliefs about food and health and as a result, scientific views on saturated fat have evolved and it has gone from enemy to supporting good health. Resultingly, good fat brands are growing.

Carbs: fewer & better

Hand in hand with more fat is fewer carbs. 20-30% of the population are choosing to have fewer carbs. Furthermore, LCHF (low carb high fat) diet is now medical mainstream science and keto diets have built awareness of this concept.

Nutrient density

American consumers are embracing the emerging concept of nutrient density and it is even starting to show up in US dietary guidelines.

✓ Macadamias are aligned to key trends.

✓ They can help deliver nutritionally dense foods.

✓ They can help elevate products into premium and niche segments.



The World Macadamia Organisation (WMO) is here to grow the love of macadamias and represents the majority of growing regions across the globe.

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.