

Pricing on macadamias as an ingredient is now more favourable for product developers so it's a great time to consider using it in your formulations.

Favourable pricing is largely due to an increase in global supply.

- Macadamia trees are replacing crops such as tobacco, sugarcane and coffee around the world.
- Supply has doubled in the 10 years to 2022.
- 2022 production is 298k MT (nut in shell at 3.5% moisture) and is forecast to grow at 11.3% per year to reach 503k MT in 2027.

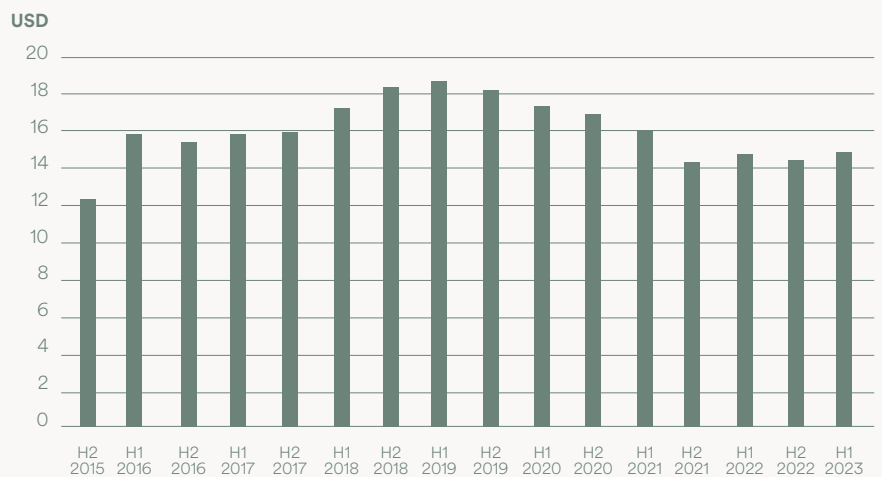
The price of macadamia has become more favourable for manufacturers.

Kernel prices vary from application to application, but the average price of the whole kernel has fallen by approximately 20% since 2019 and the small styles have fallen by up to 50%.

The average per kg price of US macadamia kernel imports overtime peaked in 2019 and has dropped back in recent years.

This chart reflects the average price for kernel imported and therefore are a mix of prices for both whole kernel and smaller styles. Whilst changes in the mix of imports of wholes and smaller kernel will change the average price, the graph reflects the downward trend of pricing and a more recent plateau.

Average price/kg of macadamia kernels imported into the US



Source: USDA, H1 is January to June, H2 is July to December.
 NB: Average price per kg = total value/total volume reported for H3 code 080262 (macadamia kernels).

Macadamias are often viewed as elevating occasions and food products, and have highly positive taste characteristics. They also deliver a more conscious way of indulging thanks to their favourable health halo.

Globally the macadamia crop is expected to remain strong and therefore new products formulations that include macadamias can be launched with confidence.



For information, visit worldmacadamia.com or email info@worldmacadamia.com.