

Healthy eating a boost to UK nut market



Good news for macadamia growers, according to the latest food report from researchers Mintel, the UK market for nuts, seeds and dried fruit has reached a high of £547m with the continuing trend towards healthy eating and a recent revival in home baking.

The report highlights the opportunity to continue market growth by positioning nuts as a healthy snack alternative with 44% of existing buyers stating that they buy nuts as an alternative to crisps.

What's also clear is the potential to attract new customers, with 29% of those surveyed not regularly buying nuts. Current consumption of nuts rests largely on older buyers, but Mintel believe younger consumers represent an untapped market with adventurous tastes and attitudes, something that bodes well for macadamias, an exotic nut boasting a luxurious taste profile and versatility as an ingredient.