



# Nuts for Life

**Belinda Neville**  
**Chestnuts Australia Field Day**  
**Beechworth,**  
**10 February 2024**



# Overview

- **About Nuts for Life**
- **Food trends**
- **Market research**
  - **Consumer**
  - **Health professional**
- **Barriers and opportunities**



# About Nuts for Life



Belinda Neville, Program  
Manager



Maree Hall, Digital and  
Communications Manager

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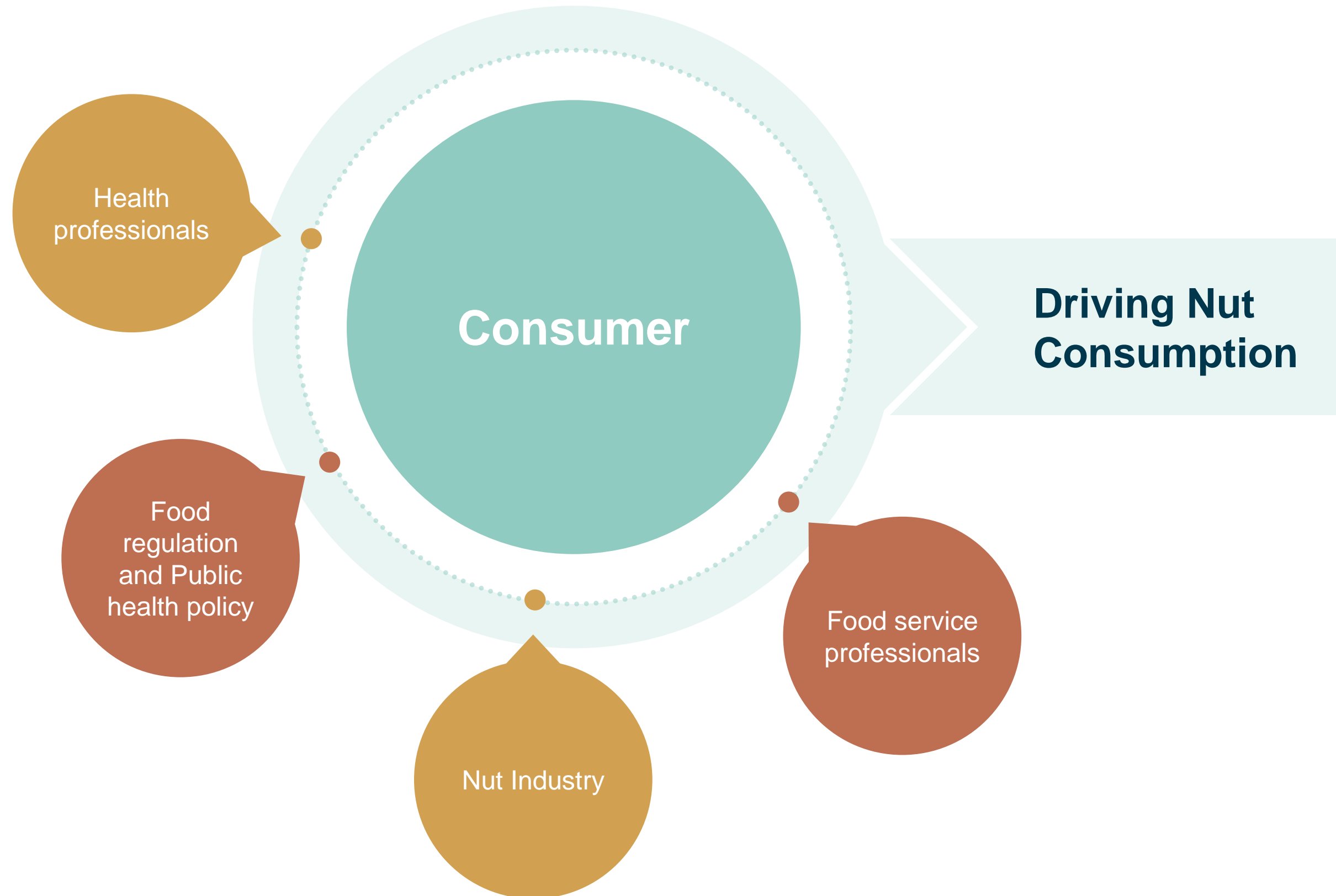
*We are Australia's voice  
for the important role nuts  
play in good health.*

*We aim to improve the  
nutritional reputation of  
nuts amongst health and  
food service professionals,  
government and policy  
makers*





# Sphere of influence – Focus areas



# Food trends

Health

Local

Sustainable solutions

Flexible and adaptive

Technology

Home cooking

Clean, simple and pure

Provenance and transparency



# Consumer Insights

## Main reasons consumers eat nuts

Taste	50%
Health benefits	28%
Specific nutrients	9%
Ease of use/ease to make	9%
Affordable	3%

## Changes in nut consumption

- 48% - eating more (health, dietary needs, taste, convenience)
- 36% - no change
- 15% - eating less (cost of living, preferences, dental, allergy)

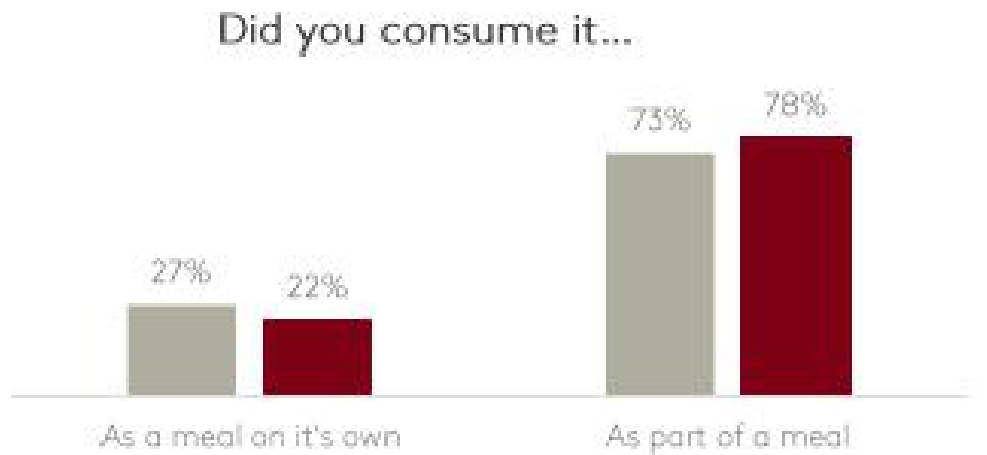
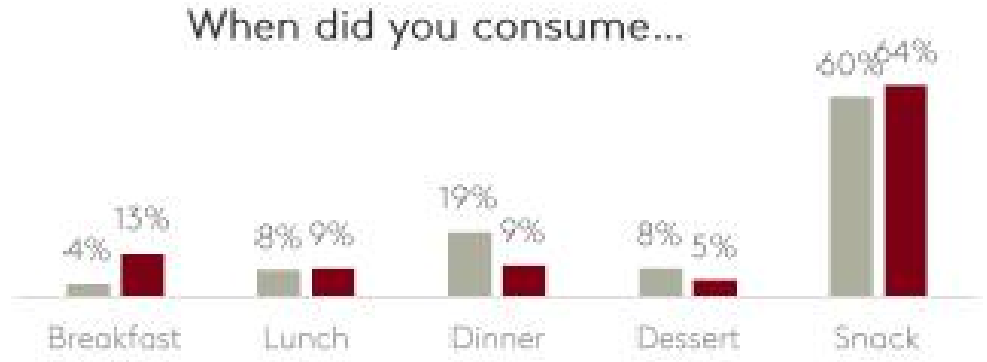
**69% believe that eating nuts is important for overall health**



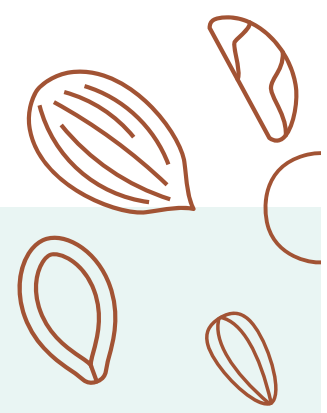
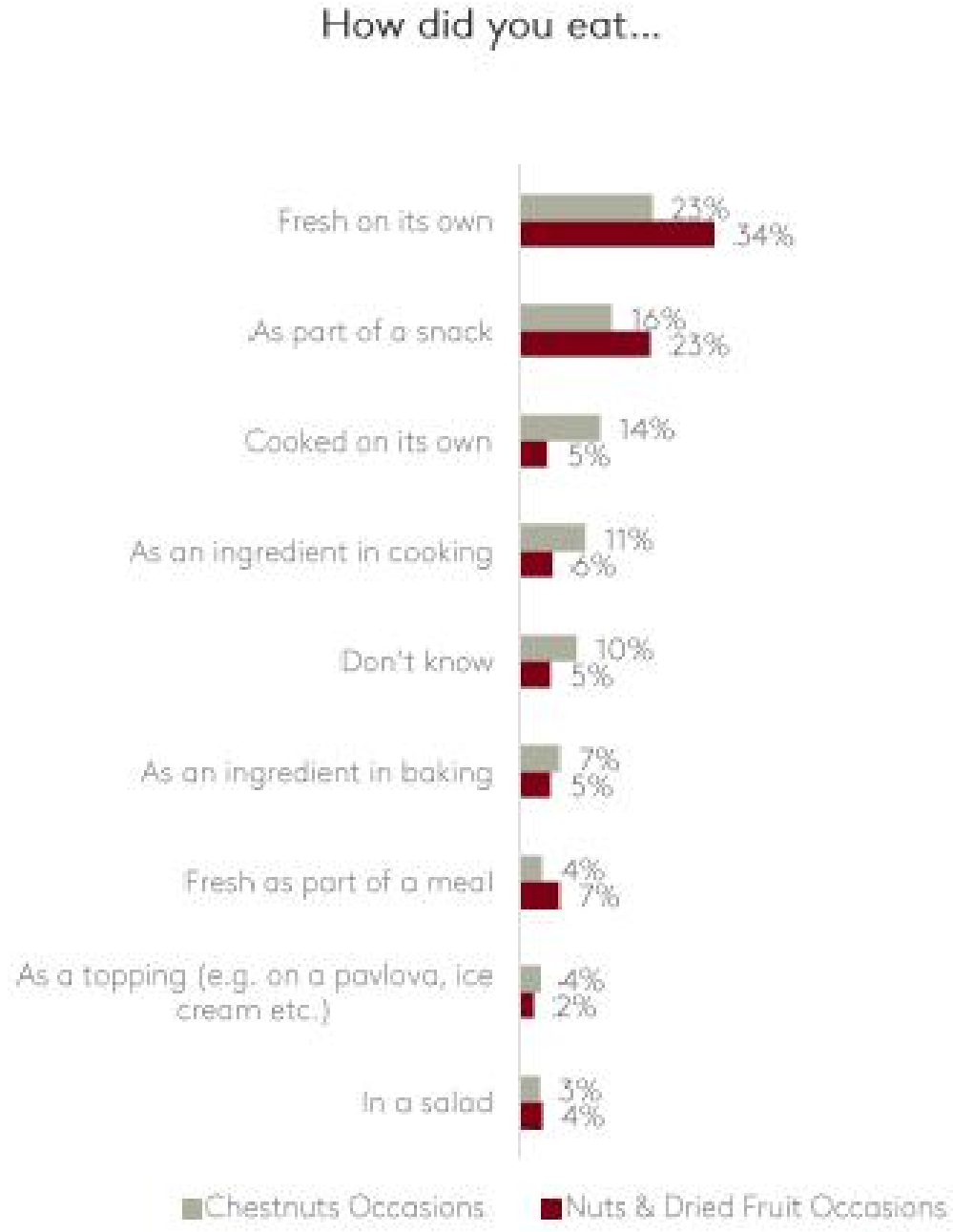
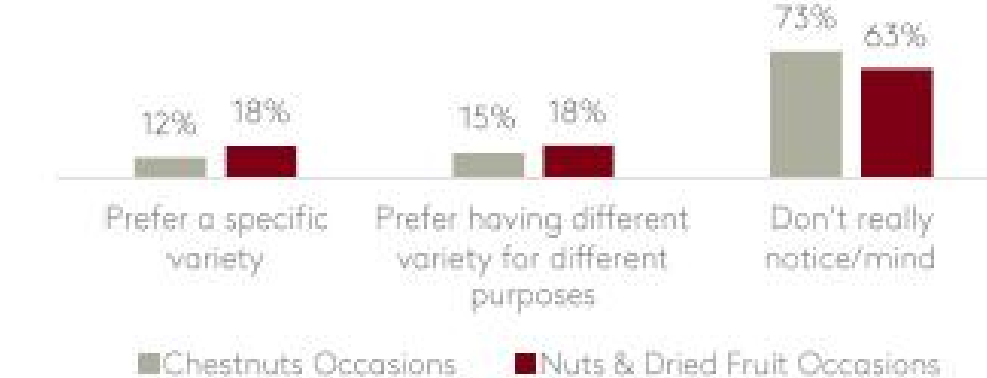
# Consumer insights - Chestnuts

Chestnuts

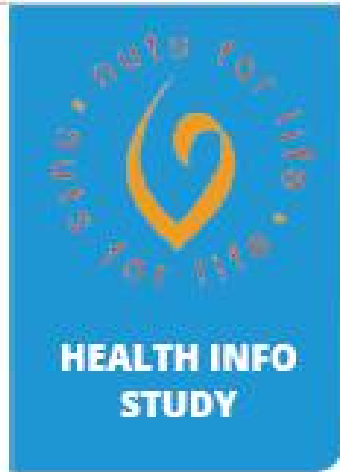
Chestnut are most commonly eaten as a Snack but over-index at Dinner time



When you typically buy or eat chestnuts do you prefer a specific variety?

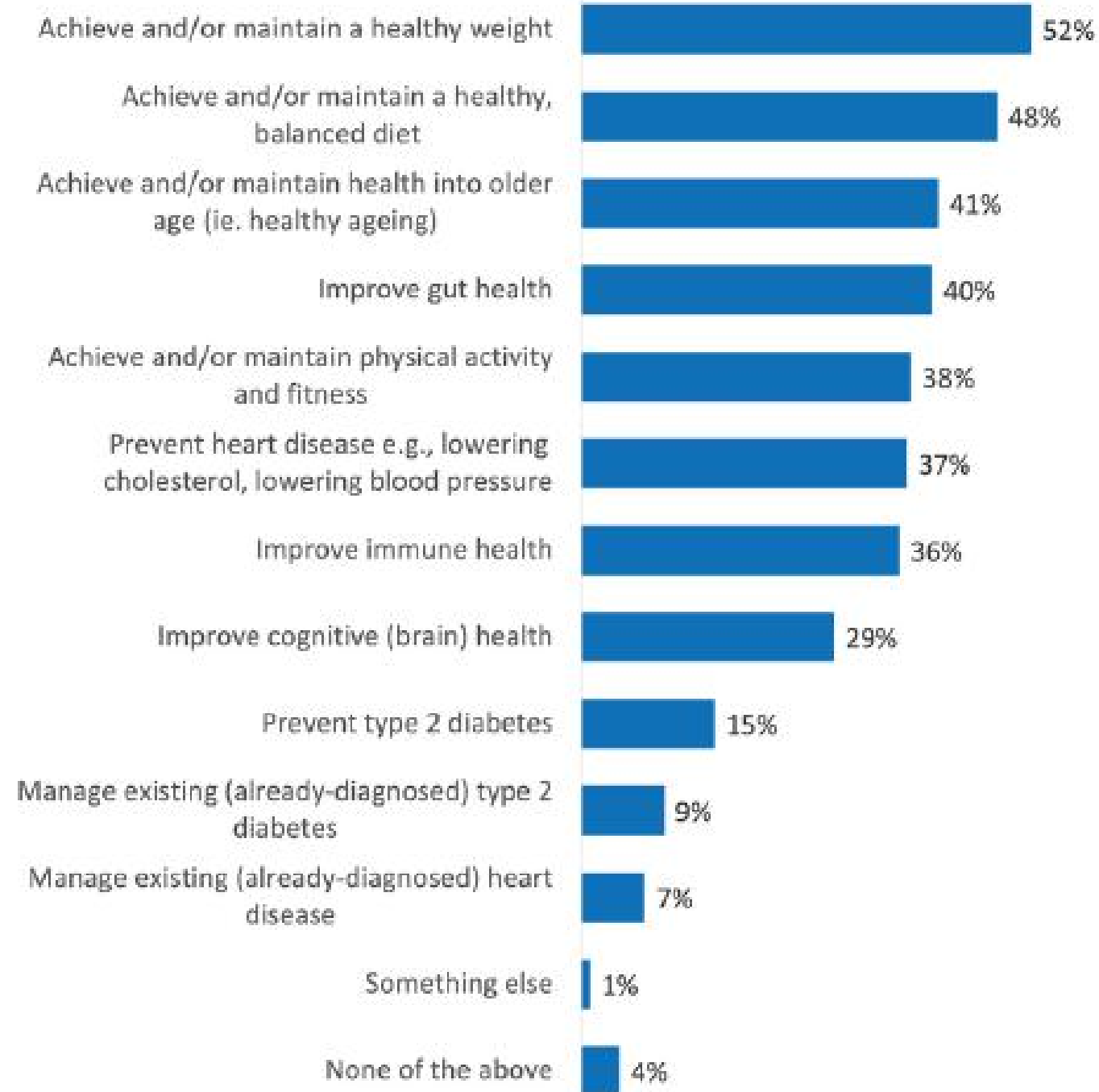




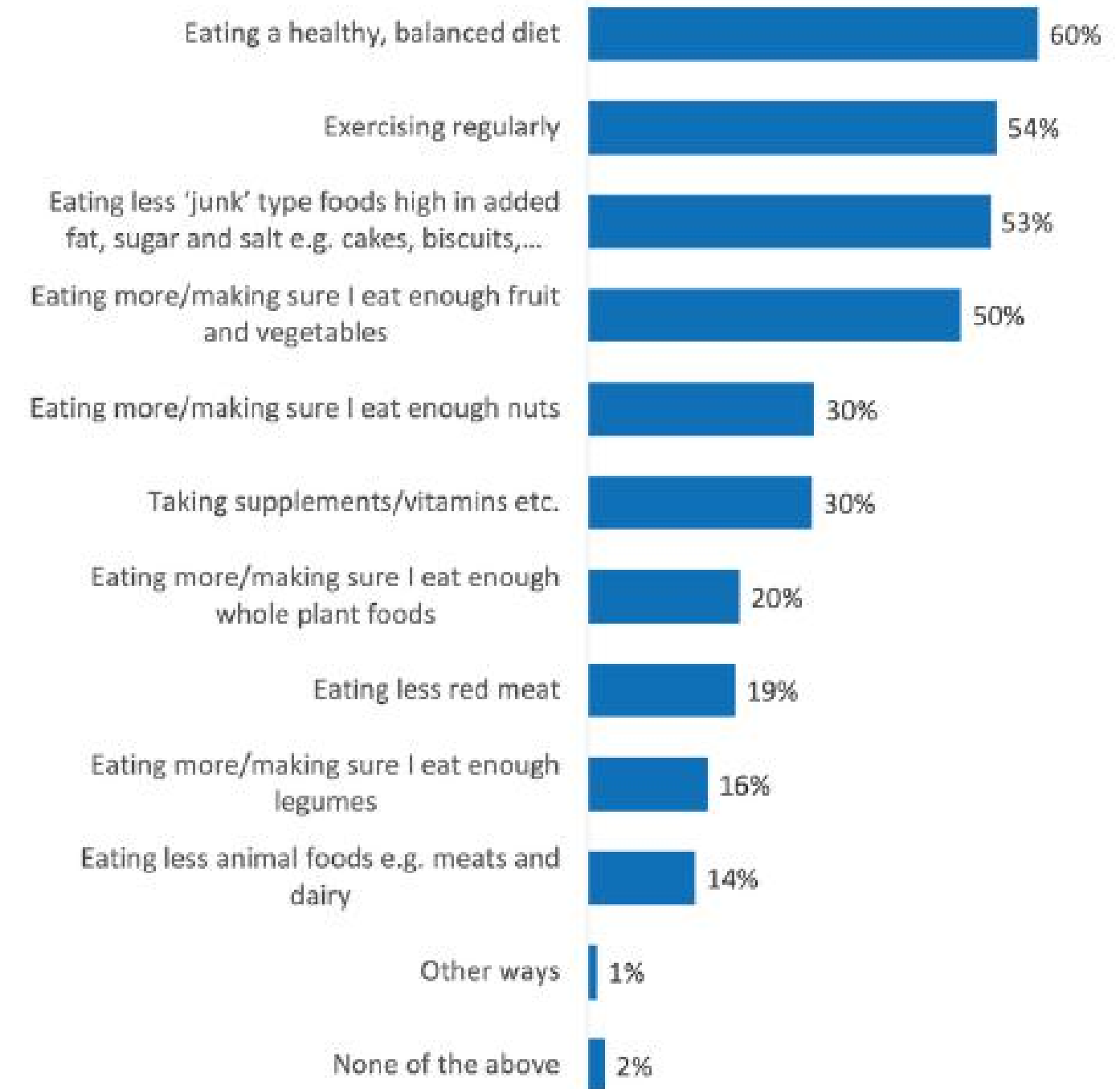


## HEALTH & NUTRITION GOALS

### Health & Nutrition Goals



### Ways of meeting goals



HEALTH INFO STUDY

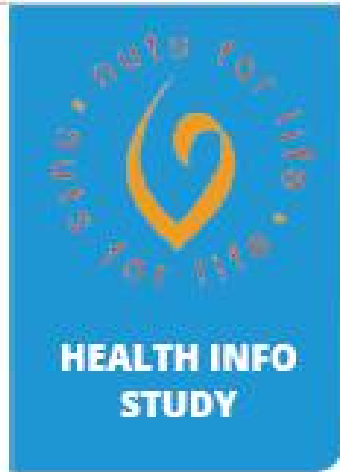
Q16. Which of the following health and nutrition goals are the most important to you and your household? (MR) | n=1003

Q17. How are you trying to meet your health and nutrition goals? (MR) | n=959

FEB 2023

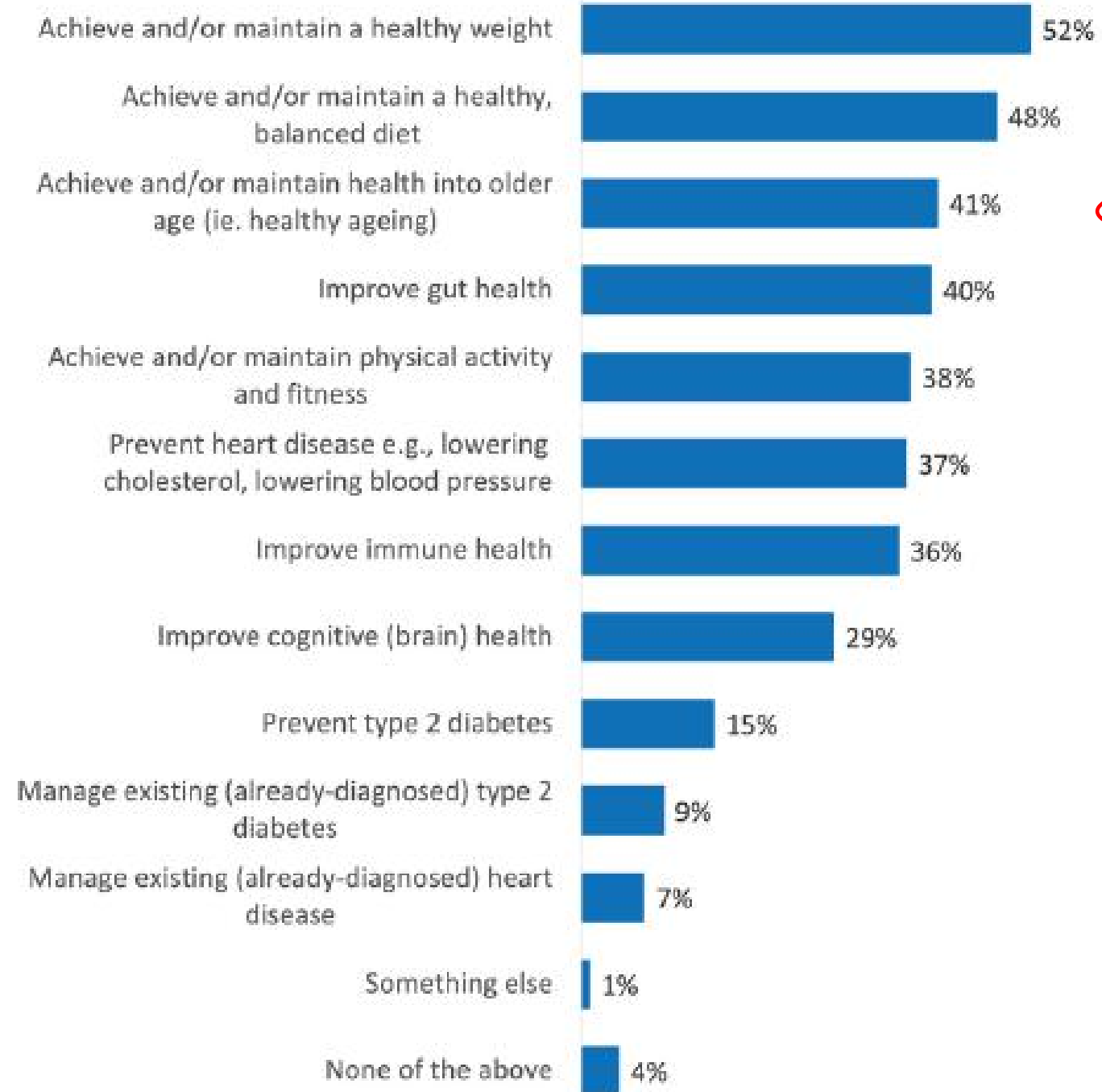




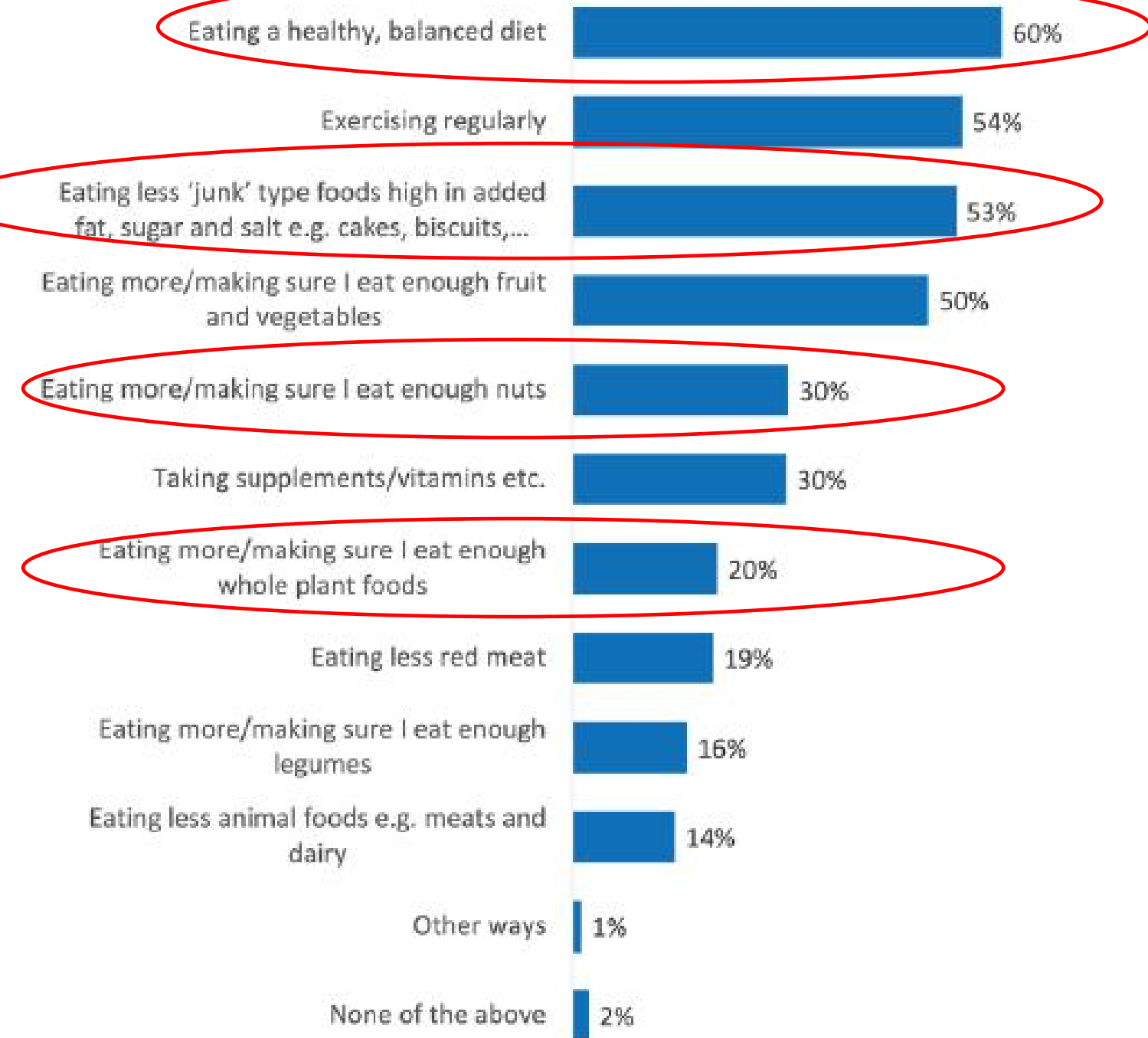


## HEALTH & NUTRITION GOALS

### Health & Nutrition Goals



### Ways of meeting goals



HEALTH INFO STUDY

Q16. Which of the following health and nutrition goals are the most important to you and your household? (MR) | n=1003

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# Health professional insights

## Health benefits of nut consumption

- 91% consider nuts as healthy foods that should be consumed regularly
- 86% consider nuts as important in a diet that helps manage cholesterol
- 86% consider nuts as important in helping to *prevent* cardiovascular disease
- 79% (4 in 5) consider nuts important foods within a diet that helps manage body weight.
- 95% said they recommend nuts to their patients/clients, as part of a healthy diet.





# Barriers

## **COST**

(38% consumers; 16% HP)

## **DISLIKED IN HOUSEHOLD**

(17% consumers)

## **INCONVENIENT**

(11% consumers)

## **POOR QUALITY**

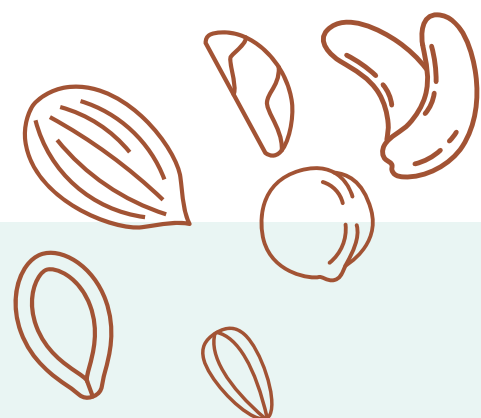
(11% consumers)

## **OTHER OPTIONS**

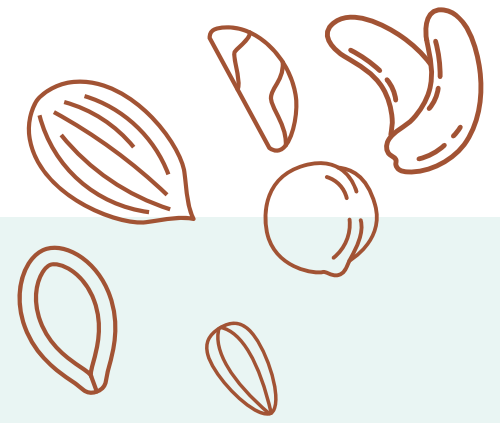
(11% consumers)

## **UNSURE WHAT TO DO WITH THEM**

(8% consumers)



# Opportunities







# Thank you

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