

# LEVELING UP TO CLEANER LABELS IN 2026

40% of almond-based product launches feature **clean label claims and are growing.**<sup>1</sup> Start crafting a cleaner label positioning with almonds.

## TOP CLEAN LABEL CLAIMS FOR ALMOND PRODUCTS<sup>1</sup>

1. NO ADDITIVES/PRESERVATIVES
2. ETHICAL/ENVIRONMENTAL CLAIMS
3. ORGANIC
4. GMO-FREE
5. NATURAL

## CRUNCHING THE NUMBERS



of new almond launches with “minimal processing/less/no processing” claims.<sup>3</sup>

More than **1 in 4 consumers globally** reported removing processed foods from their diet.<sup>2</sup>



Environmental claims are gaining traction in almond-based launches.<sup>4</sup>

## WHERE TO LEAD WITH ALMONDS AND CLEAN LABEL<sup>5</sup>

SPORTS NUTRITION

CEREAL

DESSERTS & ICE CREAM

CONFECTIONERY

DAIRY & DAIRY ALTERNATIVES



Ready to own clean label?  
**Almonds give you the naturalness, transparency and simplicity to do it authentically.**



VISIT [ALMONDS.ORG](https://www.almonds.org) FOR MORE INFORMATION ABOUT ALMOND INGREDIENTS.

1. Innova Database. % share of the launches with almond ingredients tracked with clean label claims (Global, MAT Sep 2025). Clean label claims include no additives/preservatives, ethical-environment, organic, GMO free and natural claims. 2. Innova Health & Nutrition Survey 2025 (average of 11 countries). 3. Overall almond-based launches with minimal processing/less/no processing claims between MAT Sep 2021 – MAT Sep 2025 is ~120. FTS Tags: “minimally processed” “minimal processing” “lightly processed” “simply processed” “less processed” “not processed” “unprocessed” “no processing” in the product name, description and claims. 4. Innova Database. % share of clean label claims in new product launches with almond ingredients (Global, MAT Sep 2021 – MAT Sep 2025). 5. Innova Database. Fast-growing categories with new product launches with almond ingredients and clean label claims (Global, CAGR, MAT Sep 2021 – MAT Sep 2025).