

DIGESTIVE AND GUT HEALTH GAIN MOMENTUM IN 2026

4 in 5 consumers believe gut health is very important.¹
Almonds can help you win on shelf.

CRUNCHING THE NUMBERS

19%

of almond launches cited digestive/gut health claims.²

+126% YOY

Prebiotic fiber claims exploded!³

95%

featured "high/source of fiber."²

OPPORTUNITIES FOR GROWTH WITH ALMOND INGREDIENTS⁴



+61% CAGR
BREAD & BREAD PRODUCTS



+48% CAGR
SPOONABLE DAIRY YOGURT

+30% CAGR
DAIRY ALTERNATIVE DRINKS



+22% CAGR
SPORTS BARS

GO FURTHER IN 2026

87% of consumers want gut health plus other functional health benefits like weight management and stress relief.⁵
Almonds can help enable a broader functional positioning.



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

1. Innova Trends Survey 2026 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US) Qs: Answers based on the sum of strongly agree and agree. 2. Innova Database. Digestive/gut health claims include = Digestive health, high/source of fiber, probiotic, prebiotic and microbiome; % share of the launches with almond ingredients tracked with digestive/gut health claim (Global, MAT Sep 2025). 3. Innova Database. Year-over-year growth (MAT Sep 2025 vs MAT Sep 2024); Fiber ingredients with more than 10 launches in MAT Sep 2024 are considered. 4. Innova Database. Fastest-growing subcategories as a % of categories of interest with almond ingredients tracked with digestive/gut health (Global, % CAGR, MAT Sep 2021-MAT Sep 2025). 5. Innova Trends Survey 2026 (average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US); Innova Database Q: Which of these physical/mental health aspects do you think are related to gut health? (Select all that apply).