



2018 CONSUMER RESEARCH

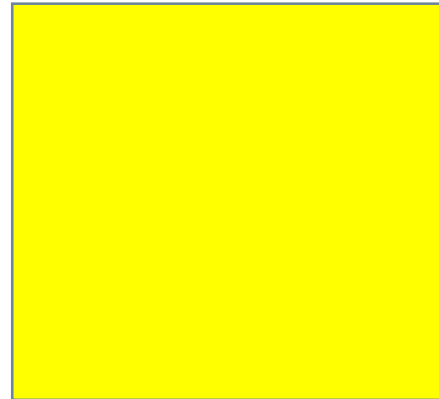
TRACKING STUDY RESULTS

NPB030 – DECEMBER 2018
PROPRIETARY & CONFIDENTIAL

PURPOSE Track consumption, preferences and associations

AUDIENCE Adults 18+
Eaten OR bought peanuts, peanut butter and/or
products containing peanuts 1+ times in last month

METHODOLOGY Online survey
750 General Market
750 Millennials (21-40)
20 minutes
Conducted November 2018
(benchmark 2015)



= Statistically Significant Difference

2018 CONSUMER TRACKING STUDY



KEY TAKE AWAY

The background of the slide is a close-up photograph of several peanuts in their shells, showing the characteristic bumpy texture. The image is slightly faded to allow the text to stand out.

In 2018, the profile of peanuts is strong and positive, especially among Millennials.

CONSUMPTION

PREFERENCES

ASSOCIATIONS



CONSUMPTION

PREFERENCES

ASSOCIATIONS

Eaten / purchased at least once in past month

	GENERAL MARKET	MILLENNIALS
	n=938	n=1063
Peanuts/Peanut Butter or food with peanuts in it	80%	71%
Almonds/almond butter or food with almonds in it	56%	53%
Cashews	53%	46%
Walnuts	46%	42%
Pecans	46%	45%
Pistachios	45%	45%
Macadamias	29%	33%

Consumption **patterns** have **changed** since 2015



BASE: Those who eat peanuts

	GENERAL MARKET			MILLENNIALS		
	2015 n=701	2018 n=689	PPT Change 2015 to 2018	2015 n=696	2018 n=700	PPT Change 2015 to 2018
Directly from a can / jar	71%	62%	-9	58%	50%	-8
In a candy / candy bar	57%	53%	-4	54%	47%	-7
As part of trail mix	55%	44%	-11	55%	45%	-10
As part of a snack bar	45%	39%	-6	47%	44%	-3
In the shell	42%	34%	-8	34%	30%	-4
As part of a dessert	29%	23%	-6	32%	32%	NC
In baking	29%	24%	-5	32%	29%	-3
On a salad	15%	15%	NC	17%	18%	+1
Ingredient in a main dish	15%	13%	-2	14%	19%	+5
In smoothies / shakes	9%	10%	+1	15%	18%	+3
In sauces/dips	9%	9%	NC	14%	12%	-2
To make homemade peanut butter	7%	11%	+4	11%	14%	+3

CONSUMPTION

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The “favorite” nut...

General Market = **Cashews**

Millennials = **Peanuts**

TOP BOX (favorite nut)	2018	
	GENERAL MARKET	MILLENNIALS
	n=750	n=750
Cashews	28%	20%
Pistachios	18%	18%
Peanuts	17%	23%
Almonds	15%	18%
Pecans	10%	9%
Walnuts	7%	7%
Macadamias	5%	6%

Millennials have a **better impression** of and are **more likely to recommend** peanuts / peanut butter to others

	2018		
	GENERAL MARKET	MILLENNIALS	PPT Diff GM to MILL
TOP 2 BOX SCORE	n=750	n=750	
RECOMMEND all the time or often			
Peanut Butter	36%	46%	+10
Peanuts	34%	42%	+8
REPUTATION is very good or good			
Peanut Butter	71%	74%	+3
Peanuts	69%	72%	+3

KEY PREFERENCE FINDINGS...



1

Preference for peanuts has held steady since 2015, while preference for cashews is declining

2

Millennials have a better impression and are more likely to recommend peanuts / peanut butter in 2018 than:

1. The General Market is in 2018
2. They were in 2015

CONSUMPTION

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More **Millennials** believe peanut butter is **a source of fiber** and **cholesterol-free**

PEANUT BUTTER BASE: Half of respondents (random)	GENERAL MARKET			MILLENNIALS		
	2015 n=379	2018 n=377	PPT Change 2015 to 2018	2015 n=361	2018 n=377	PPT Change 2015 to 2018
Is a good natural food	77%	82%	+5	72%	73%	+1
Is a good source of protein	87%	81%	-6	80%	76%	-4
Is a good source of nutrients	80%	79%	-1	77%	73%	-4
Can be part of a well-balanced diet	76%	74%	-2	75%	75%	NC
Contain vitamins and minerals	72%	70%	-2	67%	69%	+2
Contain the kind of fat that is good for you	63%	64%	+1	68%	68%	NC
Is a source of fiber	56%	59%	+3	56%	64%	+8
Contain few carbohydrates	44%	45%	+1	44%	52%	+8
Is cholesterol-free	35%	36%	+1	36%	44%	+8

More **Millennials**
think **peanut butter** is a better fit for their lifestyle in 2018

PEANUT BUTTER BASE: Half of respondents (random)	2018			GENERAL MARKET			MILLENNIAL		
	GEN MKT	MILL	PPT Diff GM to MILL	2015	2018	PPT Change 2015 to 2018	2015	2018	PPT Change 2015 to 2018
	n=360	n=372		n=380	n=360		n=375	n=372	
Peanut butter is delicious	86%	82%	-4	85%	86%	+1	79%	82%	+3
Peanut butter is fun to eat	76%	75%	-1	74%	76%	+2	73%	75%	+2
I feel good when I eat peanut butter	76%	70%	-6	71%	76%	+5	68%	70%	+2
Peanut butter is a good fit for my lifestyle	75%	76%	+1	74%	75%	+1	69%	76%	+7
Peanut butter is America's favorite nut	73%	74%	+1	77%	73%	-4	72%	74%	+2



WHAT DOES IT ALL MEAN...

WHAT DOES IT MEAN...

The **profile of peanuts and peanut butter** has remained **strong** and **positive**, with consumption, preferences, and associations, especially among Millennials, on the rise.

WHAT DOES IT MEAN...

Positive changes among the Millennial segment suggest **the strategy targeting this group is having an impact**, as peanuts have the strongest reputation, are the preferred nut and are more likely to be recommended to others by this age segment.