

**Let's take a closer look  
at the rise of**

# **PISTACHIO PRODUCTS**

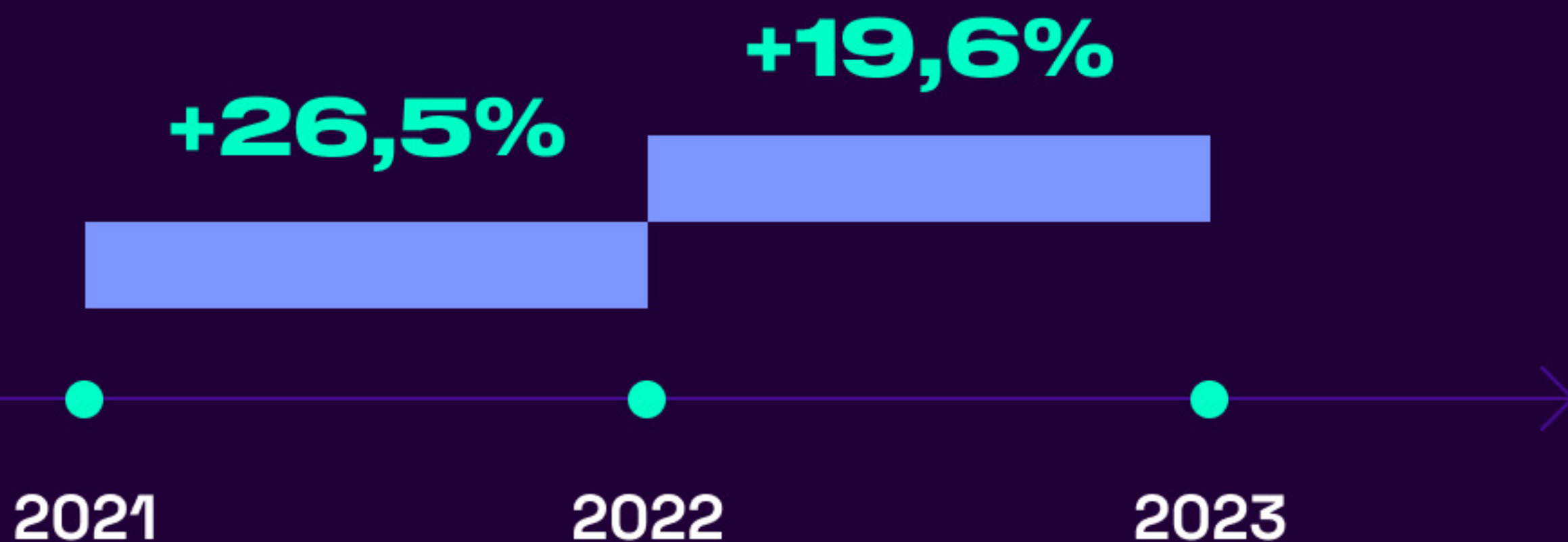
What's the growth trend from 2021 to today?



The numbers we share come from analyzing individual clients, influenced by geography, seasonality, and strategy. Generalizing these data could lead to misleading conclusions.



Between 2022 and 2023, the assortment of pistachio-based products grew by a significant **51.3%** overall.



**BUT WHEN  
IS PEAK  
SEASON?**



# Pistachio products sell the most in the autumn,

likely driven by the holiday season.

**+17%**

increase in sales compared to other times of the year.





**And in the battle between  
sweet and savory pistachio  
products?**



**SWEET  
VS  
SAVORY**



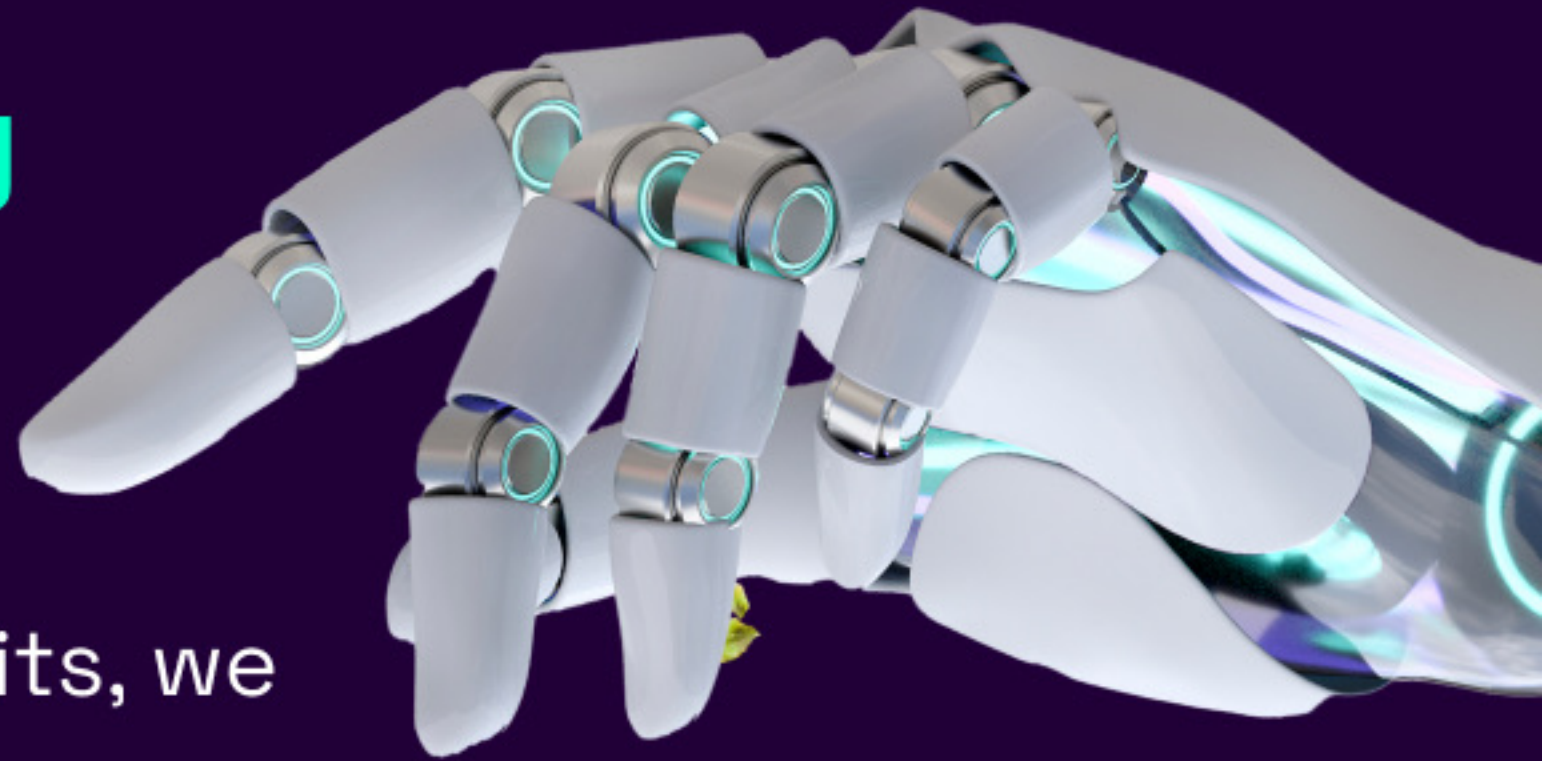
**+4%**

increase in sales  
compared  
to sweet  
products.



# By identifying market demand

and shifting consumer habits, we can recommend the right quantities for shelves. Accurately forecasting customer needs helps avoid unwanted stock and optimize product selection.



TUDI