

Maintaining Consumer Demand for Peanut Products

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Peanuts are very nutritious, possess unique roast-nutty flavor and taste consumers love. Overall, the consumption peanuts, peanut butter and peanut-containing products has been on the increase in the past few years, especially the last two years. The increase in consumer demand for peanut products could be attributed to manufacturers producing products that consumers love to buy. This is true, but a closer look at the entire supply chain reveals the contribution of the various segments towards increasing demands of peanut consumption.

The objective of the presentation is to show contributions of various segments and encourage such to maintain and even continue to grow consumer demand for peanut products.