

# Macadamia Market Forecasts to 2030 – Global Analysis by Type (Conventional Macadamia and Organic Macadamia), Form (Raw, Roasted, Flavored and Processed Forms), Distribution Channel, End User and By Geography

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## Abstracts

According to Statistics MRC, the Global Macadamia Market is accounted for \$1.55 billion in 2024 and is expected to reach \$3.12 billion by 2030 growing at a CAGR of 12.3% during the forecast period. Macadamia is a genus of native Australian evergreen trees that are prized for its nutritious, edible nuts. Macadamia integrifolia, the most widely grown species, produces buttery-flavored, smooth kernels that are valued for their depth of flavor and texture. These nuts are frequently eaten raw, roasted, or added to a variety of foods, including oils, snacks, and desserts. Macadamias are regarded as a premium nut in the food business because they are high in protein, healthy fats, vitamins, and minerals.

According to ITC Trademap, China imported 104,116 metric tons of macadamia nuts in 2023, which is an increase from the 90,712 metric tons imported in 2022.

Market Dynamics:

Driver:

Rising Demand for Healthy Snacks

The increased demand for healthy snacks is having a huge influence on the macadamia industry, as customers prefer more nutritional, plant-based options. Because of its high antioxidant, healthy fat, and nutrient-dense content, macadamia nuts are being used

more and more in snack products including energy bars, trail mixes, and baked goods. The market is expanding due to the rising health consciousness and the luxury snack status of macadamias. The demand for macadamia-based snacks is also fueled by growing knowledge of the advantages of heart health, weight control, and general wellbeing.

Restraint:

#### High Production Costs

High production costs in the macadamia industry can be a substantial impediment to expansion since they raise prices and limit market demand. It might be challenging for farmers and producers to invest in growth, research, or technical advancements due to decreased profit margins. Additionally, this may make it harder to compete with other nut growers. Furthermore, the high prices deter potential new competitors and may result in market concentration, which would limit the macadamia industry's diversity and inventiveness.

Opportunity:

#### Growing Popularity in the Cosmetics Industry

Macadamia nuts are becoming increasingly popular in the cosmetics business due to its high concentration of vital fatty acids, antioxidants, and vitamins, all of which improve the skin and hair. Because of its nourishing, anti-aging, and moisturizing qualities, macadamia oil is being utilized in skincare products more and more. It is a common component in shampoos, conditioners, and hair treatments because it also helps to enhance the texture and manageability of hair. As customers look for healthier beauty options, the market for macadamias is expanding due to the desire for natural, sustainable components in cosmetics.

Threat:

#### Vulnerability to Climate Change

Climate change vulnerability in the market can have a detrimental influence on yields owing to extreme weather circumstances such as droughts, floods, and temperature variations. Crop health may be further impacted by climate change if pests and illnesses become more common. Price fluctuations, supply shortages, and increased

manufacturing costs might result from these interruptions. The security and expansion of the macadamia sector may be threatened by farmers' inability to adjust to shifting weather patterns, which may limit market expansion.

#### Covid-19 Impact:

The COVID-19 pandemic disrupted the Macadamia market by causing supply chain challenges, labor shortages, and export delays. Demand fluctuated due to shifts in consumer spending, with reduced sales in the foodservice industry. However, the growing preference for healthy, immune-boosting snacks during the pandemic partially offset these challenges, leading to increased retail sales. The market is gradually recovering as restrictions ease and consumer behavior stabilizes.

The organic macadamia segment is expected to be the largest during the forecast period

The organic macadamia segment is expected to be the largest during the forecast period due to consumers' preferences for chemical-free, healthful food items are growing. Because of their ecologically benign and sustainable methods as well as growing knowledge of the health advantages of organic nuts, organic farming methods are becoming more and more popular. Additionally, organic macadamia's higher nutritional value and premium pricing contribute to its expanding market share, with consumers willing to pay a premium for organic and ethically sourced products.

The roasted segment is expected to have the highest CAGR during the forecast period

The roasted segment is expected to have the highest CAGR during the forecast period because of its growing appeal as a nutritious snack choice and component of many cuisine items. Roasting improves the taste and increases customer attractiveness. Furthermore, the growing popularity of gourmet and high-end snacks as well as the health advantages of macadamia nuts—such as their high antioxidant and healthy fat content—are driving the expansion of the roasted macadamia market globally.

#### Region with largest share:

North America is anticipated to hold the largest market share during the forecast period because macadamia nuts are high in dietary fiber, antioxidants, and good fats. The market is expanding as more people become aware of clean-label products and plant-based diets. Additionally, the demand for macadamia ingredients is rising because to

the growth of the food processing industry, especially in the baking and confectionery sectors. The region's market is expanding due to growing interest in sustainable agricultural methods and the health advantages of macadamia nuts.

Region with highest CAGR:

Asia Pacific is anticipated to witness the highest CAGR over the forecast period owing to rising health consciousness among consumers. The growing popularity of plant-based diets and sustainable food sources also contributes to the demand for macadamia nuts, known for their nutritional value. Additionally, the expansion of the food processing industry, coupled with a rise in disposable incomes and urbanization, further boosts market growth. Moreover, Australia's strong production and export capabilities enhance the region's macadamia supply.

Key players in the market

Some of the key players in Macadamia market include AgriFutures Australia – Macadamias, Elite Nut Growers, Golden Macadamias, Green Farms Nut Company, Hamakua Macadamia Nut Company, Hawaiian Host Group, Ivory Macadamias, Kenya Nut Company Ltd, MacFarms LLC, Marquis Macadamias, Mauna Loa Macadamia Nut Corporation, Nutworks Australia, Royal Macadamia (Pty) Ltd, TROPICAL Macadamias and Wondaree Macadamias.

Key Developments:

In June 2024, Marquis Macadamias announced a strategic restructuring to enhance service delivery and market responsiveness in today's dynamic marketing landscape.

In February 2022, Hawaiian Host Group and DSD Renewables announced the completion of a 1.2-megawatt solar farm and 500-kilowatt battery storage system for Mauna Loa Macadamia Nuts.

Types Covered:

Conventional Macadamia

Organic Macadamia

**Forms Covered:**

Raw

Roasted

Flavored

Processed Forms

**Distribution Channels Covered:**

Direct Sales

Retail

Food Service

**End Users Covered:**

Residential

Industrial

Commercial

Food Industry

Cosmetic and Personal Care

Other End Users

**Regions Covered:**

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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