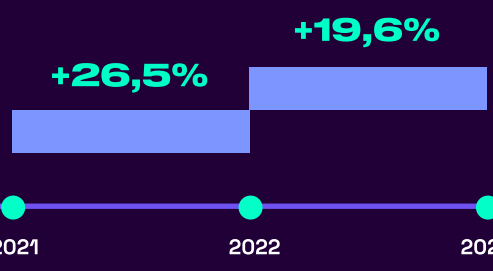


Let's take a closer look at the rise of **PISTACHIO PRODUCTS**



What's the growth trend from 2021 to today?

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



BUT WHEN IS PEAK SEASON?



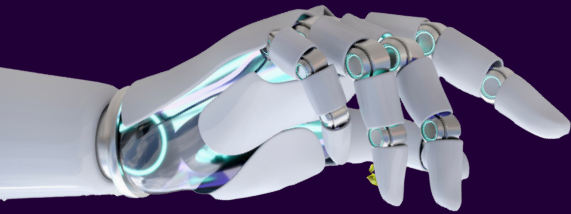
Pistachio products sell the most in the autumn, likely driven by the holiday season.



And in the battle between sweet and savory pistachio products?



SWEET VS SAVORY



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.

