

# THE MACADAMIA FAN IN 2020



## WHAT DO OUR FANS LOVE MOST ABOUT MACADAMIAS?



**AUSTRALIA, JAPAN AND SOUTH KOREA**  
THEIR DELICIOUS TASTE



**TAIWAN AND CHINA**  
THEIR HEALTH BENEFITS



Macadamias are also loved for their **soft crunch**. Aussie fans love their **Australian origin**.



## WHAT ARE SOME OF THEIR FAVOURITE MACADAMIA RECIPES?

Hint: It's almost always something sweet...



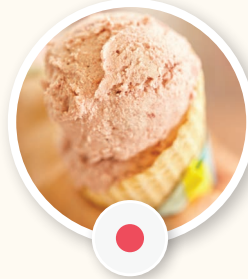
**TAIWAN**  
Egg white macadamia cookie



**CHINA**  
Macadamia butter



**AUSTRALIA**  
Macadamia bliss balls & slice and Macadamia Valentine kisses



**JAPAN**  
Macadamia milk, Macadamia strawberry ice cream and Macadamia butter



**SOUTH KOREA**  
Blueberry macadamia tart and Macadamia layered carrot cake

## WHAT IS THE GENDER SPLIT OF OUR FAN BASE?

● FEMALE ● MALE ● UNKNOWN

### AUSTRALIA



### JAPAN



### SOUTH KOREA



### CHINA



### TAIWAN



## WHERE ARE OUR MOST ENGAGED FANS LOCATED?



**BRISBANE**  
AUSTRALIA



**OSAKA**  
JAPAN



**KAOHSIUNG**  
TAIWAN



**SEOUL**  
SOUTH KOREA

## WHAT'S THE AGE SPREAD OF OUR FAN BASE?

Our most common age groups in each market are:

**45-54**  
Australia

**45-54**  
Japan

**35-44**  
Taiwan

**18-24**  
South Korea