

# Project Summary

## Comprehensive scan of consumer trends for new and emerging agricultural industry

### Objectives

To facilitate the emergence of five agricultural industries with total turnover of at least \$50m/year (5 x \$10m/each).

### Background

With global market trends impacting food consumption, Australian rural industries have an opportunity to identify new food types and to connect with and drive new and expanding markets. Australia has a long history in agriculture, however many new niche industries have emerged into multimillion dollar industries over the last 10 years (e.g. avocados, almonds, chia).

### Research

This project scanned the world for nearly 50 emerging industry opportunities for Australian farmers. The approach to this scan focused on consumer trends as the driver of these value chains. The insights Euromonitor bring as a global market research firm are strong and unique. Ten opportunities are examined in more detail.

### Implications

This research not only identifies and analyses the opportunities with the highest potential for success but provides a resource and analysis of these agricultural products and industries. Farmers and investors can use this scan to develop business cases to execute on these opportunities. AgriFutures Australia however cannot accept responsibility for commercial decisions of others. Investors must make their own assessment of these opportunities and risks.

### Contact

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Learn more  
[agrifutures.com.au/emerging-industries](https://agrifutures.com.au/emerging-industries)



#### Ones to watch: 10 high potential emerging industries

- Premium Chocolate
- Sesame
- Turmeric
- Wasabi
- Tiger Nuts
- Edible Insects
- Snails
- Medicinal Mushrooms
- Moringa
- Chinese Jujube

### Publications and resources

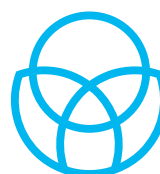
Full report: [Scan of new and emerging agricultural industry opportunities and market scoping](https://agrifutures.com.au/emerging-industries)

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