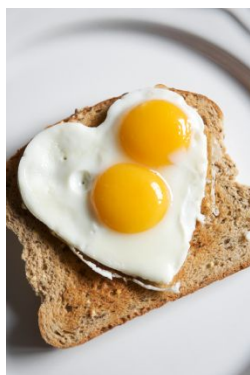


Eggs - UK - June 2010

Report Price: £1500 / \$2295 / €1688



What is this report about?

This report assesses the performance of the eggs market. Since 2007, value sales of eggs increased by 27.8% to reach £824 million by 2009, while volume sales increased by 4.7% to reach 5.28 billion eggs over this period.

Value sales have been pushed up as consumers' trade up to higher welfare free-range eggs. The upcoming ban on battery eggs, due to come into effect in 2012, will further increase sales of enriched eggs such as free range. It may also increase market opportunities for relatively cheaper barn eggs.

What have we found out?

- Consumers are 'creatures of habit' when buying eggs - only 16% are adventurous enough to have eaten three or more different types of eggs in the last year.
- The health benefits of eggs are an important consideration for consumers, a third eat them because of their protein content.
- Welfare issues have increased in importance for consumers when buying eggs, 73% eat free range eggs compared to a third who eat battery eggs.
- Almost 12m consumers feel own label eggs are no different from branded ranges, with just 4m stating they prefer the branded options.
- Egg producers should continue to reinforce and communicate the nutritional benefits of eggs as 17% of consumers eat fewer eggs now as they feel they are high in cholesterol.
- Eggs are primarily eaten for breakfast; consumption is however higher over the weekend (41%), compared to the weekday (27%) when time pressures restrict the amount of time spent at the breakfast table.

Your business guide towards growth and profitability

Mintel Oxygen is your one-stop shop for market and consumer analysis. It is designed to help you stay on top of market sizes, shares and forecasts, consumer trends, brand profiles and product innovation.

Use Mintel Oxygen to:

- Access fresh market intelligence every day
- Drive your business forward based on consumer trends
- Support your decision-making
- Benchmark competitive activity
- Stand out in new business pitches

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100