

## Eggs & Egg Substitutes - US - June 2004 (\$2995.00)

Thanks to the medical community's more positive view of eggs in recent years, as well as Americans' heightened interest in low carbohydrate, high protein diets, sales of eggs and egg substitutes are flourishing, making it a nearly \$3 billion business at FDM outlets in 2003. Record high egg prices also bolstered 2003 sales, and the U.S. Department of Agriculture expects those prices to continue through 2004.

The increasing ethnic diversity in America also benefits the egg industry. Hispanics are the nation's fastest-growing ethnic group, and Mintel's exclusive consumer research has found that they consumed more eggs than other groups. Nearly half of all Hispanic households reported using at least four dozen eggs in last month, compared to about one-quarter of white households. This demand for eggs is attributed to Hispanics' larger average household size, and their greater emphasis on home cooking.

In addition, more consumers are turning to specialty eggs, such as those fortified with Omega-3 and other vitamins and minerals, as well as organic and free-range eggs. These eggs command a higher price than private-label eggs, which currently dominate the market. However, the market share of private-label products fell between 2001 and 2003. In 2001, they commanded 73.4% of the market; by 2003, that had dropped to 70.5%. Although less than 20% of consumers surveyed say they purchase specialty eggs, 18 to 24 year olds are the most likely to buy fortified eggs, organic eggs and free-range eggs. The number of young people in this age group is projected to rise nearly 14% between 1998 and 2008.

Mintel's unique research helps companies take advantage of these and other shifts in American demographics. Understanding the habits and opinions of different groups is critical in forming an effective marketing strategy. Mintel's report on the egg and egg substitutes market covers trends, market drivers, the supply structure, and distribution, as well as providing a detailed breakdown of consumer habits. A five-year market forecast helps you plan for the future of the egg and egg substitutes market.

For the purposes of this report, the following definitions have been used:

Eggs produced and sold in the retail market, in the U.S., for human consumption. These eggs can be in the form of shell (also known as whole or raw) eggs, or those eggs used for breaking, which in turn are used in the production of "egg substitutes," "specialty eggs," or egg products.

The term "egg substitutes" refers to eggs that have been reformulated through the breaking and processing of shell eggs. Egg substitutes thus include whole eggs, egg whites and egg yolks in frozen, refrigerated liquid, and dried (powdered) forms. This report includes data on egg substitutes, which are used by about 10% of consumers.

Excluded from this report are candied eggs, wooden eggs, painted eggs, pickled eggs, chocolate eggs, or eggs used in green salads or as part of a salad mixture, or as an accompaniment item to any food dish or mix. Omelets, egg patties, quiches and quiche mixes, etc. fall into this category, and are generally used by foodservice operations.

Other Mintel reports of relevance include:

- Breakfast Foods - UK - June 2002
- Eggs - UK - June 2002
- Yogurts - UK - July 2002
- Home Baking - UK - August 2002
- Food Safety - UK - August 2002
- Soy-based Food & Drink - US - October 2002
- Frozen Snacks - US - October 2002
- Breakfast Foods: Volume 1 - The Consumer - US - October 2002

- Breakfast Foods: Volume 2 - The Marketplace - US - October 2002
- Breakfast Drinks - US - November 2002
- Milk & Cream, Cheese and Yellow Fats - UK - November 2002
- Chocolate Confectionery - UK - December 2002
- Pasta and Pasta-based Meals - UK - February 2003
- Cheese - US - February 2003
- Bread - UK - February 2003
- Food Intolerance and Allergies - UK - February 2003
- Milk - US - April 2003
- Noodles - UK - July 2003
- Ice Cream - US - August 2003
- Hispanics and Food: Volume 1 - US - September 2003
- Functional Food - US - October 2003
- Chocolate Confectionery - US - October 2003
- Hispanics and Food: Volume 2 - US - October 2003
- Store Brand Foods - US - November 2003
- Hispanics and Food Away from Home: Volume 3 - US - November 2003
- Butter & Margarine - US - November 2003
- Breakfast Cereals - US - November 2003
- Rice - UK - November 2003
- Vegetarian Foods - US - November 2003
- Organic Foods - UK - November 2003
- Low Carb - US - May 2004
- Dining Out Review: Volume I - Quick Service Restaurants - US - May 2004
- Dining Out Review: Volume IV - Fast Casual - US - May 2004
- Yogurts - US - June 2004