

The Grocer

Focus On: Eggs

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Egg prices continue their rise – up 8.4% over the last year – yet shoppers are seemingly undeterred. What’s more, premium eggs are selling apace. It’s clear Brits just love eggs. But which brands are flying off the shelves? How are they doing it?

- Why are egg prices soaring? How are brands and retailers coping?
- Which brands are doing it best? How have they taken off in a category where own label traditionally dominates?
- Why is premium so appealing?

Ruling the roost

- The top three egg brands have managed impressive value and volume gains despite inflation. What strategies have they employed?
- How important is health and nutrition to their offer?
- What role have increased listings played?
- One brand in particular has nearly doubled its values on volumes up 59%. What’s behind its meteoric growth?
- What are other successful brands doing to gain market share?

Higher welfare

- To what extent have the most successful brands touted their higher animal welfare credentials – and how has it helped them sell their products?
- What is the industry doing to tackle bird flu?
- Why have some retailers rolled back their cage free promises?