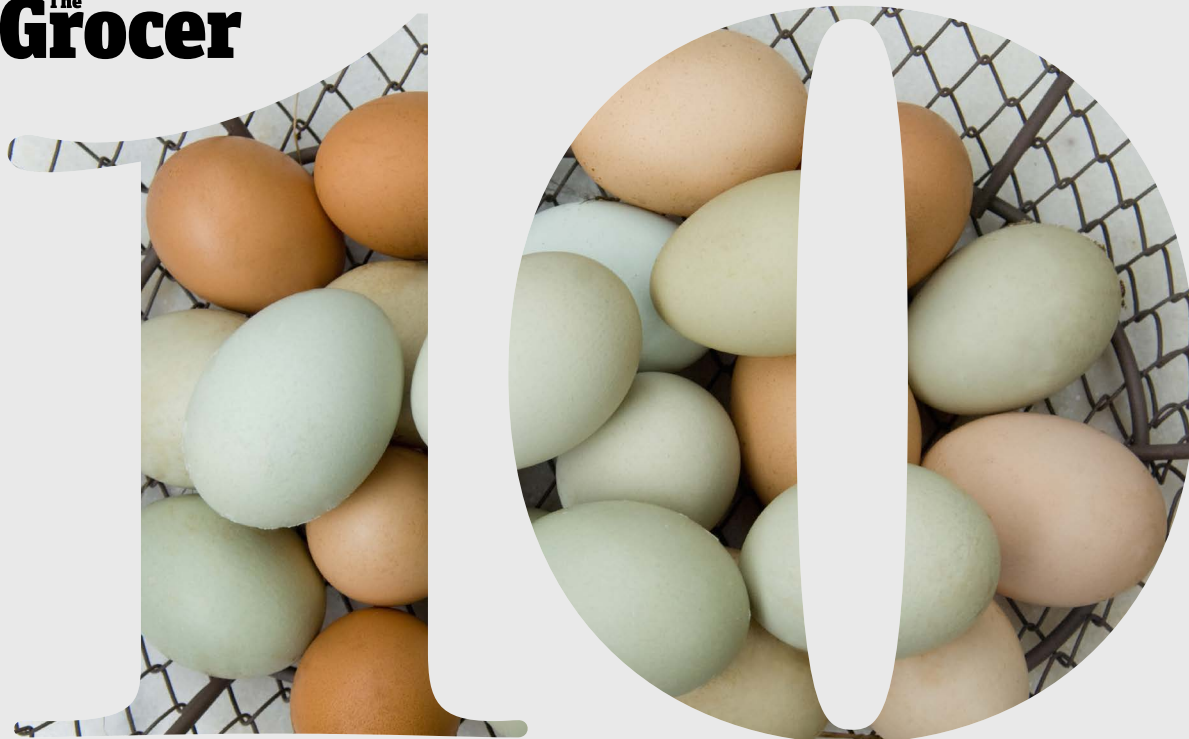




charts that explain UK attitudes to... **eggs**



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Meat-free meals, quality assurances and runny serves

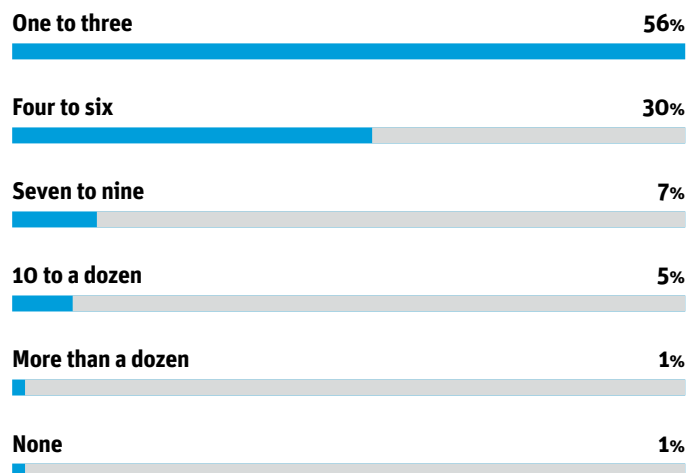
Shoppers want their eggs to come with more than a kiss these days. We've cracked open consumer attitudes to eggs to reveal the importance of food safety, Britishness, animal welfare and quality. So how exactly do Brits like their eggs in 2022?

1 Two in five consumers say they eat at least four eggs a week

Egg sales may have softened since the lockdown-driven boom of 2020, but the market is still in fine fettle. Indeed, our poll of 1,000 egg-eating consumers reveals that more than two in five (43%) eat at least four eggs every week.

While the majority (56%) eats between one and three eggs in an average week, nearly a third (30%) eat between four and six. **Seven per cent eat between seven and nine eggs** and 5% consume between 10 and a dozen. Consumption is up, says British Egg Industry Council chairman Andrew Joret. "During the pandemic, sales rose dramatically, as people spent more time at home," he says. "Sales have since settled down but increasing egg consumption remains the long-term trend."

How many eggs do consumers eat in an average week?



Source: Lumina Intelligence survey of 1,000 UK adults

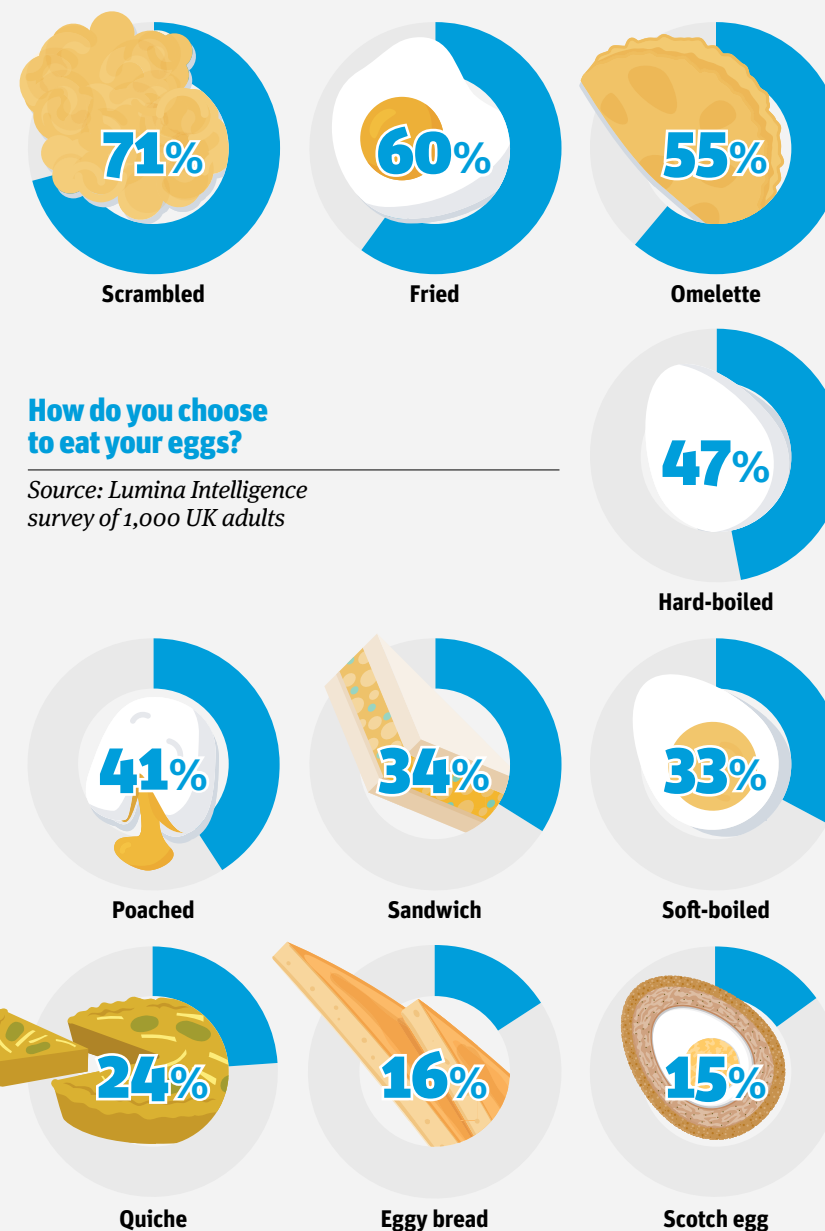
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Scrambled eggs are Britain's most popular serve

Scrambled rules supreme when it comes to how Brits like their eggs. It's the egg of choice among 71% of our sample. The second most popular method is fried, with 60% of the vote, and third is omelette with 55%. **Preferences vary from region to region, however.**

Scrambled eggs are the most cited serve across the UK but the popularity of fried, hard-boiled, poached, soft-boiled and omelettes depends on who's cooking (and eating).

In the northeast of England, for example, people rate fried as highly as scrambled eggs; both get 73% of the vote. In Yorkshire, omelettes are the second most popular serve after scrambled eggs (70%), with 60% tucking into omelettes and 58% eating fried eggs.



3 Shoppers see eggs as a way to make a meal without meat

Convenience, value for money and versatility are the key advantages of eggs in the eyes of shoppers, cited by 70%, 61% and 59% of respondents respectively.

This is not particularly surprising, given that half a dozen eggs cost around £1.10 and pack more protein than a serving of chicken breast.

More interesting is that **40% see eggs as a great alternative to meat**. This figure is even higher among 55- to 64-year-olds, 46% of whom believe they are a great way to make a meat-free meal. It suggests suppliers and retailers could drive more growth for the sector by targeting shoppers who are looking to reduce their meat consumption or cut it out altogether.

Which of the following statements describe how you feel about eggs?



Source: Lumina Intelligence survey of 1,000 UK adults

4 Two-thirds of shoppers trust British more than imported eggs

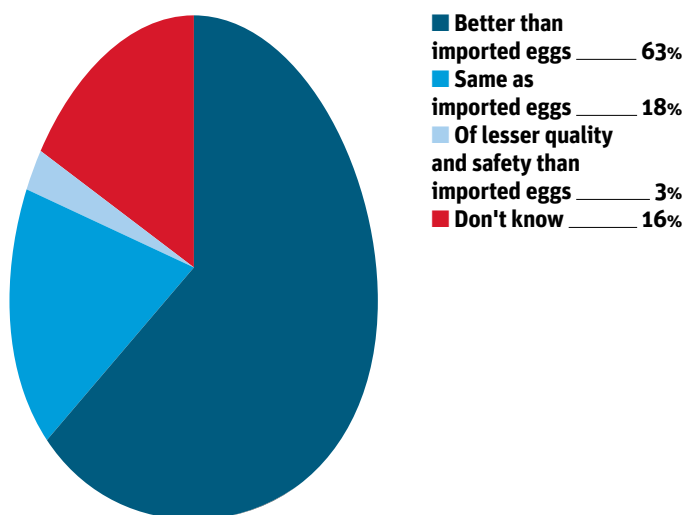
Nearly two-thirds (63%) of consumers believe the quality and food safety standards of British eggs are superior to those produced in other countries. And only 18% believe standards are the same.

Joret says this is testament to the safeguards that have been put in place by the UK egg industry.

"British Lion eggs are produced to the world's most comprehensive egg safety standard, while there have been ongoing food safety issues associated with foreign eggs," he adds.

"A joint report from the FSA and FSS this summer backed this up, highlighting 'significant' food quality risks from the import of certain food products, including eggs."

What's your opinion on the quality and safety of British eggs?



Source: Lumina Intelligence survey of 1,000 UK adults

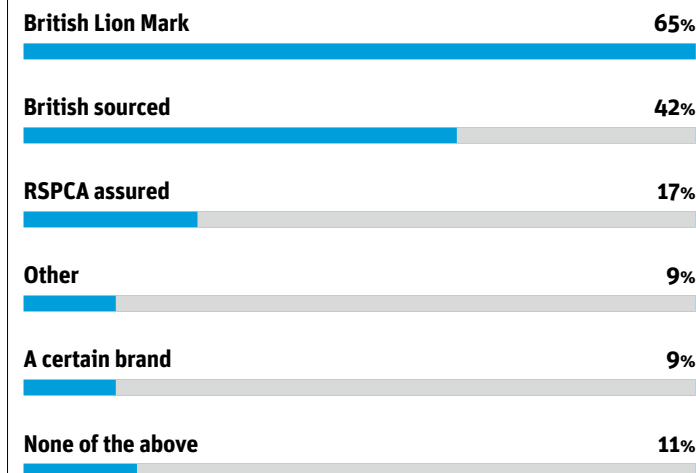
5 British Lion Mark is most sought-after credential

The quality message around British Lion eggs seems to be getting out. **A substantial 65% of shoppers said they look for the British Lion mark** when shopping for eggs.

That makes it the most sought-after credential by a country mile, ranking higher than British sourced, which still had a significant 42% of the vote and RSPCA assurance, with 17%. Not bad for a mark that's only 24 years old.

There is some difference between the demographics. Among the 18-24 age group, for example, 43% look for the British Lion mark – roughly on a par with the percentage who look for British sourcing. This jumps up sharply among 35- to 44-year-olds, 72% of whom look for British Lion.

Which of these credentials do you look for when buying eggs?



Source: Lumina Intelligence survey of 1,000 UK adults

6

The East Midlands is the spiritual home of the runny egg

Our research also reveals the nation's love of a dippy egg. On a national level, a third of consumers (33%) say they regularly tuck into soft-boiled eggs.

Other soft serves such as fried (60%) and poached (41%) provide further evidence of this appetite for dipping, although **hard-boiled eggs still won 47% of the vote.**

People seem particularly partial to runny eggs in the East Midlands, the only part of the UK where soft-boiled and poached serves proved more popular than hard-boiled eggs.

Thirty-seven per cent of people in the East Midlands enjoy soft-boiled and poached eggs, making them the joint fourth most popular. Meanwhile, hard-boiled is fifth with 32% of the vote.

Do you eat soft-boiled eggs?

Source: Lumina Intelligence survey of 1,000 UK adults

37%
East Midlands

33%
National

Over a fifth only eat runny eggs if they're British Lion assured

Certain vulnerable groups – such as pregnant women, babies and the elderly – need to consider their choice of egg carefully if they're going to eat them runny, because of the risk of salmonella contamination in eggs from unvaccinated chickens.

Indeed, **22% of the people we polled will only eat runny eggs if they are British Lion assured**, meaning they have come from vaccinated chickens. “You can't underestimate the British public's love of runny eggs,” says Joret.

“The FSA's change of advice in 2017, confirming that vulnerable groups can once again eat runny eggs, as long as they are Lion marked, reintroduced eggs to a huge portion of consumers who'd previously been restricting consumption.”

Would you eat runny eggs?

Yes, and I'm not vulnerable	43%
Yes, but only if they were British Lion assured	22%
No, and I'm not vulnerable	22%
No, but I would if I weren't in a vulnerable group	7%
No, but I am not in a vulnerable group	4%
No, I am in a vulnerable group	4%

Source: Lumina Intelligence survey of 1,000 UK adults

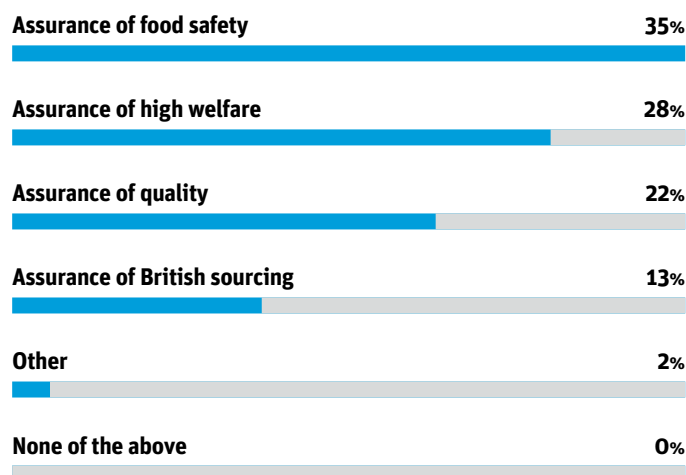
8 Food safety, welfare and quality drive British Lion purchases

Why do shoppers look for the British Lion mark when shopping for eggs? The results are clear: **the assurances the mark gives on food safety, animal welfare and quality are most important** to the people we polled.

“This is great news, and what we’d expect to see,” says Joret. “Consumers have long associated British Lion eggs with quality, safety and high standards of hen welfare as a result of highly targeted consumer marketing campaigns and working closely with retailers to communicate effectively.

“All eggs that carry the British Lion mark meet the stringent requirements of the British Lion Code of Practice which ensures the highest standards of food safety.”

What would your main reason be for buying British Lion Eggs?



Source: Lumina Intelligence survey of 1,000 UK adults

9 Half of shoppers would be concerned by imported egg use

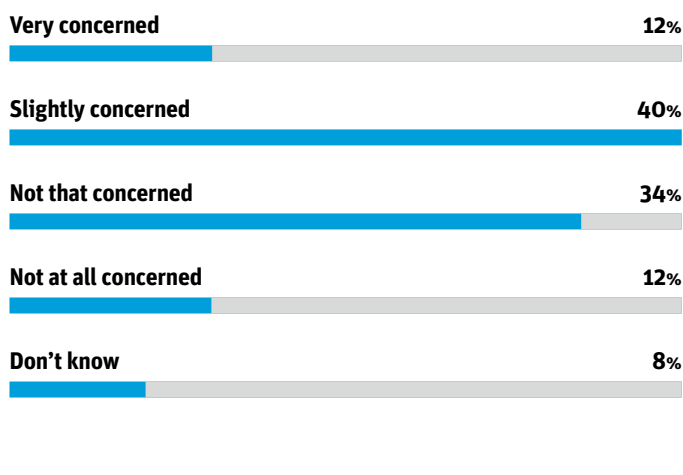
Concerns about the food safety risks associated with imported eggs identified by this summer’s FSA and FSS report appear to be shared with consumers.

Forty per cent of the people we polled said they would be “slightly concerned” to find imported eggs on the shelves of their supermarket and **12% would be “very concerned”**.

This level of concern was fairly evenly split across the demographics. However, younger consumers appeared even more worried about imported eggs being used as ingredients.

Among the 18-24 age group, nearly half would be concerned to some extent. While 18% would be “very concerned” and 39% would be “slightly concerned”.

How would you feel about egg-containing products like quiches using imported eggs?



Source: Lumina Intelligence survey of 1,000 UK adults

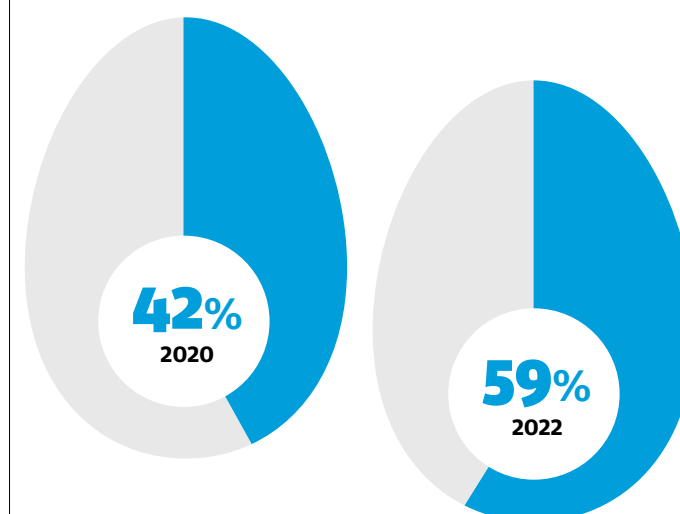
10 Shopper confidence in egg ingredient origins is growing

Consumer confidence about the origin of eggs used as an ingredient in food products appears to be growing. When we asked shoppers how confident they were in their origin **in 2020, 59% said they were “not very” or “not at all” confident**.

This time around, that number has shrunk to 42%, perhaps because of efforts by retailers to communicate egg ingredient origins on pack. Morrisons, for example, launched a range of quiches bearing the British Lion mark this summer.

There could be other explanations, says Joret: “The fipronil scandal in late 2017 and early 2018, which drew public attention to the food safety issues associated with imported egg ingredients, will have influenced the previous figures.”

I am not very or not at all confident I know where the eggs come from in egg-containing products



Source: Lumina Intelligence survey of 1,000 UK adults