Plant-based eggs
An emerging category with rapid growth and many remaining product innovation opportunities

The U.S. retail market

- Retail dollar sales: $45 MM (2022 U.S. market)
- Retail unit sales: 10 MM (2022 U.S. market)
- Retail dollar sales growth vs 2021: 14%
- Retail unit sales growth vs 2021: 21%
- Retail dollar sales growth vs 2019: 348%
- Market share of overall category: 0.5%
- Household penetration: 2%
- Repeat buyers: 45%

Consumer insights

The majority of U.S. consumers surveyed see conventional eggs as:

- Easy to cook
- A good source of protein
- Tasty
- Healthy

Matching these characteristics is key to plant-based eggs effectively competing with conventional eggs.

Households over-indexing for purchase of plant-based eggs have the following demographic characteristics:

- Ages 35-54
- Post-graduate education
- African American
- Income $70-$99k

Common ingredients

- Mung bean
- Cellulose
- Oil
- Corn/Potato Starch
- Soy
- Gellan Gum
- Emulsifier
- Tapioca flour
### Competitive landscape

<table>
<thead>
<tr>
<th>6</th>
<th>Brands with &gt;$10k in 2022 retail dollar sales (not including private label)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Total number of products with 2022 retail dollar sales &gt;$10k</td>
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#### Brands

<table>
<thead>
<tr>
<th>Plant-based egg brands with 2022 U.S. retail dollar sales (not including private label) in alphabetical order</th>
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<tbody>
<tr>
<td>● Bob’s Red Mill</td>
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<tr>
<td>● Ener-G Foods</td>
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<tr>
<td>● Follow Your Heart</td>
</tr>
<tr>
<td>● JUST</td>
</tr>
<tr>
<td>● Namaste</td>
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<td>● Simply Eggless</td>
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### Areas of opportunity

<table>
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<tr>
<th>Functionality</th>
<th>● Replicating the binding properties, gelation capacity, emulsification capacity, and water-holding capacity of egg proteins</th>
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<tbody>
<tr>
<td>Applications</td>
<td>● Application-specific solutions e.g. baking, scrambled, fried, and hard-boiled formats</td>
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<tr>
<td>Performance</td>
<td>● Matching cooking time and texture with animal-derived eggs</td>
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<td>Nutrition</td>
<td>● High protein</td>
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<td>● B12</td>
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**More information on common ingredients and areas of opportunity for plant-based eggs can be found in GFI’s Plant Protein Primer.**

### References

1. SPINS retail POS and HH panel data ending 1-1-2023
2. Mintel Plant-Based Proteins Market 2022 report
3. The Good Food Institute, Plant Protein Primer.

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### About GFI

The Good Food Institute is a nonprofit think tank working to make the global food system better for the planet, people, and animals. Alongside scientists, businesses, and policymakers, GFI’s teams focus on making plant-based and cultivated meat delicious, affordable, and accessible. Powered by philanthropy, GFI is an international network of organizations advancing alternative proteins as an essential solution needed to meet the world’s climate, global health, food security, and biodiversity goals.