

Plant-based eggs

An emerging category with rapid growth and many remaining product innovation opportunities

The U.S. retail market¹



\$45 MM Retail dollar sales (2022 U.S. market)



10 MM Retail unit sales (2022 U.S. market)



14% Retail dollar sales growth vs 2021



21% Retail unit sales growth vs 2021



348% Retail dollar sales growth vs 2019



2% Household penetration



0.5% Market share of overall category



45% Repeat buyers

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.²

Households over-indexing for purchase of plant-based eggs have the following demographic characteristics:¹

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

Common ingredients³

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

Competitive landscape¹

6	Brands with >\$10k in 2022 retail dollar sales (not including private label)
9	Total number of products with 2022 retail dollar sales >\$10k
Brands	Plant-based egg brands with 2022 U.S. retail dollar sales (not including private label) in alphabetical order <ul style="list-style-type: none">• Bob's Red Mill• Ener-G Foods• Follow Your Heart• JUST• Namaste• Simply Eggless

Areas of opportunity³

Functionality	<ul style="list-style-type: none">• Replicating the binding properties, gelation capacity, emulsification capacity, and water-holding capacity of egg proteins
Applications	<ul style="list-style-type: none">• Application-specific solutions e.g. baking, scrambled, fried, and hard-boiled formats
Performance	<ul style="list-style-type: none">• Matching cooking time and texture with animal-derived eggs
Nutrition	<ul style="list-style-type: none">• High protein• B12

More information on common ingredients and areas of opportunity for plant-based eggs can be found in GFI's [Plant Protein Primer](#).

References

¹SPINS retail POS and HH panel data ending 1-1-2023

²Mintel Plant-Based Proteins Market 2022 report

³The Good Food Institute, [Plant Protein Primer](#).

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.



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