



# EGG TRENDS

WEEK ENDING 11/02/19

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# EGG SALES & CONSUMPTION - YTD

## Retail Shell Eggs (EQ Dzns)

YEAR	EQ % Chg YA	\$ % Chg YA
2012	-1.0	2.0
2013	0.6	6.0
2014	2.0	11.0
2015	0.4	23.0
2016	3.8	-16.3
2017	2.0	-7.4
2018	2.7	18.5
2019	1.9	-11.8

## Per Capita Consumption (Total)

YEAR	Eggs per Person	% Chg YA
2012	255	+2.8
2013	259	+1.6
2014	268	+3.5
2015	256	-4.5
2016	272.0	+6.25
2017	281.8	+3.6
2018 est	284.0	+0.8
2019 proj $\Delta$	289.0	+1.76
2020 proj	291.2	+0.76

Source: Nielsen Total US xAOC + Conv  
2019 Calendar YTD ending 11/02/19

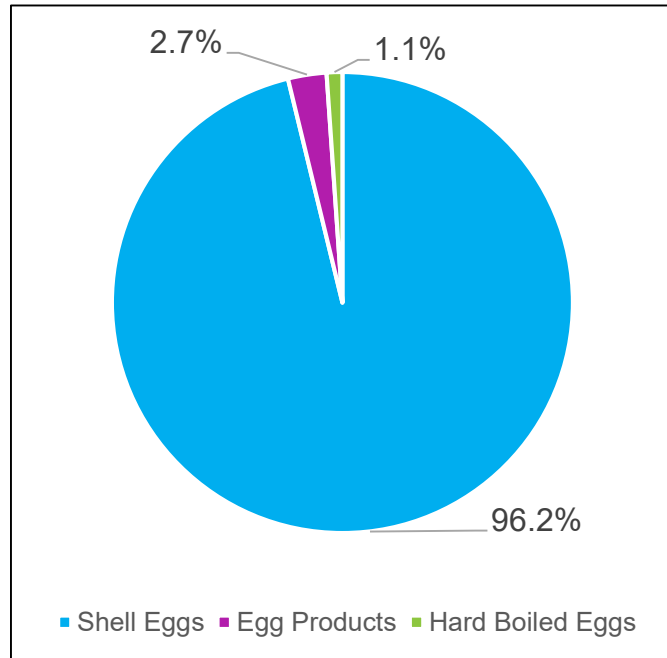
Source: USDA WASDE #594-33 November 2019, dated Nov 8, 2019

$\Delta$  Indicates change from previous month's WASDE report

# TOTAL RETAIL EGG SALES

The best indicators for assessing total retail egg performance are EQ volume and \$\$ Sales on a rolling 52 week basis. Total Retail Egg Category sales for 52 weeks ending 11/02/19 are ~\$5.7Billion.

EQ Volume Share

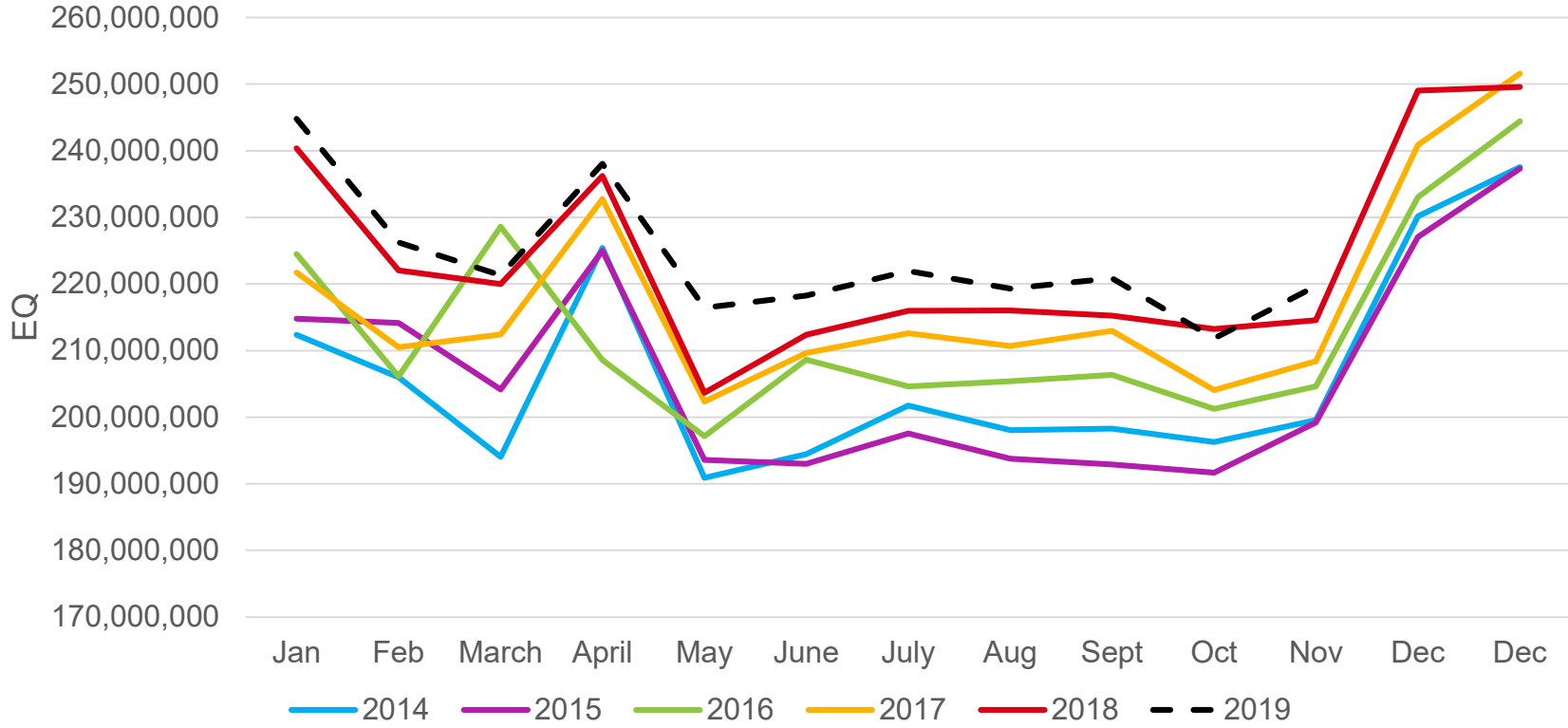


	EQ	EQ % Chg	\$\$	\$\$ % Chg
<b>Shell Eggs</b>	2,958,320,236	1.8%	5,218,052,955	-9.4%
<b>Egg Products</b>	83,069,359	-2.3%	271,481,104	-3.6%
<b>Hard Boiled Eggs</b>	32,882,377	9.5%	166,770,472	10.1%
	<b>3,074,271,972</b>		<b>\$5,656,304,531</b>	

Source: Nielsen Total US xAOC + Conv  
Latest 52 Week ending date 11/02/19

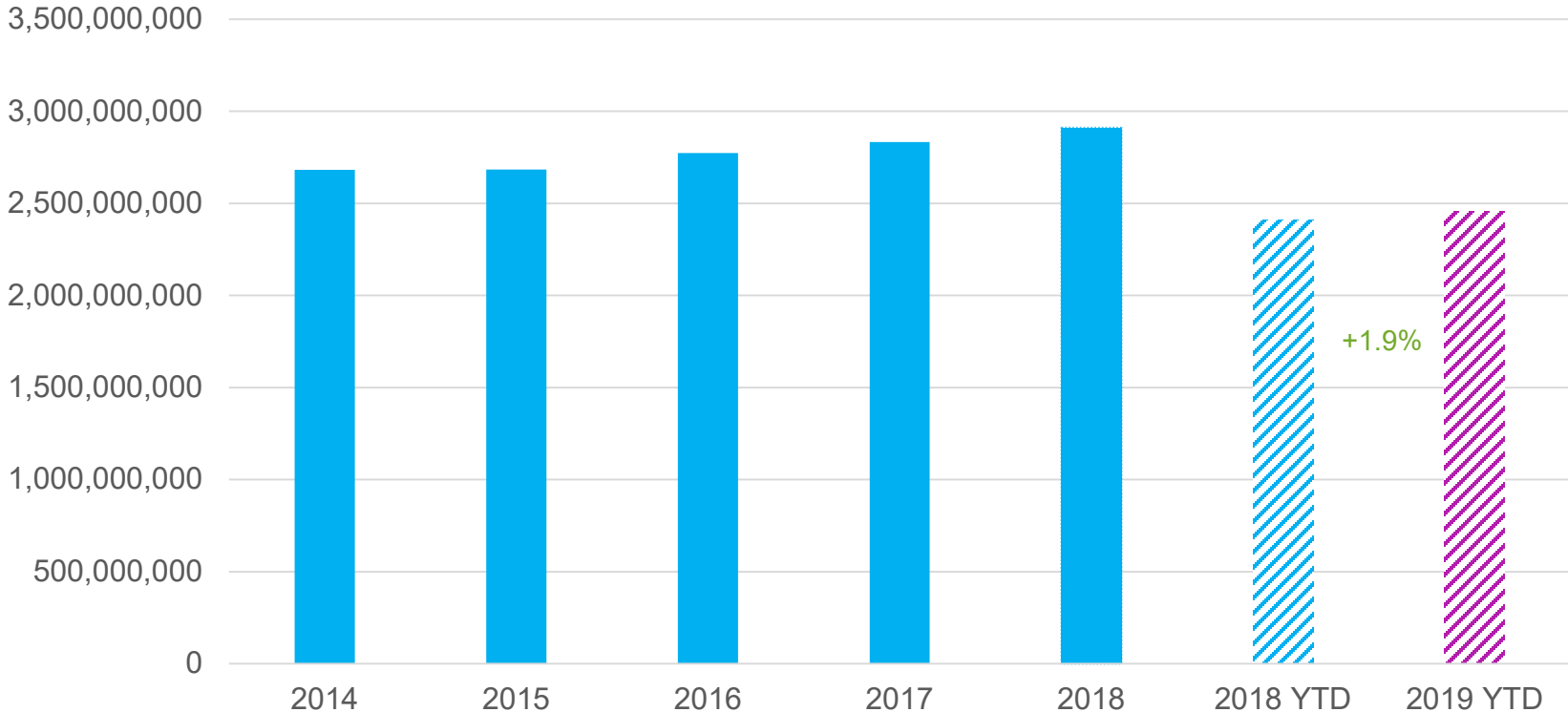
\* Nielsen Retail egg products (liquid, frozen or powdered real egg products) are tracked in 16oz. equivalents; then converted into the egg industry standard metric of Equalized Dozens (EQ) by factoring the weight of one large egg without shell

# SHELL EGG EQ TRENDS



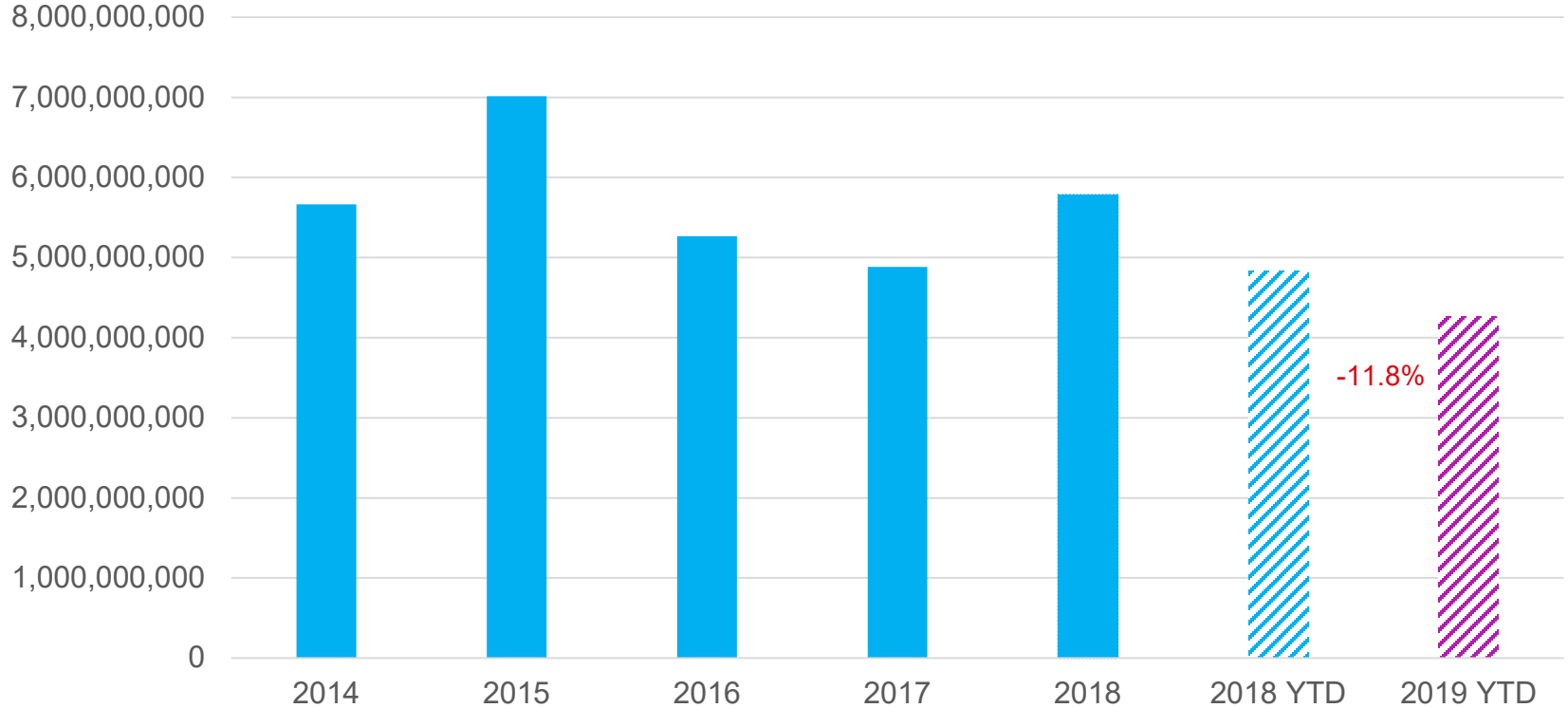
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS EQ YEARLY TRENDS



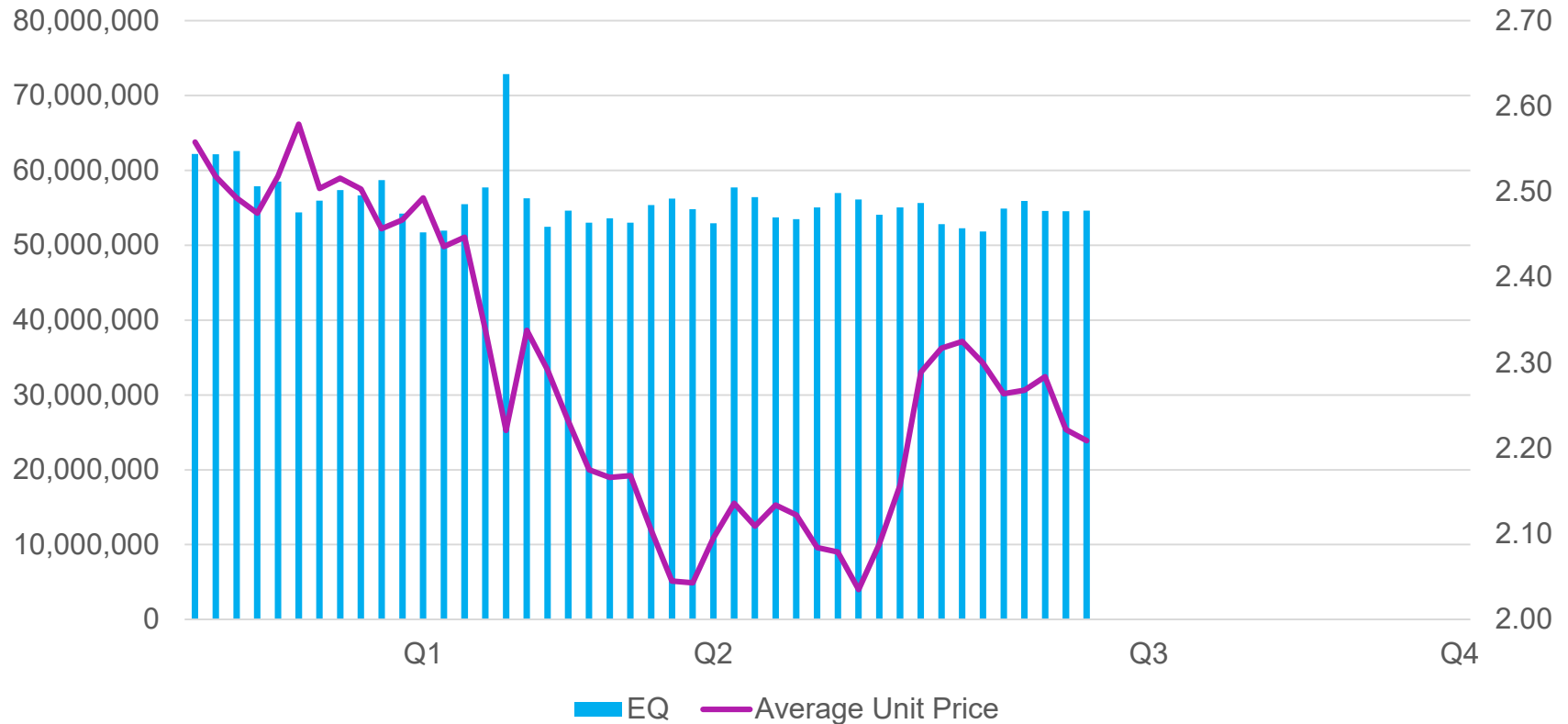
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS YEARLY \$\$ TRENDS



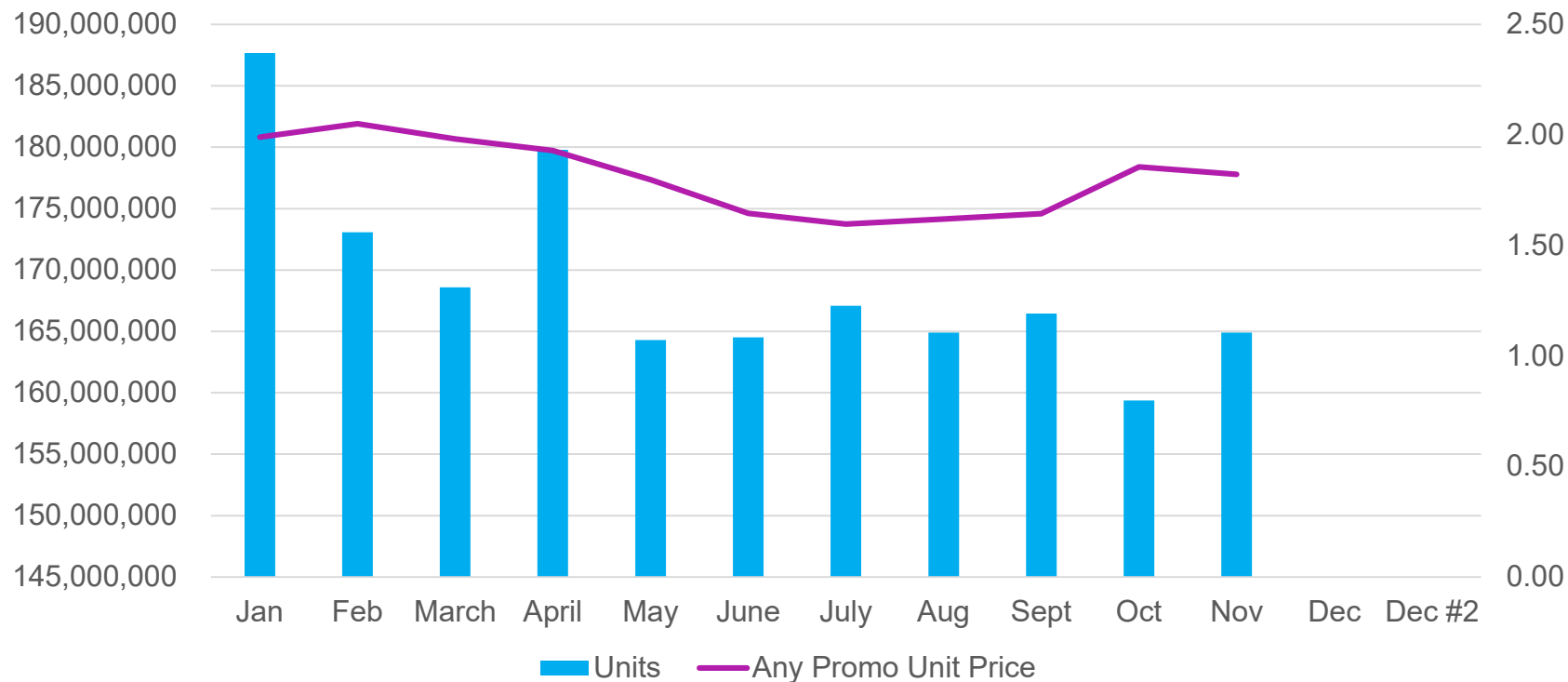
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS WEEKLY TRENDS



Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

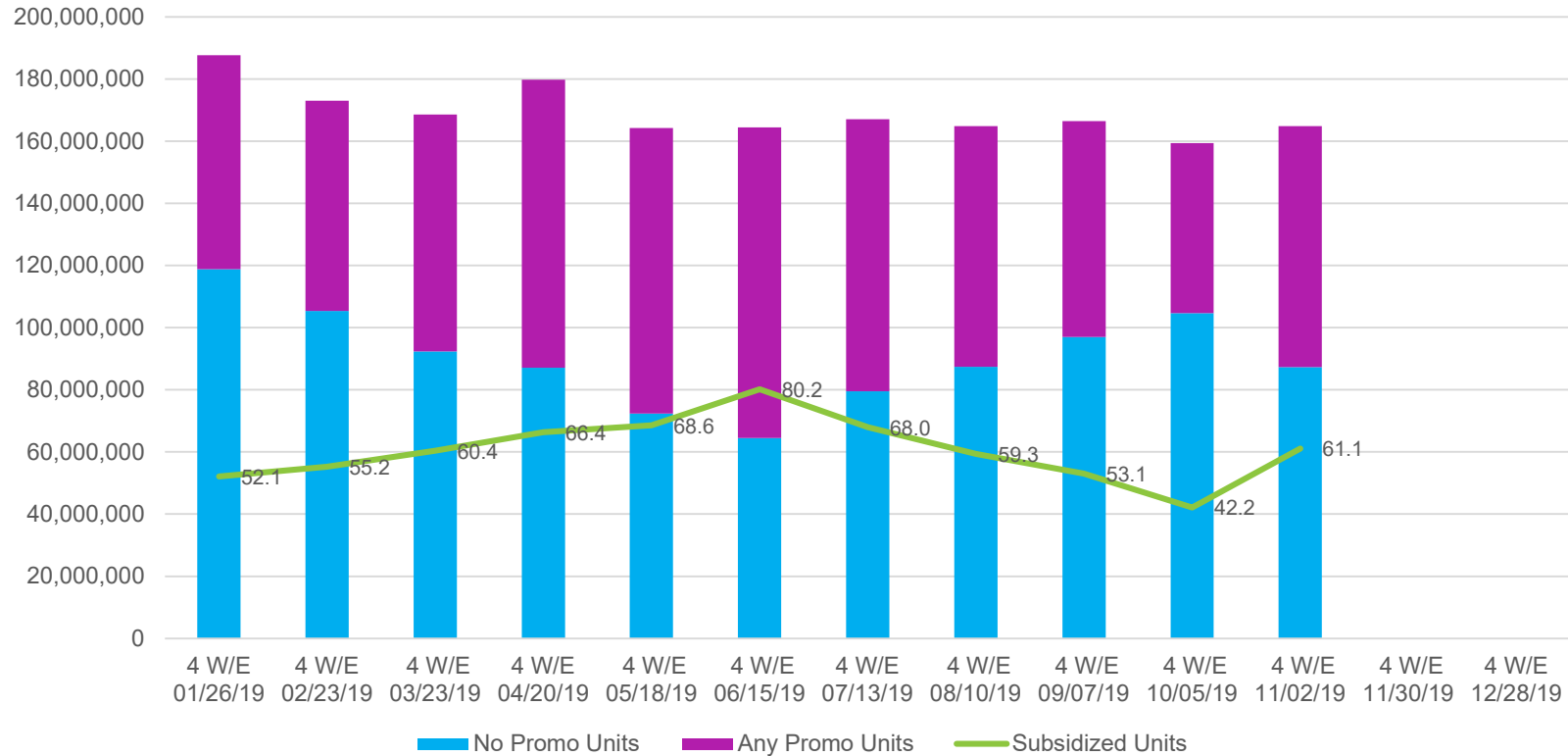
# SHELL EGGS PROMOTION TRENDS



Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

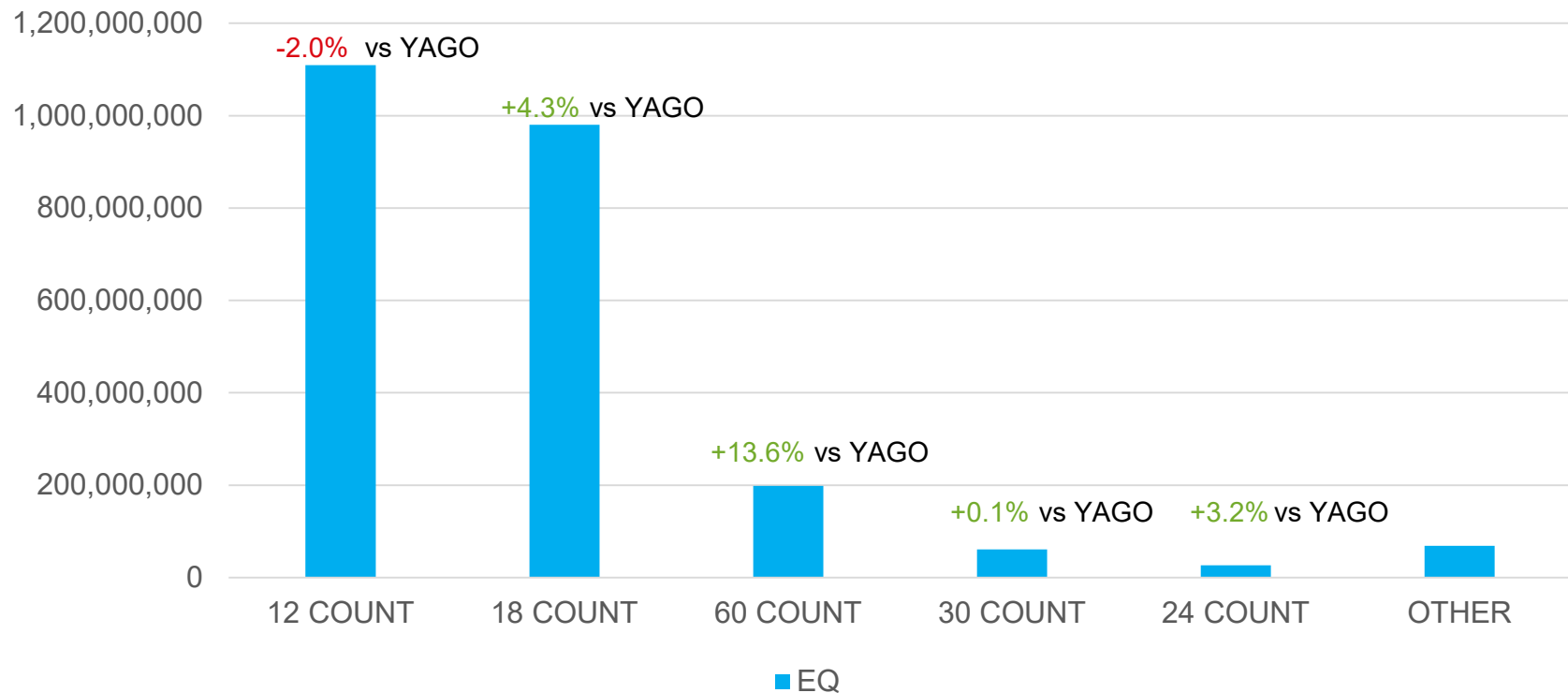


# SHELL EGGS PROMOTION TRENDS



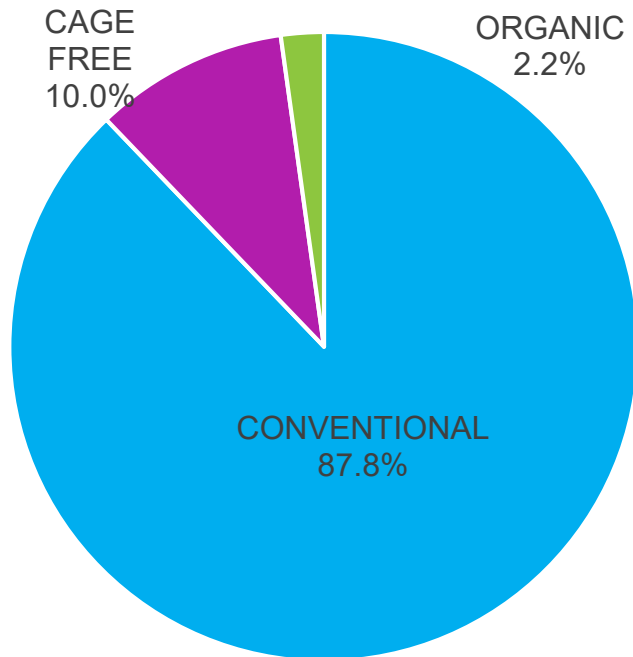
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PACK SIZE



# SHELL EGGS BY PRODUCT SEGMENT

Total US xAOC + Conv Unit Volume - YTD



	EQ % Chg	\$ % Chg
CONVENTIONAL	1.9%	-15.2%
CAGE FREE	1.3%	-1.5%
ORGANIC	4.7%	4.5%

Note—

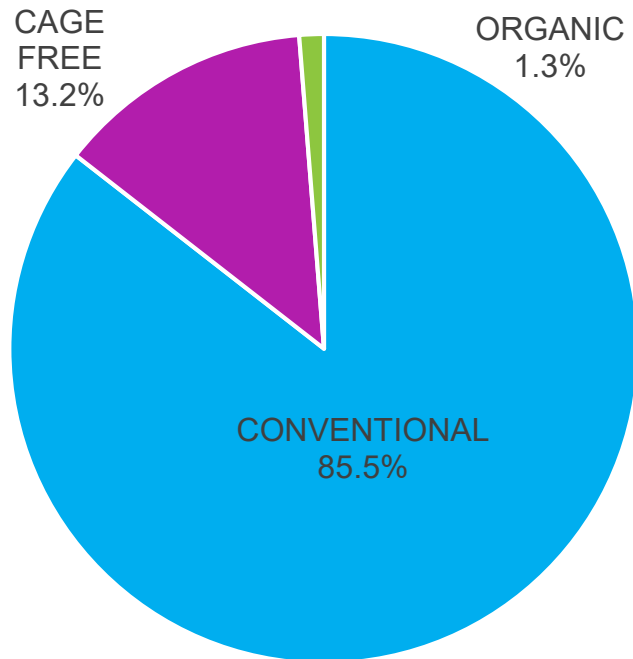
These segments are mutually exclusive

- Organic USDA Certified
- All Other Cage Free (including free range)
- Conventional

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

East North Central Division xAOC EQ Volume - YTD

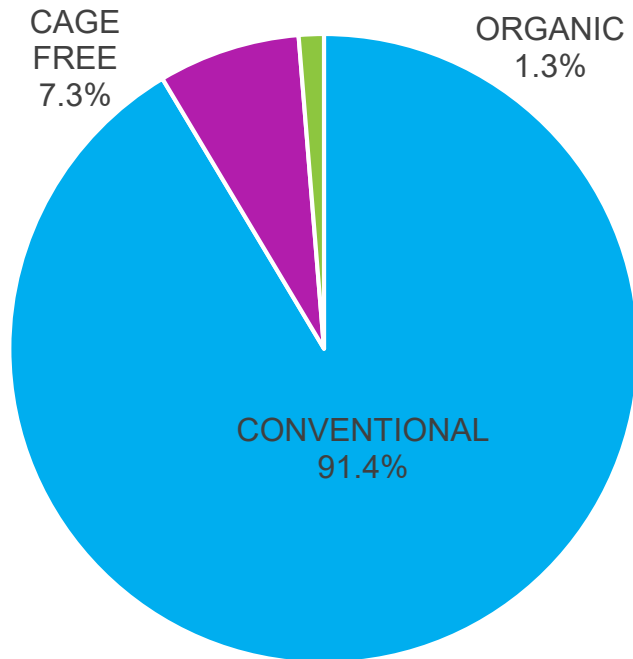


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.4%	-15.1%
CAGE FREE	3.8%	-0.4%
ORGANIC	12.2%	13.8%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

East South Central Division xAOC EQ Volume - YTD

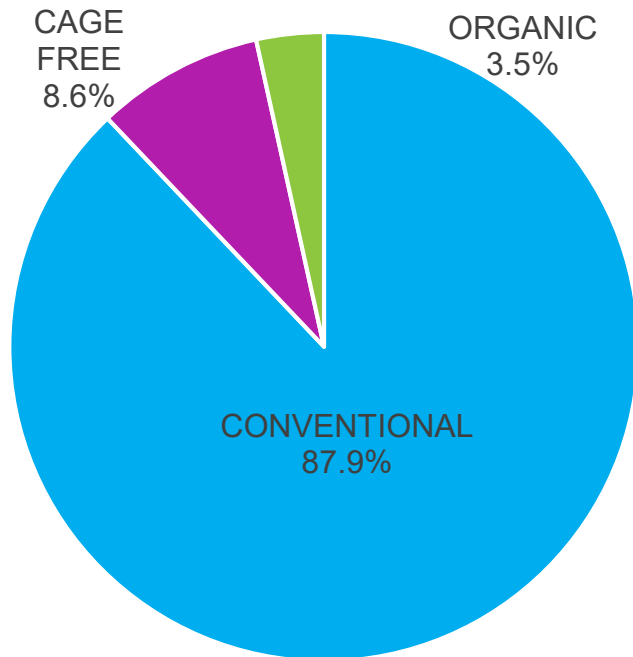


	EQ % Chg	\$ % Chg
CONVENTIONAL	1.6%	-20.5%
CAGE FREE	2.3%	0.3%
ORGANIC	8.6%	7.2%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

Middle Atlantic Division xAOC EQ Volume - YTD

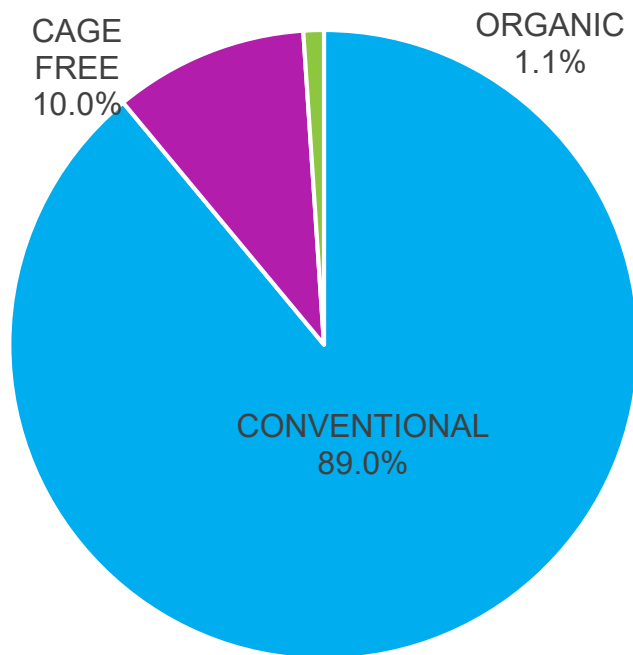


	EQ % Chg	\$ % Chg
CONVENTIONAL	1.6%	-17.7%
CAGE FREE	-0.7%	-5.0%
ORGANIC	-3.7%	-2.2%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

Mountain Division xAOC EQ Volume - YTD

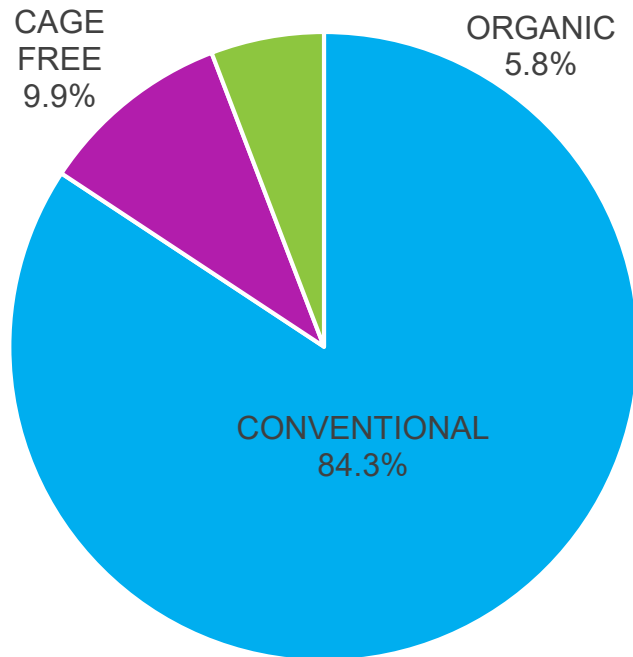


	EQ % Chg	\$ % Chg
CONVENTIONAL	7.5%	-11.3%
CAGE FREE	4.0%	1.8%
ORGANIC	39.8%	43.7%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

New England Division xAOC EQ Volume - YTD



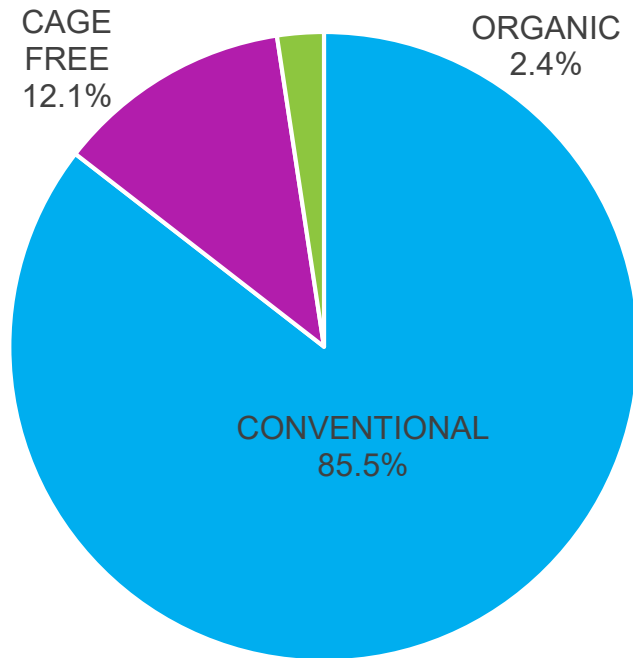
	EQ % Chg	\$ % Chg
CONVENTIONAL	1.4%	-14.1%
CAGE FREE	2.5%	1.1%
ORGANIC	-1.4%	1.5%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19



# SHELL EGGS BY PRODUCT SEGMENT

Pacific Division xAOC EQ Volume - YTD

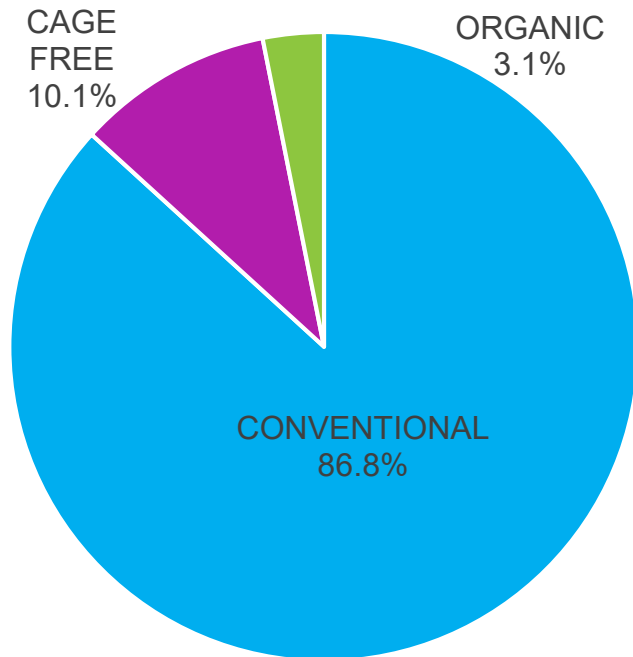


	EQ % Chg	\$ % Chg
CONVENTIONAL	3.1%	-5.8%
CAGE FREE	-0.4%	-1.8%
ORGANIC	10.8%	8.3%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

South Atlantic Division xAOC EQ Volume - YTD

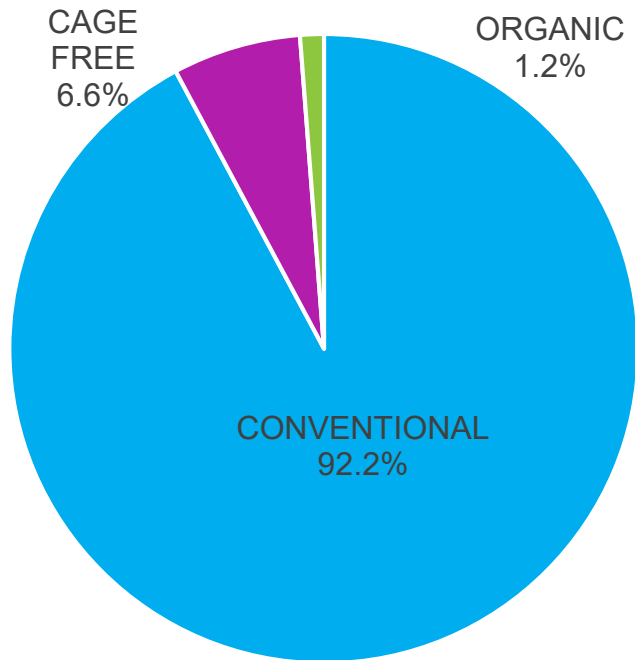


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.3%	-16.5%
CAGE FREE	-0.1%	-2.0%
ORGANIC	3.4%	0.8%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

West North Central Division xAOC EQ Volume - YTD

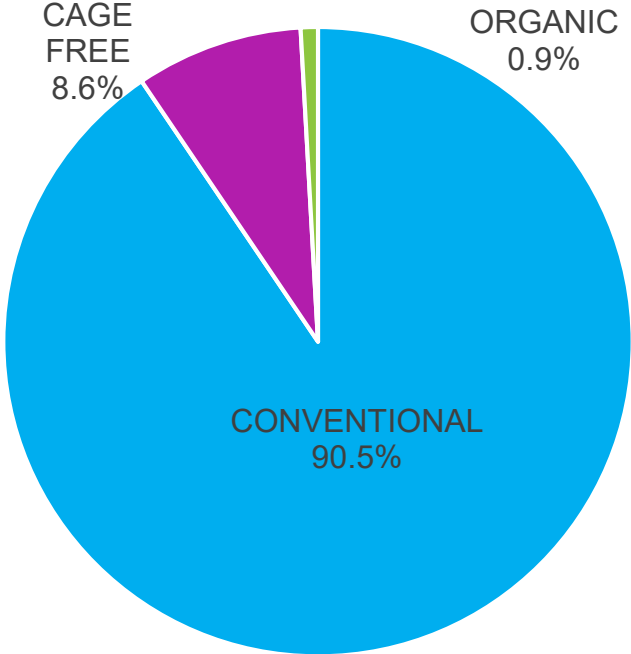


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.7%	-19.0%
CAGE FREE	-0.7%	-5.7%
ORGANIC	3.2%	7.3%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

West South Central Division xAOC EQ Volume - YTD

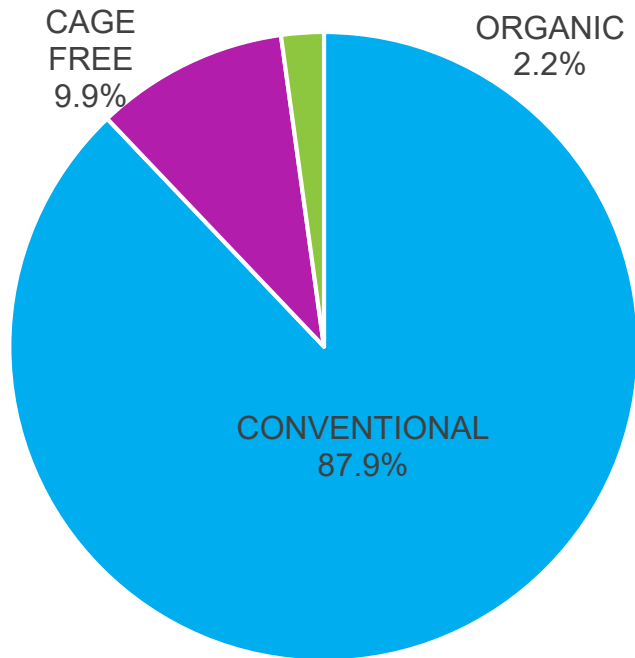


	EQ % Chg	\$ % Chg
CONVENTIONAL	-2.5%	-20.2%
CAGE FREE	1.8%	-1.7%
ORGANIC	6.9%	7.9%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

Total US xAOC + Conv EQ Volume – Rolling 52 Week



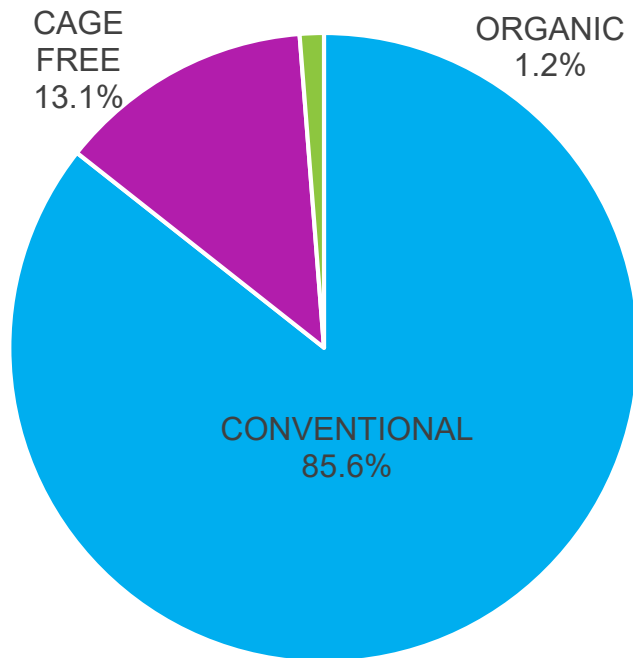
	EQ % Chg	\$ % Chg
CONVENTIONAL	1.7%	-12.4%
CAGE FREE	2.0%	-0.4%
ORGANIC	6.3%	6.7%

Note—  
 These segments are mutually exclusive  
 – Organic USDA Certified  
 – All Other Cage Free (including free range)  
 – Conventional

Source: Nielsen Total US xAOC + Conv  
 Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

East North Central Division xAOC EQ Volume – Rolling 52 Week

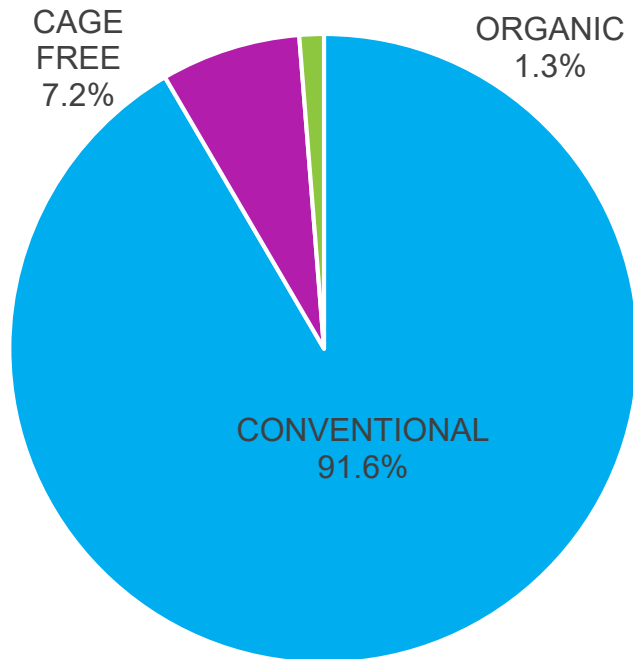


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.4%	-12.1%
CAGE FREE	4.5%	1.1%
ORGANIC	14.7%	15.7%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

East South Central Division xAOC EQ Volume - Rolling 52 Week

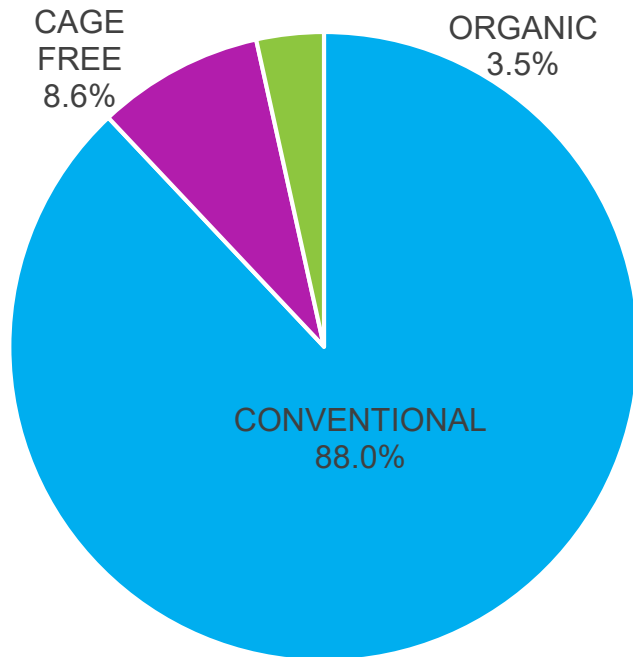


	EQ % Chg	\$ % Chg
CONVENTIONAL	1.5%	-17.6%
CAGE FREE	3.2%	1.6%
ORGANIC	10.2%	9.5%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

Middle Atlantic Division xAOC EQ Volume - Rolling 52 Week



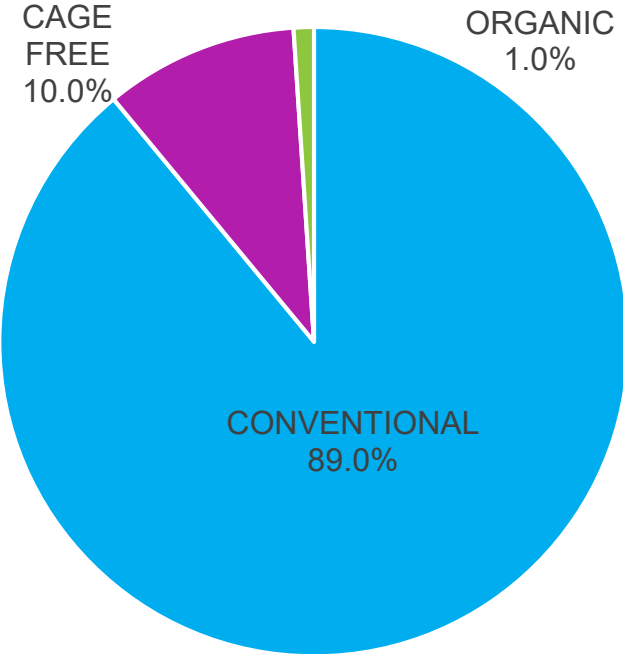
	EQ % Chg	\$ % Chg
CONVENTIONAL	1.4%	-14.9%
CAGE FREE	0.0%	-4.1%
ORGANIC	-2.1%	0.0%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19



# SHELL EGGS BY PRODUCT SEGMENT

Mountain Division xAOC EQ Volume - Rolling 52 Week

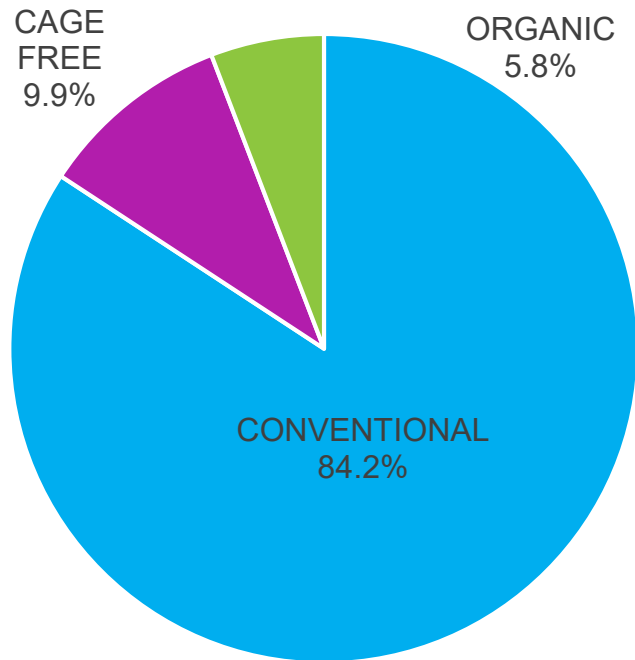


	EQ % Chg	\$ % Chg
CONVENTIONAL	6.8%	-9.1%
CAGE FREE	4.2%	2.5%
ORGANIC	42.8%	45.9%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

New England Division xAOC EQ Volume - Rolling 52 Week

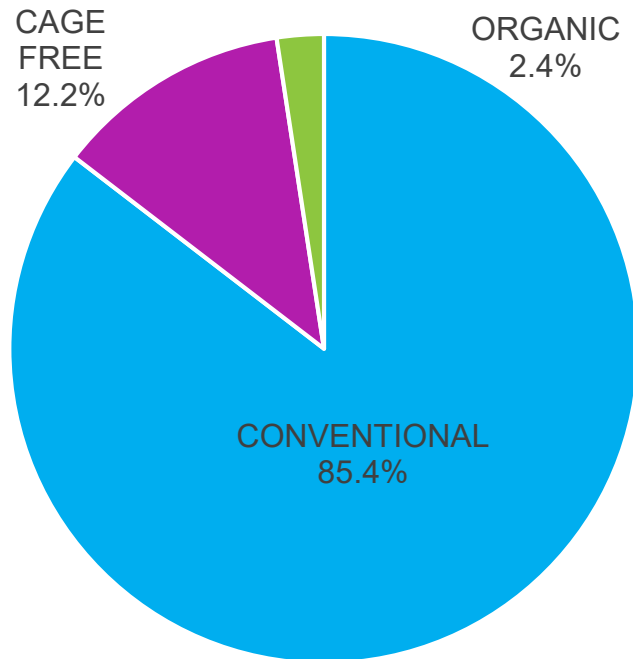


	EQ % Chg	\$ % Chg
CONVENTIONAL	1.3%	-11.6%
CAGE FREE	3.8%	2.4%
ORGANIC	0.3%	3.3%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

Pacific Division xAOC EQ Volume - Rolling 52 Week

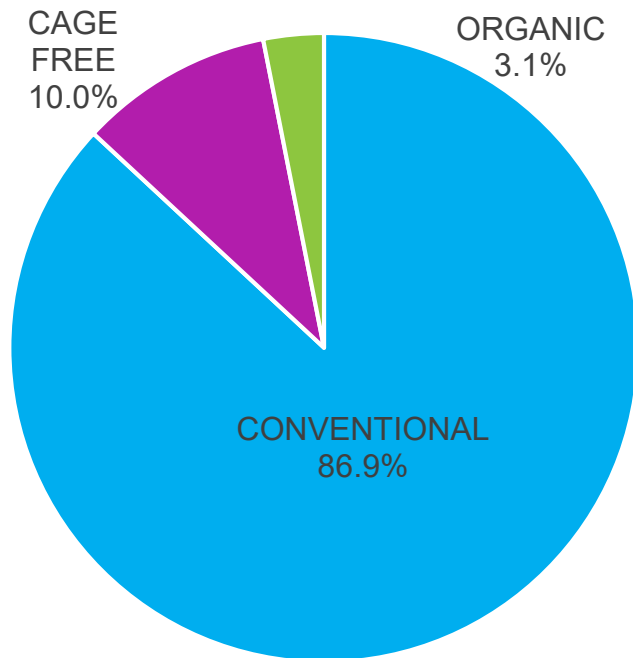


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.2%	-3.5%
CAGE FREE	-0.3%	-0.5%
ORGANIC	13.8%	11.4%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

South Atlantic Division xAOC EQ Volume - Rolling 52 Week

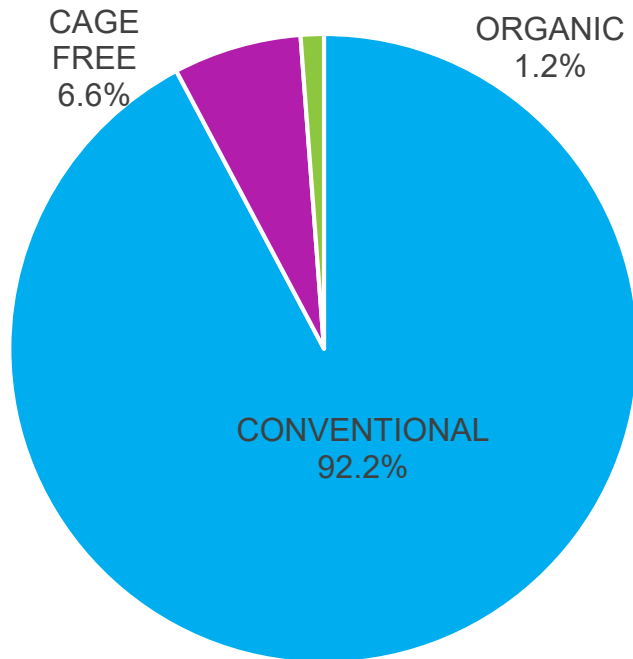


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.6%	-13.0%
CAGE FREE	1.1%	-0.8%
ORGANIC	4.8%	3.1%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

West North Central Division xAOC EQ Volume - Rolling 52 Week

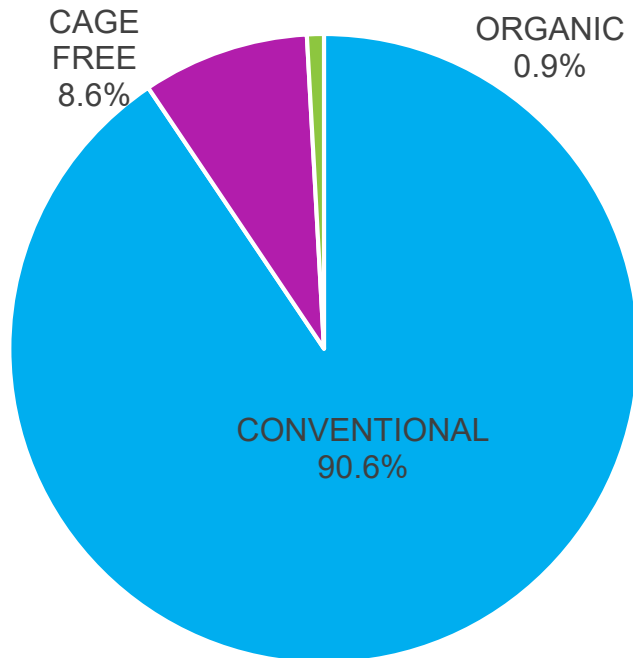


	EQ % Chg	\$ % Chg
CONVENTIONAL	2.6%	-15.1%
CAGE FREE	0.7%	-3.7%
ORGANIC	1.3%	6.3%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BY PRODUCT SEGMENT

West South Central Division xAOC EQ Volume - Rolling 52 Week



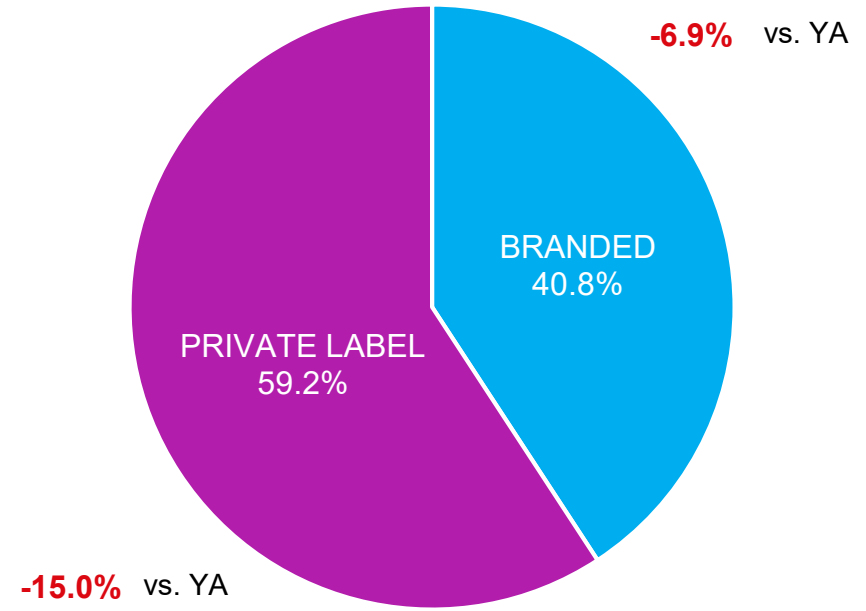
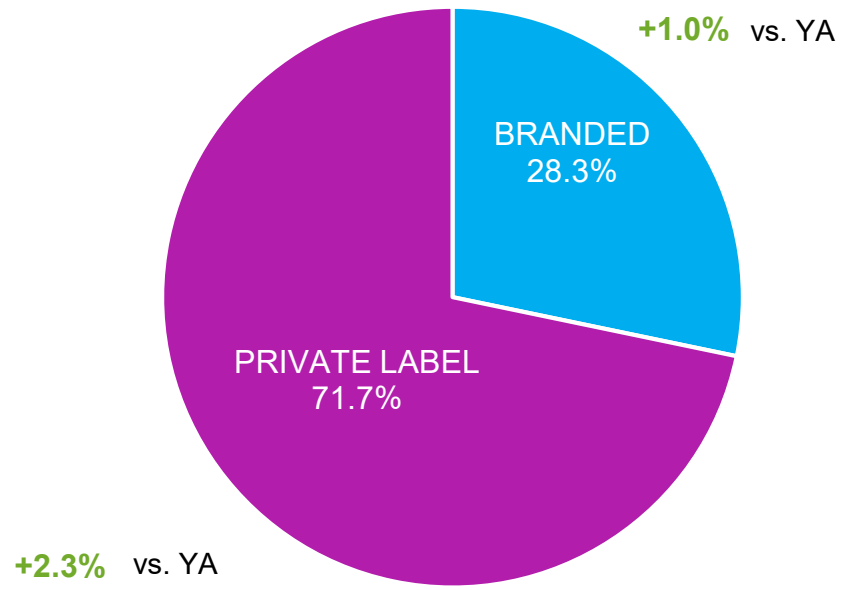
	EQ % Chg	\$ % Chg
CONVENTIONAL	-3.0%	-17.7%
CAGE FREE	2.6%	-0.8%
ORGANIC	7.9%	9.6%

Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# SHELL EGGS BRANDED VS PRIVATE LABEL

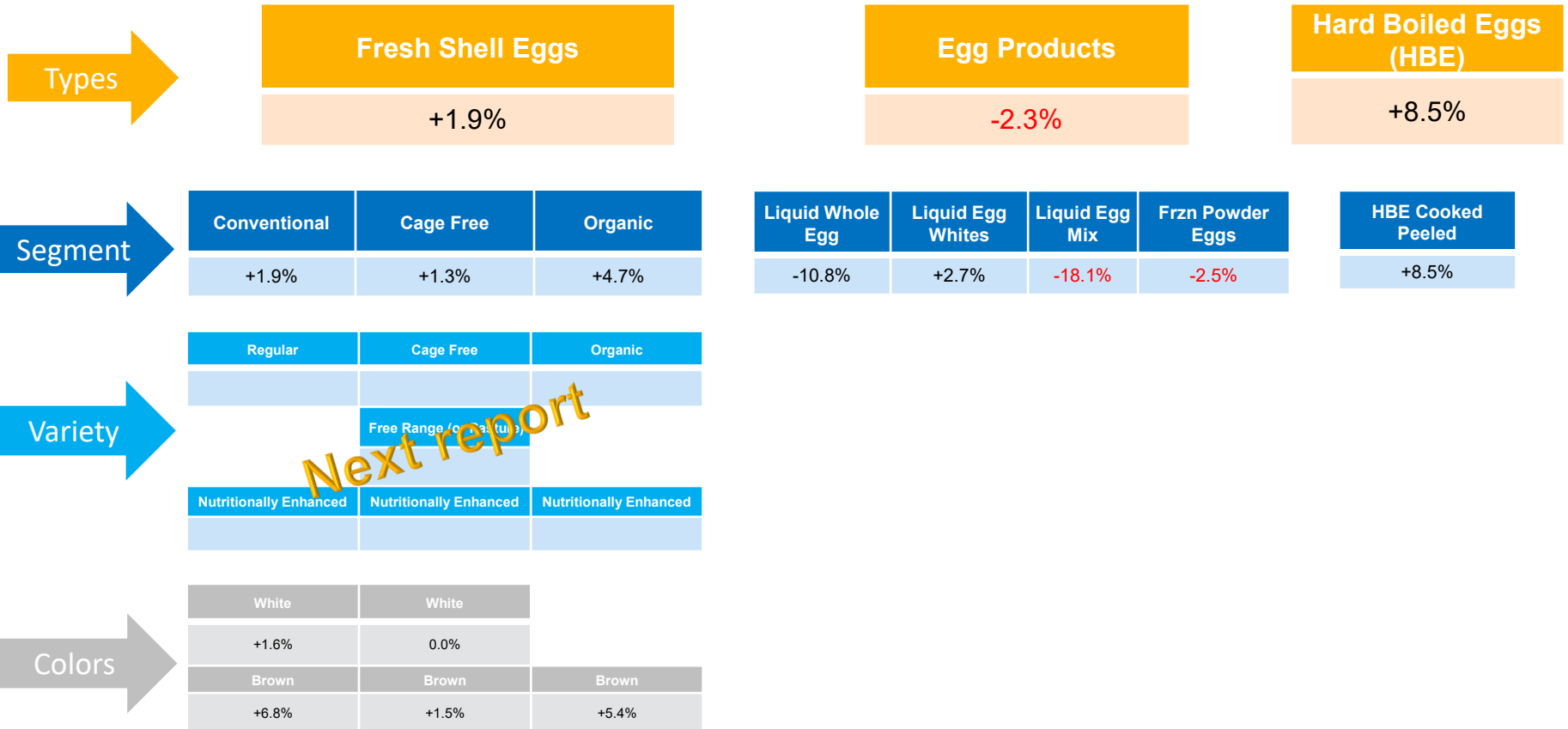
EQ Volume

\$ Volume



Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

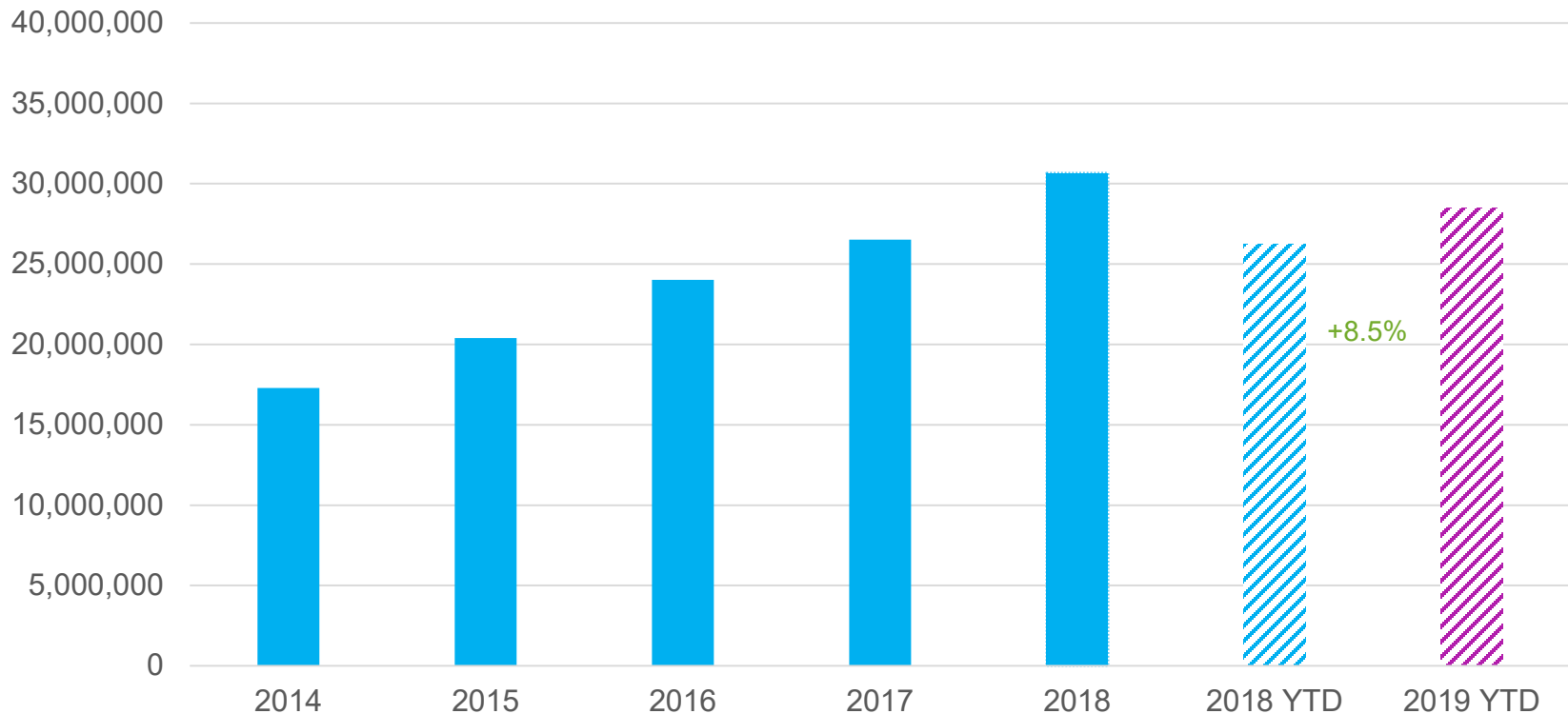
# EGG CATEGORY AT RETAIL (EQ) - CYTD



Next report

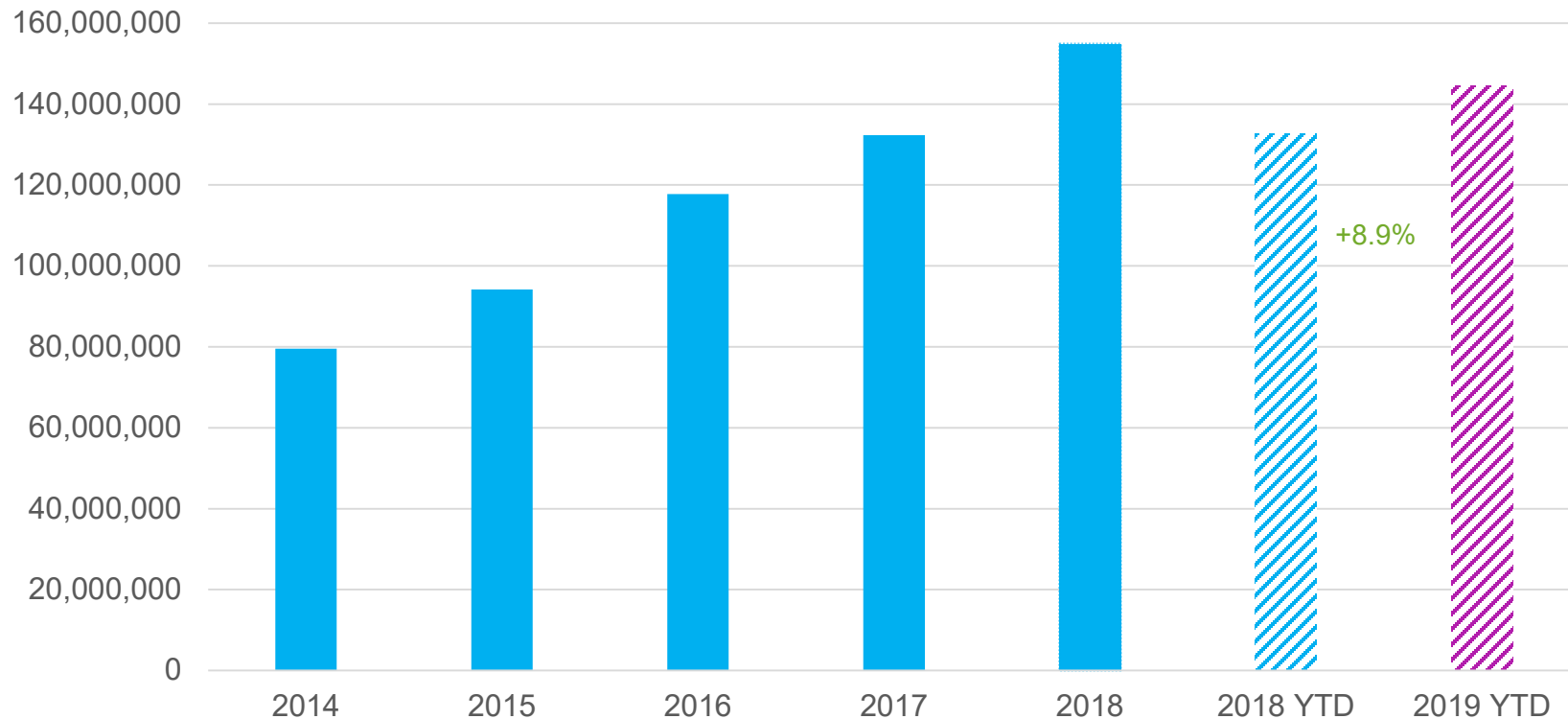


# HARD BOILED EGGS EQ YEARLY TRENDS



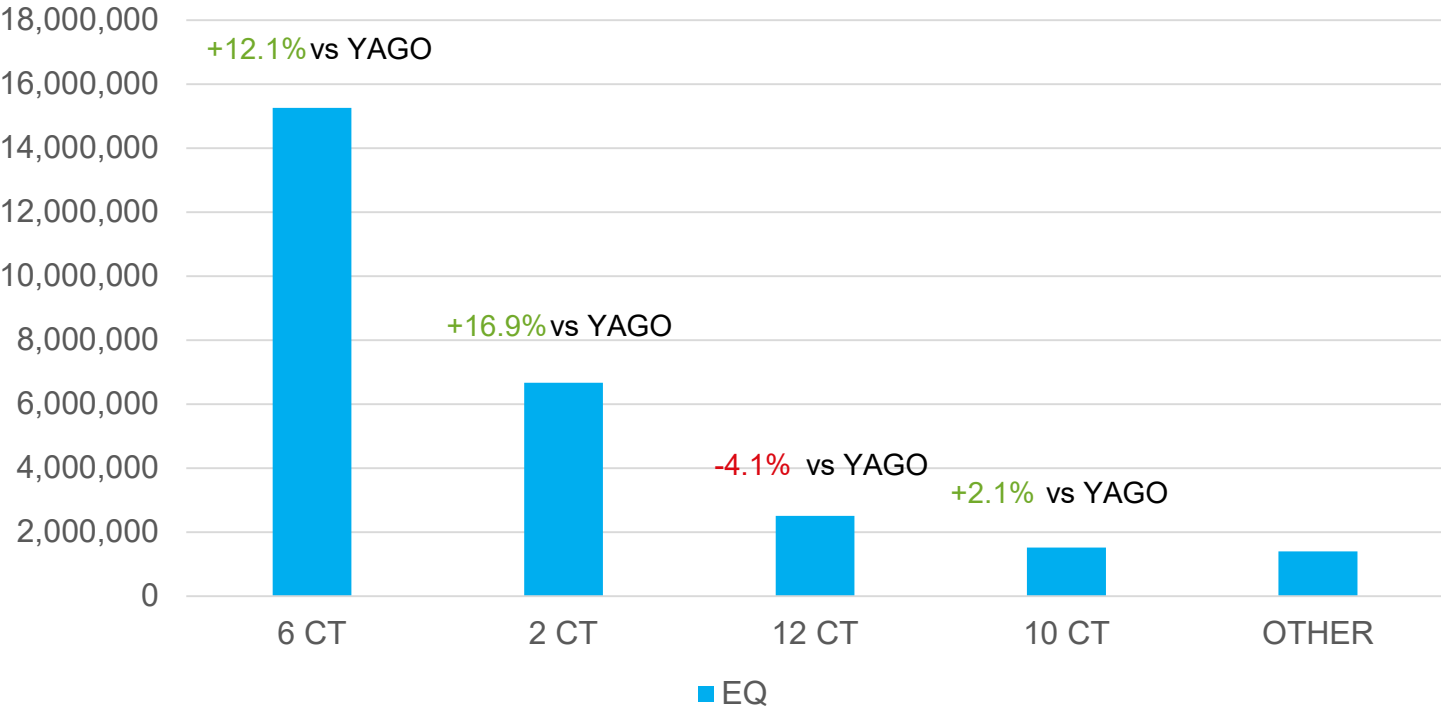
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# HARD BOILED EGGS YEARLY \$\$ TRENDS



Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

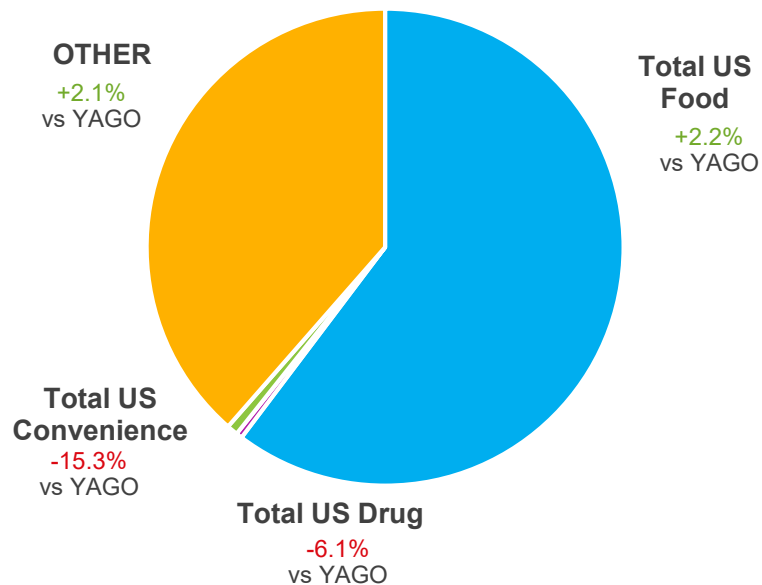
# HARD BOILED EGGS BY PACK SIZE



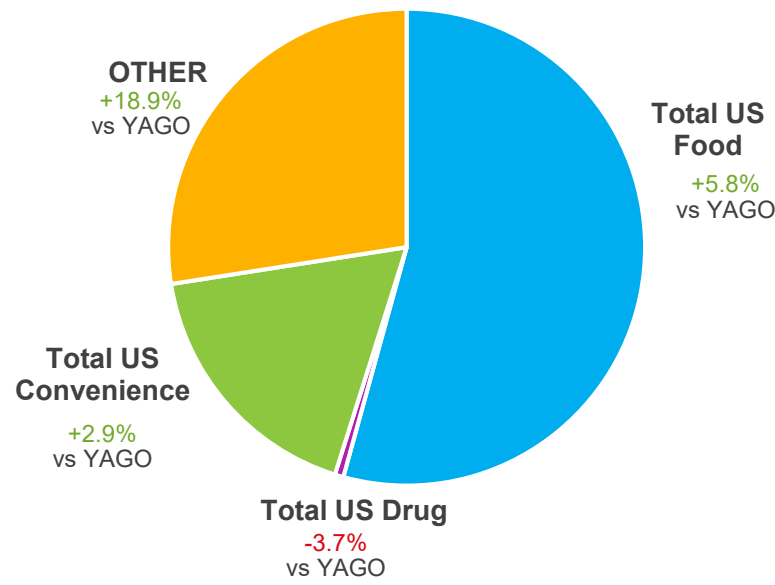
Source: Nielsen Total US xAOC + Conv  
Week ending date 11/02/19

# EGGS BY RETAIL CHANNEL

## Shell Eggs



## Hard Boiled Eggs



Other – Includes mass stores, club stores (excluding Costco), and dollar stores

# SHELL EGGS DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	335,778,679	2.7
East South Central Division xAOC	152,520,644	1.7
Middle Atlantic Division xAOC	267,210,852	1.2
Mountain Division xAOC	219,578,703	7.4
New England Division xAOC	110,151,565	1.4
Pacific Division xAOC	331,351,294	2.9
South Atlantic Division xAOC	541,981,211	2.1
West North Central Division xAOC	165,045,194	2.5
West South Central Division xAOC	316,751,164	-2.1

Source: Nielsen xAOC division  
Week ending date 11/02/19

# CONVENTIONAL EGGS DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	287,195,142	2.4
East South Central Division xAOC	139,429,443	1.6
Middle Atlantic Division xAOC	234,939,544	1.6
Mountain Division xAOC	195,369,786	7.5
New England Division xAOC	92,840,868	1.4
Pacific Division xAOC	283,297,788	3.1
South Atlantic Division xAOC	470,312,905	2.3
West North Central Division xAOC	152,148,342	2.7
West South Central Division xAOC	286,745,905	-2.5

Source: Nielsen xAOC division  
Week ending date 11/02/19

# CAGE FREE EGGS DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	44,347,656	3.8
East South Central Division xAOC	11,123,640	2.3
Middle Atlantic Division xAOC	23,008,526	-0.7
Mountain Division xAOC	21,900,569	4.0
New England Division xAOC	10,905,466	2.5
Pacific Division xAOC	40,120,523	-0.4
South Atlantic Division xAOC	54,700,709	-0.1
West North Central Division xAOC	10,881,825	-0.7
West South Central Division xAOC	27,202,739	1.8

Source: Nielsen xAOC division  
Week ending date 11/02/19

# ORGANIC EGGS DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	4,235,881	12.2
East South Central Division xAOC	1,967,562	8.6
Middle Atlantic Division xAOC	9,262,781	-3.7
Mountain Division xAOC	2,308,348	39.8
New England Division xAOC	6,405,231	-1.4
Pacific Division xAOC	7,932,983	10.8
South Atlantic Division xAOC	16,967,597	3.4
West North Central Division xAOC	2,015,027	3.2
West South Central Division xAOC	2,802,520	6.9

Source: Nielsen xAOC division  
Week ending date 11/02/19



# EGG PRODUCT DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	11,071,915	-2.9
East South Central Division xAOC	4,564,813	-1.6
Middle Atlantic Division xAOC	14,313,867	1.6
Mountain Division xAOC	7,435,438	1.0
New England Division xAOC	6,390,247	-3.9
Pacific Division xAOC	12,297,075	-4.6
South Atlantic Division xAOC	22,768,826	-2.8
West North Central Division xAOC	5,081,199	-4.3
West South Central Division xAOC	9,250,364	-4.1

Source: Nielsen xAOC division  
Week ending date 11/02/19

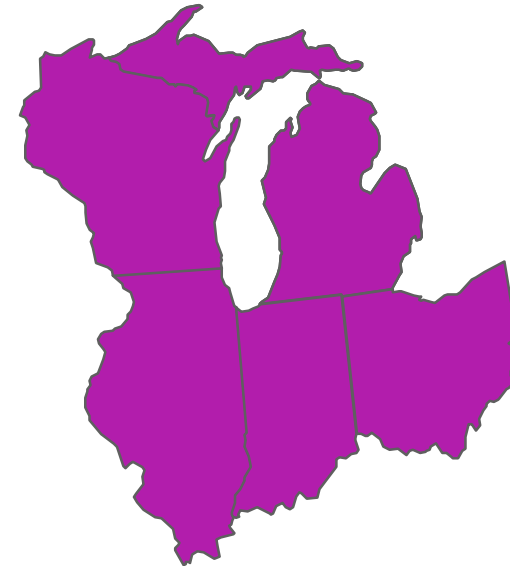
# HBE DIVISION TRENDS

	EQ Units	% YA
East North Central Division xAOC	3,260,501	11.5
East South Central Division xAOC	1,372,651	14.7
Middle Atlantic Division xAOC	3,068,109	6.6
Mountain Division xAOC	1,729,252	7.8
New England Division xAOC	804,675	7.7
Pacific Division xAOC	2,220,171	7.2
South Atlantic Division xAOC	7,425,153	10.0
West North Central Division xAOC	1,414,719	9.4
West South Central Division xAOC	2,137,614	12.5

Source: Nielsen xAOC division  
Week ending date 11/02/19

# EGG TRENDS BY DIVISION

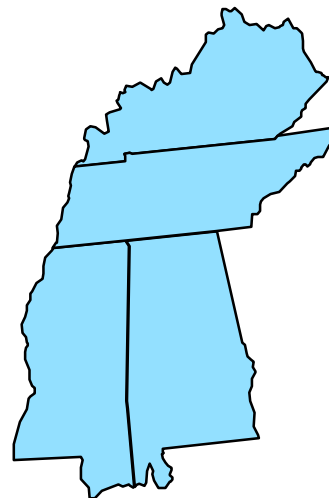
East North Central Division xAOC	EQ Units	% YA
FRESH EGGS	335,778,679	2.7
CONVENTIONAL EGGS	287,195,142	2.4
CAGE FREE EGGS	44,347,656	3.8
ORGANIC EGGS	4,235,881	12.2
TOTAL EGG PRODUCTS	11,071,915	-2.9
HARD BOILED EGGS	3,260,501	11.5



**East North Central –  
Wisconsin, Michigan,  
Illinois, Indiana, Ohio**

# EGG TRENDS BY DIVISION

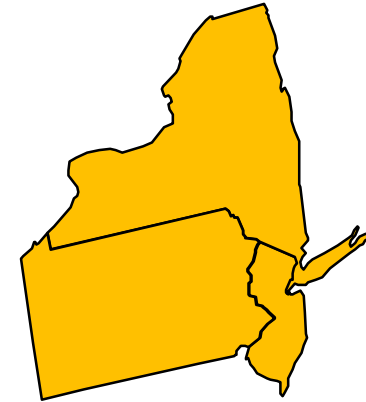
East South Central Division xAOC	EQ Units	% YA
FRESH EGGS	152,520,644	1.7
CONVENTIONAL EGGS	139,429,443	1.6
CAGE FREE EGGS	11,123,640	2.3
ORGANIC EGGS	1,967,562	8.6
TOTAL EGG PRODUCTS	4,564,813	-1.6
HARD BOILED EGGS	1,372,651	14.7



**East South Central –  
Kentucky, Tennessee,  
Alabama, Mississippi**

# EGG TRENDS BY DIVISION

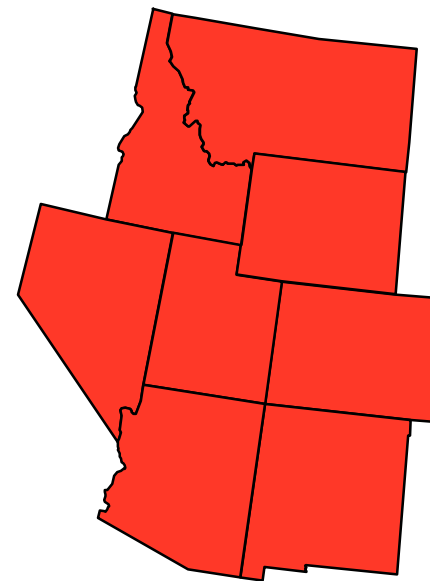
Middle Atlantic Division xAOC	EQ Units	% YA
FRESH EGGS	267,210,852	1.2
CONVENTIONAL EGGS	234,939,544	1.6
CAGE FREE EGGS	23,008,526	-0.7
ORGANIC EGGS	9,262,781	-3.7
TOTAL EGG PRODUCTS	14,313,867	1.6
HARD BOILED EGGS	3,068,109	6.6



**Middle-Atlantic – New York & Pennsylvania, New Jersey**

# EGG TRENDS BY DIVISION

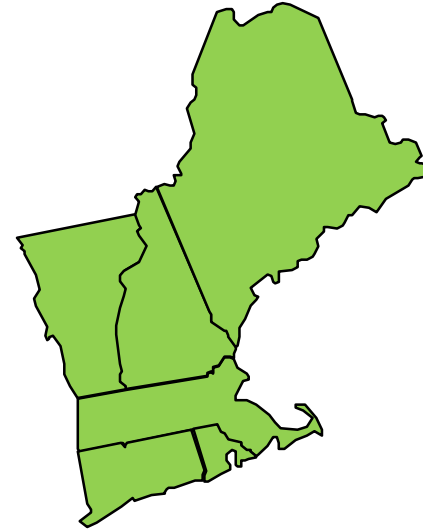
Mountain Division xAOC	EQ Units	% YA
FRESH EGGS	219,578,703	7.4
CONVENTIONAL EGGS	195,369,786	7.5
CAGE FREE EGGS	21,900,569	4.0
ORGANIC EGGS	2,308,348	39.8
TOTAL EGG PRODUCTS	7,435,438	1.0
HARD BOILED EGGS	1,729,252	7.8



**Mountain – Montana, Idaho,  
Wyoming, Utah, Colorado,  
Nevada, Arizona, New Mexico**

# EGG TRENDS BY DIVISION

New England Division xAOC	EQ Units	% YA
FRESH EGGS	110,151,565	1.4
CONVENTIONAL EGGS	92,840,868	1.4
CAGE FREE EGGS	10,905,466	2.5
ORGANIC EGGS	6,405,231	-1.4
TOTAL EGG PRODUCTS	6,390,247	-3.9
HARD BOILED EGGS	804,675	7.7



**New England - Maine, Vermont,  
New Hampshire, Rhode Island,  
Connecticut, Massachusetts**

# EGG TRENDS BY DIVISION

Pacific Division xAOC	EQ Units	% YA
FRESH EGGS	331,351,294	2.9
CONVENTIONAL EGGS	283,297,788	3.1
CAGE FREE EGGS	40,120,523	-0.4
ORGANIC EGGS	7,932,983	10.8
TOTAL EGG PRODUCTS	12,297,075	-4.6
HARD BOILED EGGS	2,220,171	7.2



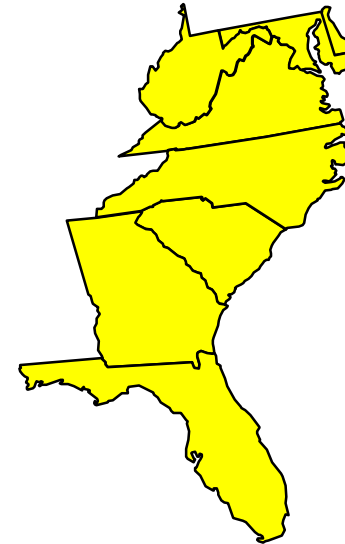
**Pacific –  
California,  
Oregon,  
Washington,  
Alaska, Hawaii**

Source: Nielsen xAOC division  
Week ending date 11/02/19



# EGG TRENDS BY DIVISION

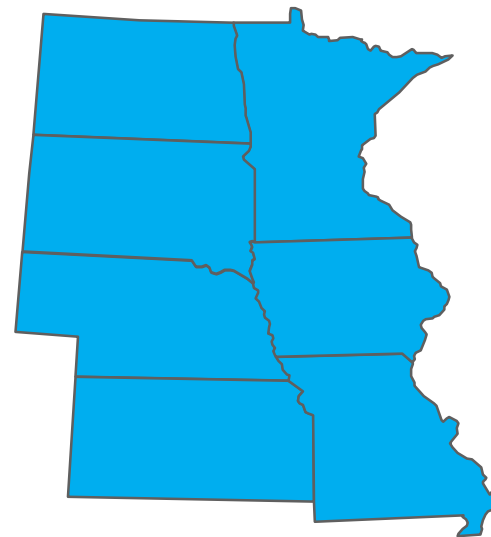
South Atlantic Division xAOC	EQ Units	% YA
FRESH EGGS	541,981,211	2.1
CONVENTIONAL EGGS	470,312,905	2.3
CAGE FREE EGGS	54,700,709	-0.1
ORGANIC EGGS	16,967,597	3.4
TOTAL EGG PRODUCTS	22,768,826	-2.8
HARD BOILED EGGS	7,425,153	10.0



**South Atlantic – Maryland,  
West Virginia, Virginia,  
North Carolina, South  
Carolina, Georgia, Florida**

# EGG TRENDS BY DIVISION

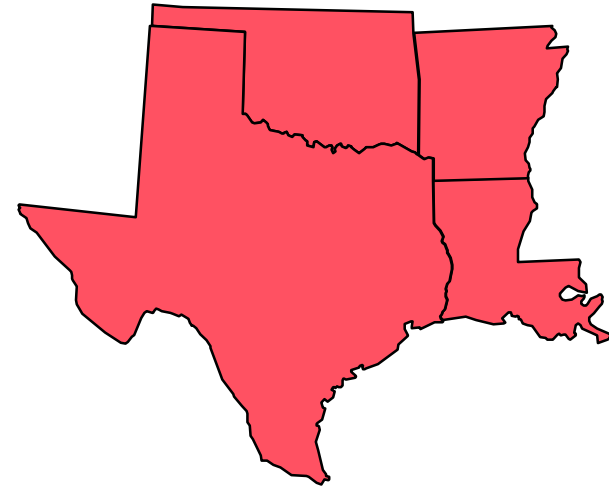
West North Central Division xAOC	EQ Units	% YA
FRESH EGGS	165,045,194	2.5
CONVENTIONAL EGGS	152,148,342	2.7
CAGE FREE EGGS	10,881,825	-0.7
ORGANIC EGGS	2,015,027	3.2
TOTAL EGG PRODUCTS	5,081,199	-4.3
HARD BOILED EGGS	1,414,719	9.4



**West North Central – Minnesota,  
North Dakota, South Dakota,  
Nebraska, Missouri, Kansas,  
Iowa**

# EGG TRENDS BY DIVISION

West South Central Division xAOC	EQ Units	% YA
FRESH EGGS	316,751,164	-2.1
CONVENTIONAL EGGS	286,745,905	-2.5
CAGE FREE EGGS	27,202,739	1.8
ORGANIC EGGS	2,802,520	6.9
TOTAL EGG PRODUCTS	9,250,364	-4.1
HARD BOILED EGGS	2,137,614	12.5



**West South Central – Texas,  
Oklahoma, Arkansas, Louisiana**

The background of the entire image is a vibrant blue with a 3D, wavy, liquid-like texture. The waves flow across the frame, creating a sense of movement and depth. In the center, the word "nielsen" is written in a clean, white, lowercase serif font. Below the text, there is a horizontal line of nine white dots, evenly spaced, which serves as a decorative underline for the brand name.

nielsen

This artwork was created using Nielsen data.

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