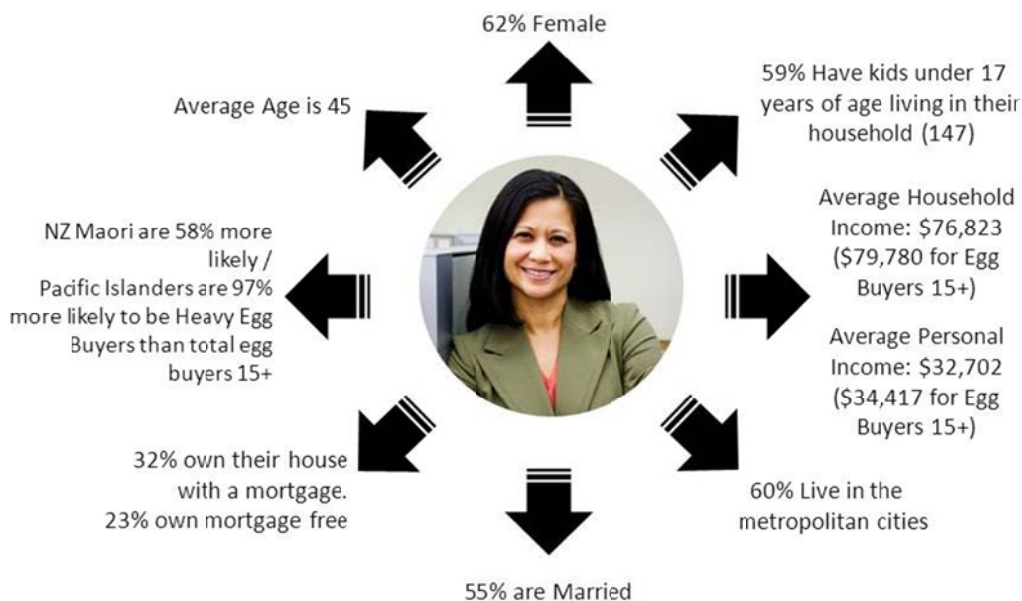


Egg Consumption Trends and Attitudes in New Zealand April 2011

There are 2.46 million total household shoppers aged 15+ in New Zealand. Around 65% of them are egg buyers. 40% of the egg buyers are medium buyers who buy 1 to 1.5 dozen per week. 23% are heavy buyers who buy more than 1.5 dozen eggs per week.

So who are Heavy Egg Buyers?



Source: Nielsen Consumer and Media Insights Jan – Dec 2010
Base: Total Household Shoppers Who Buy Eggs 15+
Heavy Egg Buyers = More than one and half Dozen bought in the last 7 days. N = 368,000

Heavy Egg Buyers tend to have bigger households with kids, with slightly lower household incomes and personal incomes. NZ Maori and Pacific Islanders are more likely to be Heavy Egg Buyers than total egg buyers.

Supermarket summary

<u>Segment</u>	<u>Volume share of category</u>	<u>Average retail price (per dozen)</u>
Cage	78.8%	\$3.03
Free range	13.6%	\$6.42
Barn	5.4%	\$5.30
Organic	2.2%	\$7.97
TOTAL	100.0%	\$3.72

- In New Zealand, shoppers purchase 42% of their eggs through supermarkets.
- Eggs fall within the top 20 dollar sales categories in supermarkets.
- Cage eggs account for the majority of volume sales.

Source: Aztec mat 29 March 2011