



# Egg Replacement



The world of vegan eggs is experiencing an incredible surge, with a remarkable 1230% increase in launches since 2019 (globally, Mintel 2023). People are not only seeking healthier vegan products but also craving tastier and more texturally-pleasing options. In this highly competitive market, brand loyalty is scarce due to the lack of differentiation among products.

An opportunity arises from the confusion surrounding the availability of cage-free eggs, opening the door for vegan substitutes to shine and meet the demand.

- 47% of consumers are cutting back on animal products due to environmental concerns. (Mintel GNPD)
- 42% of consumers look for high protein content in vegan alternatives. (Mintel, 2022)
- Egg substitutes are the 2nd fastest growing vegan subcategory globally. (Mintel, 2021)
- 1 in 2 consumers report wanting more variety in plant-based protein. (Mintel, 2021)

## On the Shelves



Simply Eggless Plant Based Egg claims that three tablespoons are equivalent to one egg. Contains lupin protein and xanthan protein. (USA)



RevoluGreen! Vegan Omelette is based on chickpeas, onions and potatoes. (Spain)



Evo Peri Peri Egg Alternative Protein Cubes is said to equal six egg whites. Made from pea and rice protein. (India)



AH Excellent Vegan Scrambled Egg is 55% soybean-based. (Netherlands)



## On the Shelves



Just Egg, Sous Vide Plant Egg Bites. Contains a source of protein as well as iron, calcium and potassium. (USA)



Oggs, Scrambled Oggs. A plant-based omelette featuring a source of protein claim. Said to use 60% less CO2 than eggs. (UK)



Higgidy, Spinach & Roasted Tomato Vegan Quiche. (UK)



Crackd Plant-based Quiche Lorraine created with The No-Egg egg and This Isn't Bacon lardons. (UK)

The vegan egg trend is still in its early stages in ANZ. However, globally there has been rapidly increasing interest in this concept.

The vegan egg trend ties into two consumer trends that Mintel has identified: 'Savvy Sustenance' and 'Our Surroundings'.

'Savvy Sustenance' refers to how brands must offer great value beyond low prices - think natural ingredients and fortification.

'Our Surroundings' refers to the increased consumer interest in sustainability. Reduced environmental impact becomes a crucial selling point for vegan alternatives, as resource efficiency gains interest.



## HW Hawkins Watts Offerings

- ✓ Texture Solutions
- ✓ Yeast Extracts
- ✓ Natural & Synthetic Colours
- ✓ Fortification
- ✓ Complementary Flavours

Please contact Hawkins Watts for more information

### Australia

+61 3 9561 3710      sales@hawkinswatts.com.au

### New Zealand

+64 9 622 2720      sales@hawkinswatts.com

