



Connecting with Indian Egg Consumers and bringing value to your product



Professor David Hughes
Emeritus Professor of Food Marketing
Imperial College London

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MOBA



Connecting with Indian Egg Consumers and Bringing Value to Your Product

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Emeritus Professor of Food Marketing

**Imperial College
London**



IEC Technical Seminar India

The Key to Accelerating Egg Consumption

Thursday, February 18th, 2021



**International
Egg Commission**



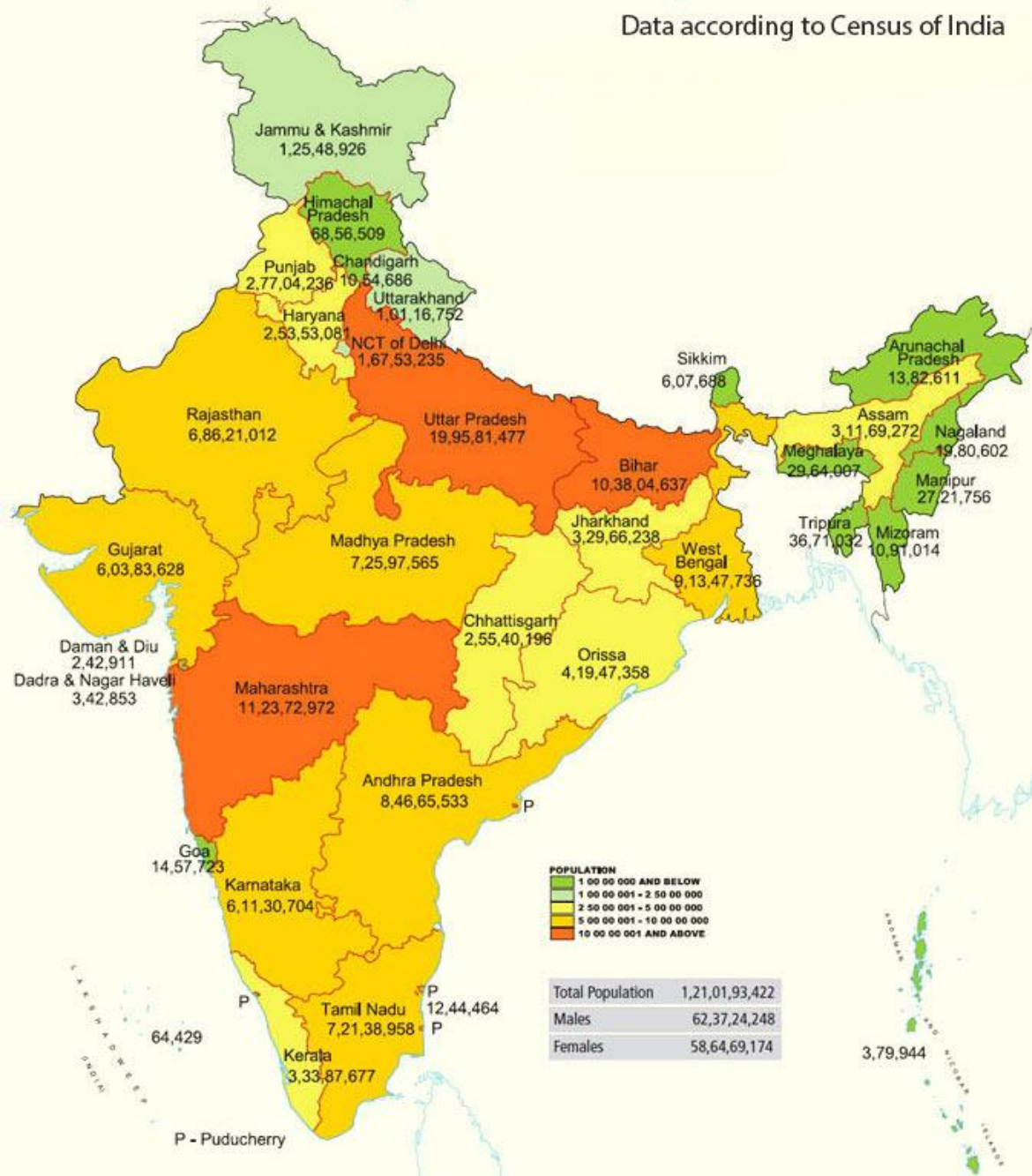
@profdavidhughes

www.supermarketsinyourpocket.com



Population Map of India 2021

Data according to Census of India



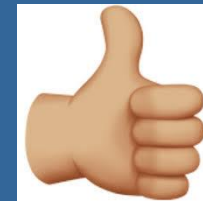
Outlook for Eggs in India? Very Positive!



- Population Huge and Growing
- Egg Consumption Low BUT Growing
- Nutritionists Give Eggs the Thumbs Up
- Cultural Constraints Neutral for Eggs
- Rich Culinary History of Egg Dishes
- Eggs are Child-Friendly
- Covid Slows Economic Growth and Drives Demand for Affordable Protein
- Polarisation of Income Creates Segmented Market
- Eggs, Indian Cuisine and Food Service are a Good Match

My Plate for the Day

Promotes Health
Prevents Hidden Hunger and Protects from Diseases



from Nutritionists



Kolhapuri Egg Curry



South Indian Egg Curry



Indian Masala Omelet



Baida Egg Curry

Tamagoyaki Japanese Omelet*



Akooori Scrambled Eggs

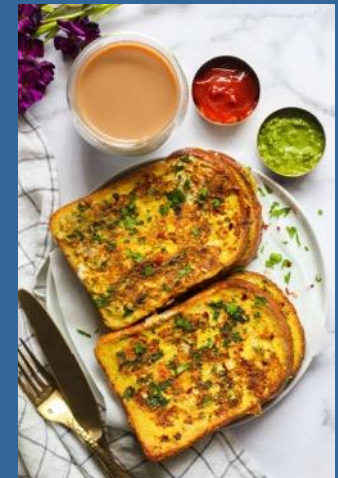


Eggs Kejriwal



French Toast India Style

Shakshuka



* especially for the high tech Gen. Z & Millennials in Bangalore



The Best Global Examples of Fast Food Outlets with Eggs as the Principal Item are in Asia. Huge Potential!

For Cultural, Economic & Taste Reasons, Egg are Ideal Fast food Fare in Emerging Markets



Dr. Egg

เมนูไข่เจียว
ทรงเครื่อง

1. ไข่เจียวรวมคาว (ไข่ 1 ฟอง) Omelet on Rice (1 Egg)	25.-	2. ไข่เจียวทรงเครื่อง (ไข่ 1 ฟอง) Mix Meats & Vegetables Omelet with Rice (1 Egg)	3 อย่าง 35.-	3. ไข่เจียวทรงเครื่อง (ไข่ 2 ฟอง) Mix Meats & Vegetables Omelet with Rice (2 Egg)	3 อย่าง 45.-
4. ไข่ฟูฟู (ไข่ 2 ฟอง) Crispy Omelet with Rice (2 Egg)	40.-	5. ไข่ฟูฟูทรงกลม (ไข่ 2 ฟอง) Shrimp Crispy Omelet with Rice (2 Egg)	55.-	6. ไข่ดาว (ไข่ 1 ฟอง) Fried Egg with Rice (1 Egg)	25.-

7. เพิ่มไข่ 10 บาท/
เพิ่มเครื่องอย่างละ 5 บาท/
เพิ่มซีฟู้ด 10 บาท

8. น้ำซปสลาห่วย 10 บาท

** ห่อกลับบ้านเพิ่ม 5 บาท Take home add plus 5 baht **

Visit Asia to See
“Fast Egg” Products



FLUFF's EGG CAKE
TRADITIONAL HOME MADE
台湾古早味芝士鸡蛋糕

#เค้กไข่ได้หวิน #ดั่งดั้ง #ฟูนุ่มมน

FLUFF's EGG CAKE
TRADITIONAL HOME MADE
台湾古早味芝士鸡蛋糕

No. 1



Indian Food Retailing Sector In Transition: Kirana through to Online



₹20 Nilgiris Sandwich White Bread (400 g) ~~₹38~~

₹120 Eggs (Pack of 30) ~~₹144~~ (₹4 Per Egg)

BIG BAZAAR
Making India Beautiful

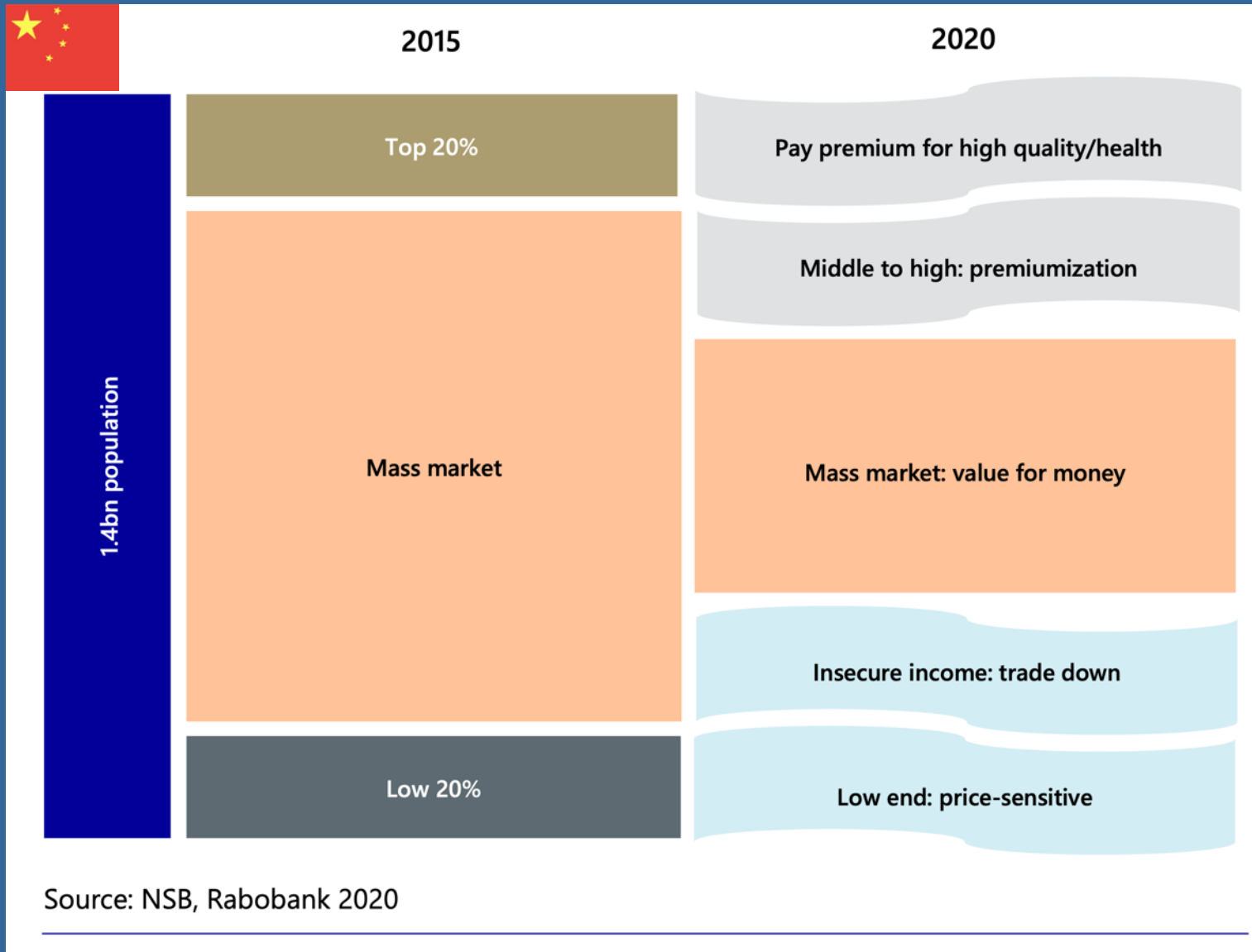
Available April

Tata Group inks \$1.2 billion deal to buy majority stake in BigBasket Feb. 16th, 2021



Imperial College London

India is Experiencing Similar Evolution of Consumer Groups as in China (albeit slower). Brings Increasing Market Segmentation Opportunities for the Indian Egg Industry



Household Income Differentials Within a Country Inevitably Lead To “Tiering” in Food Markets:

- Good
- Better
- Best

Covid-19 has Accelerated Income Polarization Presenting Egg Market Opportunities at Various Price Levels

Do You Want to be Top End or Bottom End or Middle or All?!

What's Important to Indian Consumers When Buying Eggs?

Results of a Market Research Study from 2017

	Relative Share of "Importance"
1. Price	37
2. Feed given to chicken	20
3. Size of egg	14
4. Colour of egg	14
5. Size of packaging	13
6. Functional properties*	2

Of the total sample, two-thirds were egg eaters

An Analytical Study on Consumer Preferences for Egg Attributes in India through Conjoint Analysis



Tesco UK: Good, Better, Best Tiering for Eggs



Online Egg Offer has 24 SKUs February 15th, 2021 with 12 Tesco Label and 12 Branded (retail price per egg INR/pence)



30 INR



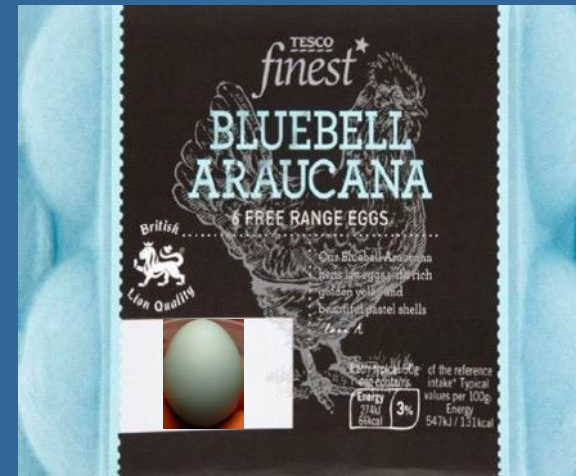
32 INR



32 INR



42 INR



Price Range from 8 to 42 INR/p Per Egg

ENGLAND



STRAWBERRIES | MARION REGAN
*Awarded an MBE for her services
to the fruit industry*

SCOTLAND



ORKNEY CRAB | RONNIE NORQUOY
*Fishing for 40 years and helping
us source sustainable crab from
the wild Atlantic seas*

WALES



WELSH CAKES | ROBIN JONES
*All our Welsh cakes are hand-
turned in the bakery*

IRELAND



POTATOES | MICHAEL MCKILLOP
*Plants new varieties every season in
nutrient-rich soil for delicious
potatoes full of goodness*

What's The Story Wrapped Around Your Eggs?

So, How'd You Like Your Eggs?

With Adjectives, Please!:

- fresh
- free range
- pasture-fed
- local
- traditional breed
- vegetarian-fed
- Ayur
- organic
- Farmer Kumar
- Omega 3 ...
- free range liquid
- Happy



Egg Adjectives are Emerging Albeit Slowly

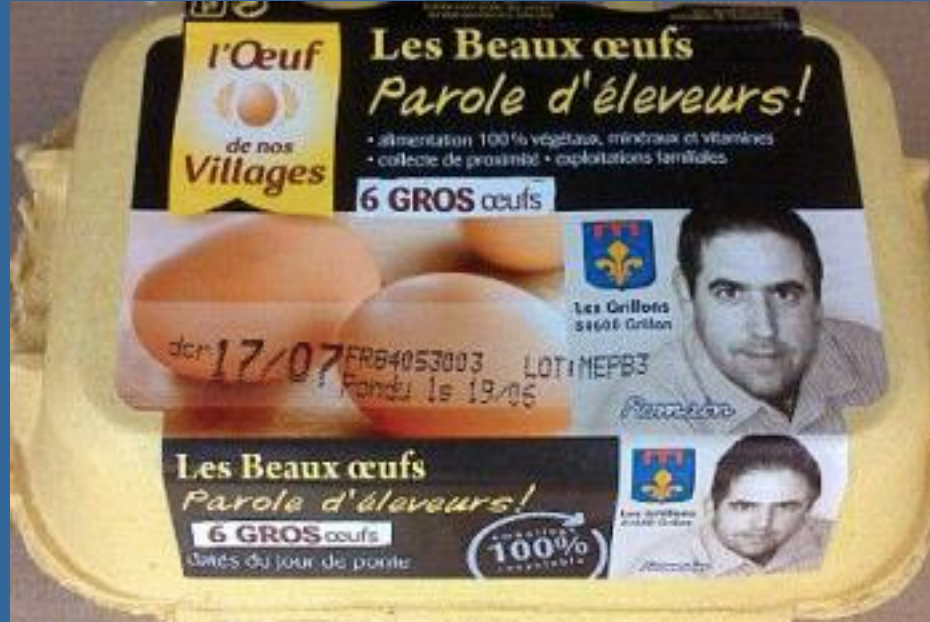




Introducing Vital Farms Egg Bites: A New Way to Breakfast

a convenient and high protein breakfast made with ethically sourced ingredients





Count The Adjectives For These Eggs:

- Clarence Court
- Fabulous Bird
- Mabel Pearman
- Burford Browns
- Free Range
- Deep Brown
- Large

The Story is About The Farmer



Consumers Want Their Eggs and Meat “Free” Across the Globe! They Want Adjectives Added and Not Additives Added!

- Antibiotic-free
- Hormone-free
- Additive-free
- Avian Influenza-free
- Campylobacter-free
- Salmonella-free
- E.coli-free
- GMO-free
- Slavery-free





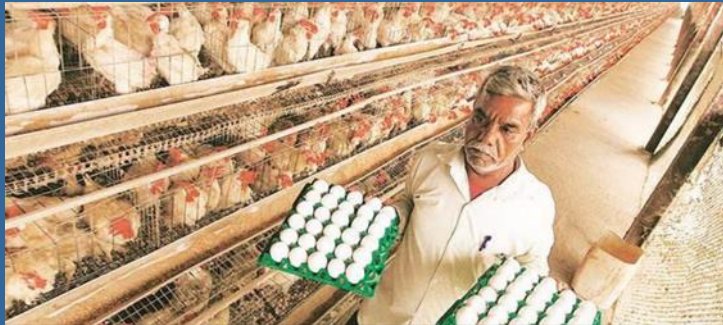
In Thailand and India
Widespread Concern
About Food Safety in
Eggs and Poultry and
S*Pure and Ovo Farm
Earns a Premium . But,
For How Long?



Mumbai: Shopowners slash prices of chicken and egg, consumption dips too

In spite of the fall in prices, consumption has reduced due to the fear of bird flu. Mumbai on an average consumes nearly 80 lakh eggs each day. The consumption is said to have reduced by around 20 per cent.

January 15th, 2021



Namakkal egg prices fall with lesser consumption

January 29th, 2021

Farm gate prices of eggs in Namakkal India have dropped to USD 0.05/egg, from USD 0.07/egg at the start of the month, due to a significant drop in consumption. The reduction has been blamed on avian influenza fears and a religious festival which traditionally causes a drop in consumption during this time of year.

Bird flu scare: Is eating eggs, poultry during the outbreak safe?

| India



Shuchita Kumar | Junior Assistant Producer

Updated Jan 07, 2021 | 15:17 IST





Outside Asia, Eggs Are Displayed at Retail With No Imagination and Little If Any Theatre.

e.g. South Africa

North American Egg Retailing Model (circa. 1946); Refrigerated Cabinet Next to Milk at Back of Store Forcing Shoppers to Go To Far Corners of Store







Eggs
Baking Needs
Sauce & Dressings
Cooking Oil

5

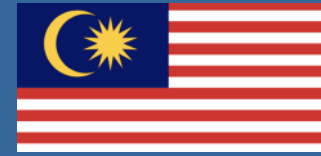
British Egg Retailing Model. Established circa. 1956. Located on Shelves Barely Browsed by Those Under 40 Years!



In Colombia, This
Is the “Mammoth”
Egg Display!

In Australia, Plenty of Colour & Choice But No Guidance for the Time-Starved Shopper





Plenty of Shelf Space For Eggs in Malaysia. But NO Road Map For Shoppers To Help Them In Choosing.

Thailand Links the Product – Eggs – with Its Source

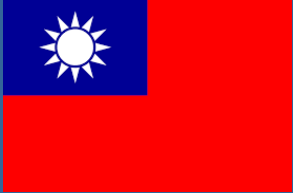


Marketing of Eggs Requires a Partnership Along the Supply Chain



32 linear metres x
4 shelves of eggs!

Wu Mart, Hangzhou,
China



Adding Theatre to Egg Display in Taiwan

HAPPY
CHICKENS
LAY
HAPPY
EGGS!



Push here for the sound
of a happy chicken

M&S SELECT
-FOOD- FARMS
we know and trust



M&S
EST. 1884
-BRITISH FARMED.
FREE RANGE
6 PREMIUM EGG
SELECTION

FROM HENS THAT ROAM FREELY IN LUSH PASTURE AMONGST
THE TREES AND HEDGEROWS. THESE MARAN ISLAND BROWN,
ORPINGTON BLUE AND WHITE EGGS HAVE RICH COLOURED
AND FULL FLAVOURED YOLKS.

CLASS A
EXPERTLY SOURCED FOR
MARKS & SPENCER



UK1999/E ON 16377757
2019 08 1646
DISPLAY UNTIL BEST BEFORE
09 AUG 16 AUG

FREE RANGE EGGS



HAPPY
CHICKENS
LAY
HAPPY
EGGS!



Push here for the sound
of a happy chicken

M&S SELECT
-FOOD- FARMS
we know and trust



Pick 6 eggs and
pay at the till.



M&S
EST. 1884
-BRITISH FARMED.
FREE RANGE
6 WHITE EGGS

PRODUCED BY WHITE FEATHERED HENS WHICH RANGE FREELY
AMONG TREES AND HEDGES. THESE EGGS WITH PRISTINE
WHITE SHELLS HAVE A RICH COLOURED YOLK FULL OF FLAVOUR.

Contains eggs of
different sizes.
Min. Net weight
328g



CLASS A
UK-9-097 2014 7257074003 A
D/UNTIL 08/08/2019 BEST BEFORE 15/08/2019



MARKS &
SPENCER

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Latin American Egg Companies Bring Their Own Style of Flair To Egg Packaging (e.g. Panama)!



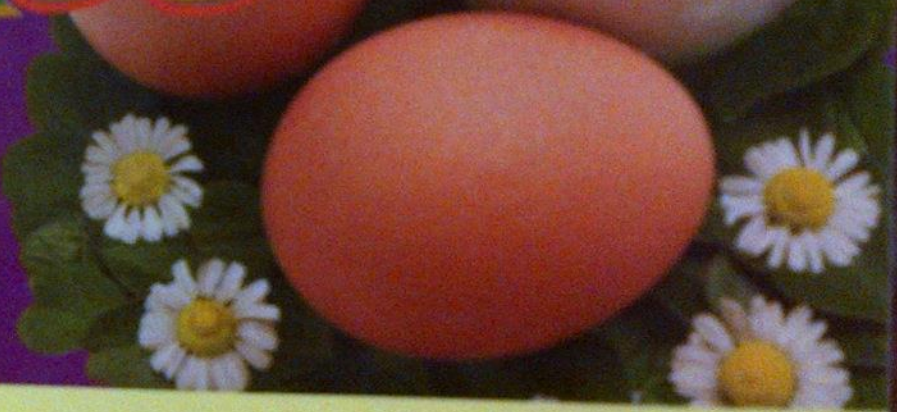


15 HUEVOS

HUEVOS

Bonegg[®]

CON ANTIOXIS



AntiOXIS = Selenio Orgánico + Vitamina E + Vitamina D.
El batallón de micronutrientes con función antioxidante que tu cuerpo necesita.

Ideales para tu piel y tu memoria



And Eye-Catching Packaging Has Always Paid Dividend
(make sure it's recyclable)



Organica





Yes, It's Plastic But
it Turns into a Toy
And It's Recyclable



Eggs Posure

**Imperial College
London**

Reusable Packaging for Eggs Coming to a Market Near You!



Gain Approval for Eggs from Trusted Medical Authoritative Source: Example from Australia



An advertisement for "Unbeatable" eggs. The background is light blue with white cloud-like shapes at the bottom. On the left, a man in a white karate gi with a yellow belt is in a defensive pose, holding an egg in his left hand. A jagged white starburst is behind the egg, and the word "WOAAA!" is written in yellow, stylized letters. In the center, a large brown egg is shown in mid-air. The word "Unbeatable" is written in a cursive font above the egg. On the right, the text reads "Eggs will keep you fuller longer, with protein to make you stronger." Below this text is a "Learn more" button. At the top, there is a navigation menu with links for "Home", "Recipes", "Health & Nutrition", "Facts & Tips", "Kids", and "Community". In the top right corner, the Heart Foundation logo is displayed, consisting of a red heart with a white caduceus symbol inside, and the words "Heart Foundation" below it.

54%

of global consumers say that, due to COVID-19, they have **spent time educating themselves on ingredients and procedures that can boost their immune health**



DARK CHOCOLATE

HONEY

PEPPERMINT

GINGER

#healthychocolateculture

Melitta



TATA CONSUMER PRODUCTS



But, For the Best Breakfast Boost
To Support Family Immune Systems:
AKOORI!



Celebrate the Naturalness and Nutrition of “Clean Label” Eggs

Ingredients: EGGS



Adequate protein intake is important for immune response, and **eggs** are a great way to get it.

Excellent for Supporting the
Immune Systems of YOUR Family.

Put This On the Front of Every Retail Egg Pack.
Why Wouldn't You? Everybody Else, Who Can, Does!



Put an Egg on It

Cooked sunny-side up, this add-on improves most any dish

SEEMS EVERY restaurant is getting in on the “top a dish with a fried egg” craze. It’s also an easy, delicious trick to enjoy at home. Try some of these combos.

TIP!
Fry your eggs sunny-side up in *extra-virgin olive oil* for better health and flavor.



Breakfast

- Whole-grain avocado toast
- Roasted or home-fried rosemary potatoes
- Southern-style grits
- Whole-grain pancakes, crepes or waffles
- Corn bread

Lunch

Dinner

Anytime Mini-Meal



- Turkey burger
- Grilled portobello mushrooms
- BLT sandwich
- Sautéed white beans and kale or other greens



- Polenta with Parmesan
- Vegetable pizza
- Whole-grain linguine with pesto
- Stir-fried shrimp
- Chicken chilli
- Chorizo tacos



- Roasted asparagus
- Ramen with sriracha
- Sautéed spinach with ginger, soy sauce and hot chillies
- Stir-fried bok choy and kimchi



Make Your Family Meal “Eggstraordinary”*

“Simple is as Simple Does”
Leverage Egg Protein Attributes

Whatever You’re Cooking, Just Add An Egg To Make the Meal Tastier & More Nutritious!

Sometimes it’s the Simplest Solutions that are the Most Effective!





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International Egg Commission



TECHNICAL SEMINAR

INDIA

Any Questions?

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