



Freedonia Focus Reports  
US Collection

# Eggs: United States

September 2015



## Highlights

### Market Overview

Market Trends | Health and Diet Trends | Product Trends  
Retail and Foodservice Trends | Consumer Trends

### Companies Cited

### Resources

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## ABOUT THIS REPORT

### Scope & Method

This report forecasts US annual retail sales of eggs in US dollars and units from 2015 through 2020. To illustrate historical trends, sales in dollars are provided in an annual series from 2010 through 2014, as well as in units for 2014.

This report quantifies trends in various measures of growth. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the [Table of Contents](#).

### Sources

*Eggs: United States* (FF10035) is based on [Egg Market Trends & Opportunities in the US](#), a comprehensive industry report published by Packaged Facts in September 2015.

Sales, market size, and consumer data sources consulted and used include:

- Information Resources sales tracking through US supermarkets and grocery stores, drugstores, and mass merchandisers with annual sales of \$2 million or more;
- US Department of Agriculture reports;
- public information provided by egg producers and the associations representing the egg industry, other food companies, grocery retailers, and foodservice operators;
- the Experian Marketing Services, Simmons National Consumer Surveys Adult Studies 12-Month.

This analysis also draws on a proprietary Packaged Facts National Consumer Survey, conducted in April 2015 with a sample size of 2,000 US adults age 18+. The sample composition is representative of the national population by gender, age bracket, geographic region, race/ethnicity, household income bracket, and presence of children in the household.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
112310	Chicken Egg Production	0252	Chicken Eggs
311999	All Other Miscellaneous Food Mfg	2015	Poultry Slaughtering and Processing
424440	Poultry and Poultry Product Merchant Wholesalers	5144	Poultry and Poultry Products

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## RESOURCES

### Packaged Facts

[www.packagedfacts.com](http://www.packagedfacts.com)

*Egg Market Trends and Opportunities in the US*, September 2015 [see report contents](#)

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

*3397 World Flavors & Fragrances*, March 2016 [see study contents](#)

*3367 Food Containers: Rigid & Flexible*, February 2016 [see study contents](#)

*3338 Active & Intelligent Packaging*, October 2015 [see study contents](#)

#### Related Focus Reports

*Beverages: United States* [see report contents](#)

*Cheese: United States* [see report contents](#)

*Dairy Products: United States* [see report contents](#)

*Food Processing Machinery: United States* [see report contents](#)

*Processed Food: United States* [see report contents](#)

*Snack Foods: United States* [see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*Food Business Review*

[www.food-business-review.com](http://www.food-business-review.com)

*Food Technology*

[www.ift.org/foodtechnology](http://www.ift.org/foodtechnology)

*Progressive Grocer*

[www.progressivegrocer.com](http://www.progressivegrocer.com)

*Supermarket News*

[www.supermarketnews.com](http://www.supermarketnews.com)

### Agencies & Associations

American Egg Board

[www.aeb.org](http://www.aeb.org)

Bureau of Labor Statistics

[www.bls.gov](http://www.bls.gov)

Centers for Disease Control and Prevention

[www.cdc.gov](http://www.cdc.gov)

Datassential MenuTrends

[www.menutrends.com](http://www.menutrends.com)

Experian Marketing Services

[www.experian.com](http://www.experian.com)

Information Resources

[www.iriworldwide.com](http://www.iriworldwide.com)

National Restaurant Association

[www.restaurant.org](http://www.restaurant.org)

Simmons National Consumer Survey

[www.simmonssurvey.com](http://www.simmonssurvey.com)

Technomic

[www.technomic.com](http://www.technomic.com)

United States Census Bureau

[www.census.gov](http://www.census.gov)

United States Department of Agriculture

[www.usda.gov](http://www.usda.gov)

United States Department of Health & Human Services

[www.hhs.gov](http://www.hhs.gov)

United States International Trade Commission

[www.usitc.gov](http://www.usitc.gov)

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