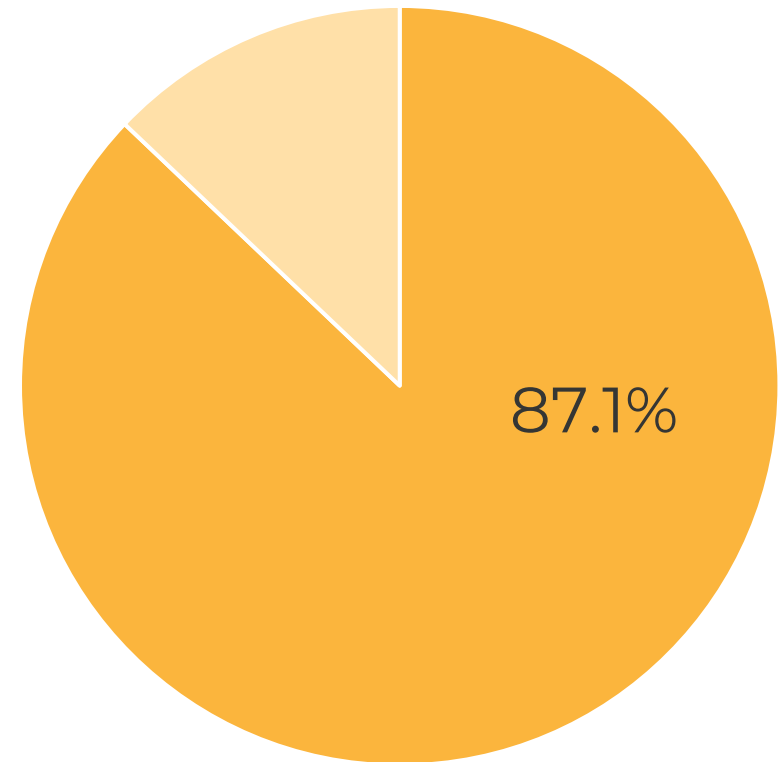




EGG INSIGHTS, TRENDS & RESOURCES



87.1% U.S. households purchase eggs at least once a year



NielsenIQ Homescan Panel, Total US, All Outlet, 52 weeks ending 10/28/23



Egg Consumption

Per Capita Egg Consumption*

(Total egg production, less exports, plus imports, divided by total population. It does not represent demand.)

	Total	Shell Egg	Egg Product
2024	279.9**	n/a	n/a
2023	287.4	n/a	n/a
2022	276.6	196.2	80.4
2021	280.4	201.1	79.3
2020	285.4	209.6	75.8
2019	291.6	205.0	86.6

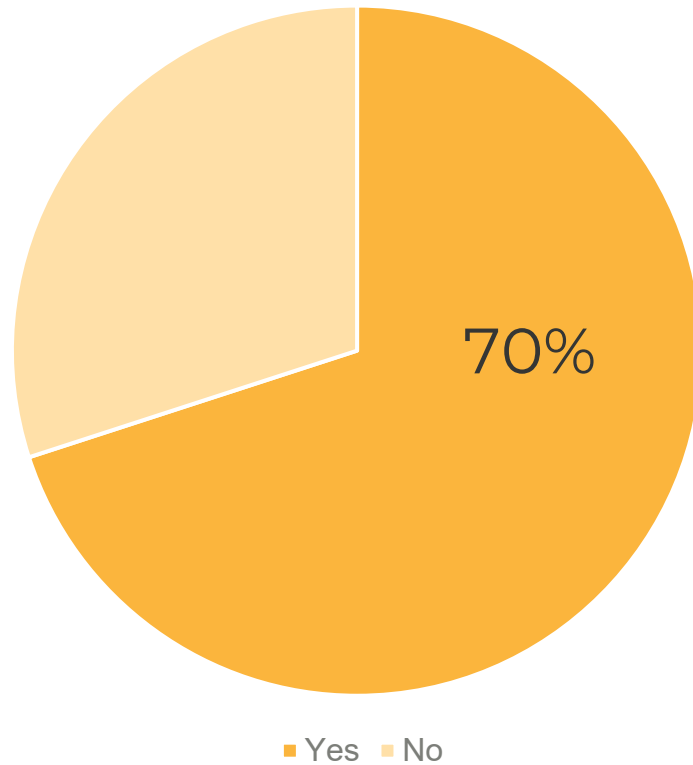
*USDA Agricultural Marketing Service, June 2024

**Projected

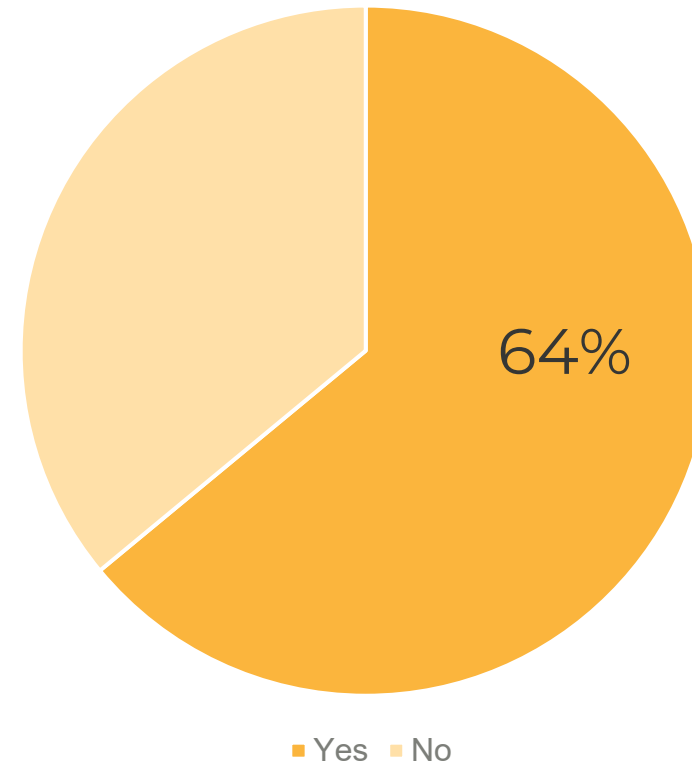


Consumer Beliefs about Eggs - 2023

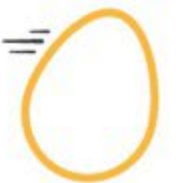
Eggs are a good source of protein



Eggs are healthy



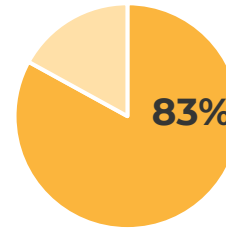
MAi Research, 2023
n=1503 consumers surveyed, % in agreement with the above statements





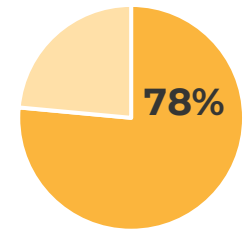
Egg Attribute Agreement - 2023

In addition to protein, eggs provide many other important nutrients



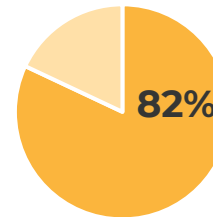
■ Yes ■ No

Eggs are part of my household's diet



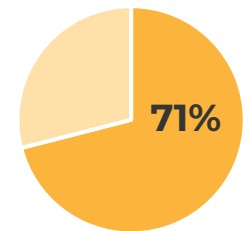
■ Yes ■ No

Eggs are part of a healthy diet



■ Yes ■ No

Eggs help you feel fuller longer



■ Yes ■ No

MAi Research, 2023

n=1503 consumers surveyed, % in agreement with the above statements





The Good News About Egg Nutrition

When it comes to key nutrients for healthy living, eggs rule the roost. They are a compact, natural source of vitamins and minerals to help keep you energized. They're a good source of protein and a brain supporter for every age and stage, all for just 70 calories per large egg.

Eggs are more than high quality protein. They are an all-around nutrient powerhouse, a complete protein with essential vitamins and minerals for healthy living. But don't forget the yolks, folks. Nearly half of an egg's protein and most of its vitamins and minerals—including those essential for supporting our brains and bodies—are found in the yolk.

Visit the USDA National Nutrient Database for complete information on

[Egg, Whole, Dried](#)

[Egg, Whole, Raw, Pasteurized](#)

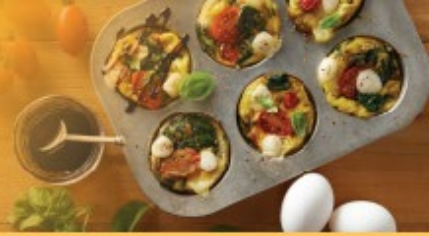
[Egg, Whole, Raw, Fresh](#)

[Egg, Yolk, Dried](#)

[Egg, Yolk Raw, Fresh](#)

[Egg, Yolk, Raw, Frozen Pasteurized](#)

Eggs can be included
in a heart-healthy diet
for healthy adults¹



- **Science is in alliance: Heart-healthy eating can include eggs**, as supported by a 2020 Harvard School of Public Health analysis.²
- Eggs can be included as part of a heart-healthy diet for healthy adults, according to the **American Heart Association**.¹
- **Common knowledge hasn't caught up with decades of science.** Science says that eggs do not impact heart health.³ Eggs are nutrient-rich and widely acknowledged to be part of a healthy diet for every age and stage.⁴

A Nutrient Powerhouse

Eggs are more than high-quality protein. They're an all-around nutrient powerhouse — a complete protein with essential vitamins and minerals for healthy living.

One large egg packs a nutritious punch⁵:

- ✓ 70 calories
- ✓ 6g high-quality protein
- ✓ 1g polyunsaturated fat
2g monounsaturated fat
- ✓ Excellent source of vitamin B12, biotin, iodine, selenium, and choline plus a good source of riboflavin, pantothenic acid, and protein
- ✓ All 9 essential amino acids
- ✓ 252 mcg lutein + zeaxanthin



The Good News About Egg Nutrition

Heart Health

Science is in alliance: Heart-healthy eating can include eggs, as supported by an abundance of research including a recent Harvard study evaluating more than 20 years of data. Eggs are also recommended for healthy adults as part of a heart-healthy diet according to the American Heart Association.

[Read more.](#)

Click here for [Heart Health Handbook](#).



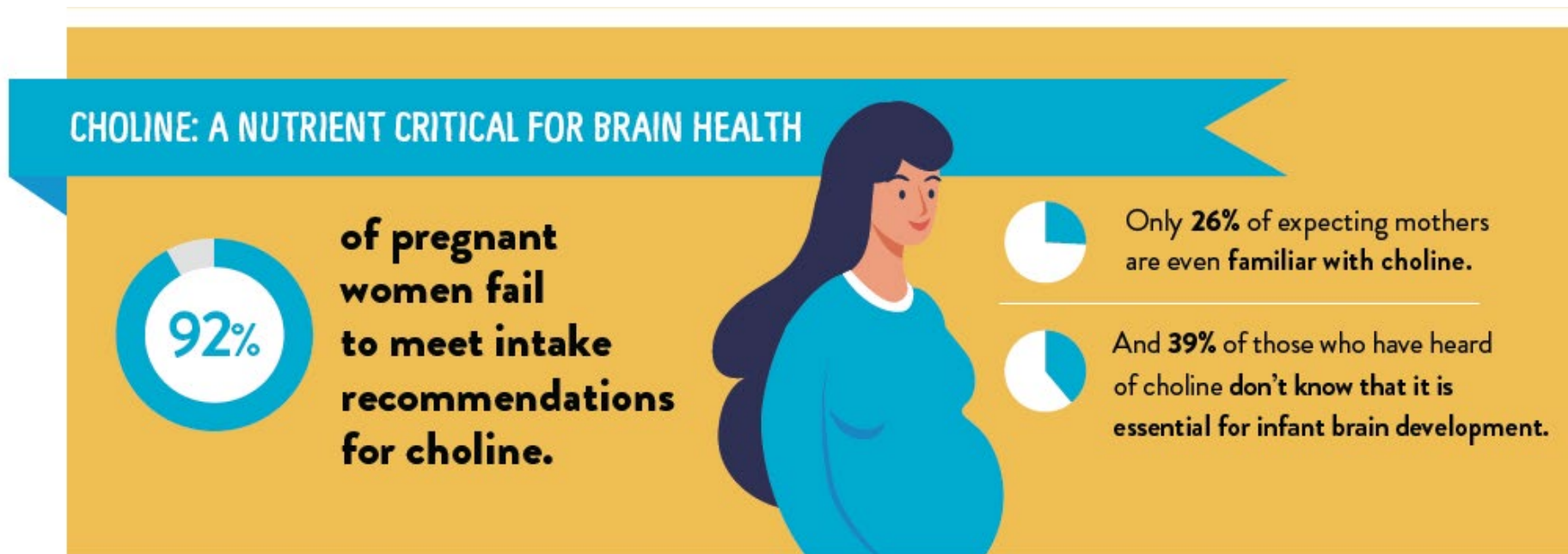
Looking for recipes that fit into a heart-healthy diet?
You can find meal inspiration at incredibleegg.org/hearthealthyrecipes



The Good News About Egg Nutrition

Brain Health

Choline helps support life-long brain health at every age and stage, including memory, thinking, mood and more. Eggs are one of the few foods that are rich in choline. Most Americans would benefit from eating more choline to meet the recommended daily intake. [Learn more about eggs and brain health.](#)



The Good News About Egg Nutrition

Babies and Toddlers

Eggs are a yes-brainer for babies and toddlers. The American Academy of Pediatrics (AAP) cites choline as a key nutrient that supports brain health from conception through two years of age. Eggs are the greatest source of choline among everyday foods. Yet 90% of pregnant women don't get enough choline.

Eggs are also a complete protein and have several other key vitamins and minerals recommended by the AAP for little ones' growing brains and bodies, including vitamin B-12 and iodine.

The latest research shows that introducing eggs when a baby is developmentally ready at about 4 to 6 months of age may be associated with reduced risk of egg allergy.

[Learn more about egg benefits for babies and toddlers](#)





The Good News About Egg Nutrition

Weight Management

Eggs fill the tank without breaking the calorie bank, helping you feel satisfied while you are managing your weight. One large egg is a complete protein that is low in carbs and provides essential vitamins and minerals all for just 70 calories.

[Learn more about egg benefits for weight management](#)

Did you know?



Nutrients in the Egg Yolk

Protein	Folate
Saturated Fat	Vitamin B12
Unsaturated Fat	Biotin
Cholesterol	Pantothenic Acid
Vitamin D	Phosphorus
Vitamin A	Zinc
Riboflavin	Selenium
Niacin	Choline
Vitamin B6	Iodine

Lutein & Zeaxanthin

Nutrients in the Egg White

Protein
Riboflavin
Niacin
Biotin
Selenium

Eat the whole egg for all the nutrients!

A large egg is a good source (>10% DV) of riboflavin, pantothenic acid, & protein and an excellent source (>20% DV) of vitamin B12, biotin, iodine, selenium, & choline.

[instagram.com/incredibleegg](https://www.instagram.com/incredibleegg)

Additional Egg Nutrition Information

For more information about the health benefits of eggs, check out [**A Dozen Ways to Become an Eggsper**](#)

For nutrient composition of egg products, check out our resource on [**Nutrition Composition Tables**](#)

Visit our [**articles**](#) and [**educational materials**](#) on egg nutrition information and the [**Egg Nutrition Center Instagram page**](#)



Egg Functionality in Food Applications

- Adhesion
- Aeration/Foaming/Structure
- Antimicrobial
- Binding
- Browning/Color
- Clarification
- Coagulation/Thickening
- Coating/Drying/Finishing/Gloss/Insulation
- Crystallization Control/Freezability
- Edible Packaging
- Emulsification
- Flavor
- Fortification/Protein Enrichment
- Humectancy/Moisturizing
- Leavening
- pH Stability
- Richness
- Shelf-Life Extension
- Tenderization/Texture
- Whipping



Eggs bring a wide range of functional benefits to foods

- Texture
- Ingredient Binder
- Nutrition Boost
- Structure
- Emulsification





Egg Product Buyers' Guide

Egg Product Buyers' Guide

To locate a supplier of U.S. Egg Products visit:

<https://www.incredibleegg.org/buyersguide>

REAL Eggs
Make a REAL
Difference

20
23

the
INCREDIBLE EGG



Questions?

Visit:

<https://www.incredibleegg.org/eggceleratorlabcompetition/>

Contact:

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