

# The Grocer

## Focus On: Eggs

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**Submissions deadline:** 10 January 2025

**2025 is the year that UK supermarkets said they would cease selling eggs from caged hens by. So, with egg volume sales surging by 10% in the past year [NIQ], who's hit that target and who's missed it? What factors have hindered or helped egg suppliers and retailers in their mission to go cage-free? How expensive and onerous has it been and how much of the cost of going cage-free has been passed onto shoppers?**

**The egg market:** This feature will explore the factors that have driven significant market share gains for own label eggs in the past year, as well as rising prices and the likely impact of the switch to cage-free eggs in 2025. How expensive will it be and will those costs be passed onto shoppers?

**Retailers:** We will also be exploring in detail what different retailers are doing to switch from eggs from caged hens. Who's made the most progress and how? Who's lagging behind? And what impact is this having on sales? Do shoppers care enough about this matter to change where they shop for eggs?

**Innovations:** We will profile four new products or ranges, ideally ones that have not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each.