

28 APRIL 2020 | INNOVATIVE PRODUCT

JUST EGG FOLDED EGGS

US-based company JUST Egg launches plant-based frozen 'eggs' – combining veganism with convenience.



Maximilian Maydt, Category researcher



JUST Egg folded eggs

Why it is innovative

Product concept

- These mung bean-based folded eggs are cholesterol-free, pre-cooked and contain 7g of protein per serving, equal to a large chicken egg.
- The company makes strong sustainability claims for the product. It uses 98% less water, 86% less land and has a 93% smaller carbon footprint compared to conventional egg production.

Trend

- The product further extends the range of [egg-free replacement products](#) and taps into the Mintel trend [Bannedwagon](#), which describes how consumers are paying more attention to production methods and what their food is made of. In general, **38%** of Americans try to add more plant-based food into their diet, and **19%** of those who avoid animal products do so for ethical reasons.

Launched in the US in April 2020, \$4.99 (8oz/227g)

Base: 2,000 internet users aged 18+; 592 internet users aged 18+ who avoid consuming animal products

Source: Lightspeed/Mintel



Meet the expert

Maximilian Maydt

Category researcher

Maximilian researches FMCG markets in Europe, with a focus on German-speaking countries. Having spent three years in China, he also has a strong interest Chinese industry, consumer behaviour and product innovation as well as intercultural relations within the APAC region.

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