

# Aussies on a health-kick as more shoppers opt for natural wholefoods



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Market research firm IRI's Consumer Health: Unlocking the Growth found food packed with as many natural ingredients as possible was the main motivation behind shopping choices for two-thirds of shoppers. Within this, they're opting for nutritionally-rich foods and environmentally friendly sources as part of this health drive.

Eggs are filled with 11 vitamins and minerals and are a good source of complete protein, ticking a number of boxes for health-conscious consumers.

Director of Food & Nutrition Australia and Australian Eggs advisor, Sharon Natoli, said: "Eggs fit perfectly with the growing interest in eating more whole and natural foods.

"People don't have to worry about trying to decipher ingredient lists – an egg is naturally nutrient rich and comes in its own special package completely designed by nature.

"Importantly, eggs also have a low carbon footprint when compared to other protein rich foods, which makes them a frontrunner for consumers looking for an environmentally friendly option."

## Eggs for all

The IRI report found a clear trend towards holistic health with two thirds of participants saying they look to purchase as many natural ingredients as possible.

The IRI report identified this trend across most of the six consumer categories:

- Fast and Frugal: "I eat on the run"
- Sensible Supermums: "Health is important to my family"
- Wise and Healthy: "Healthy eating is a routine"
- Healthy Chic: "Diet and exercise is key to a healthy lifestyle"
- Carefree Coasters: "I spend little time thinking about what I eat"
- Convenient and Content: "My choices revolve around taste and ease"

Eggs address eating priorities for five of the six consumer groups. As a nutrient-rich food and a complete source of protein, they make healthy eating easy.

They're quick to make and relatively cheap compared to other sources of high-quality protein, making them an ideal choice for consumers on a budget or those looking for a quick but healthy option. They're also generally found in most fridges and can be combined with other ingredients to ensure they're not only delicious but versatile.

"Eggs are packed full of nutrients, which is why they're such a popular choice for health-conscious consumers," Natoli says. "But for those on a budget, and those who are short on time, eggs are even more useful, providing an affordable, quick and readily available nutrient boost."

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