

































CHICKEN & EGGS

The country of origin and proportions are listed (? = proportions not disclosed). Only refers to own brand fresh products, excludes ready meals and processed products. All data as of July 2018. For full details please visit: www.countrysideonline.co.uk/backbritishfarming



 7.5% MARKET SHARE				STANDARD CHICKEN 100% 		EGGS 100% 
 15.1% MARKET SHARE	VALUE SmartPrice CHICKEN 100% 	STANDARD Butcher's Selection CHICKEN 100% 	PREMIUM Extra Special CHICKEN 100% 	EGGS 100% 		
 6.4% MARKET SHARE				STANDARD Loved by Us CHICKEN 100% 	PREMIUM Truly Irresistable CHICKEN 100% 	EGGS 100% 
 5.4% MARKET SHARE				STANDARD CHICKEN 100% 	EGGS 100% 	
M&S EST. 1884 >2.0% MARKET SHARE				STANDARD Marks and Spencer CHICKEN 100% 	EGGS 100% 	
 10.5% MARKET SHARE	VALUE Savers CHICKEN 100% 	STANDARD Our Family Butcher CHICKEN 100% 	PREMIUM The Best CHICKEN 100% 	EGGS 100% 		
Sainsbury's 15.6% MARKET SHARE	VALUE Basics CHICKEN 100% 	STANDARD Sainsbury's CHICKEN 100% 	PREMIUM Taste the Difference CHICKEN 100% 	EGGS 100% 		
 27.6% MARKET SHARE	VALUE CHICKEN 100% 	STANDARD Tesco CHICKEN 100% 	PREMIUM Tesco Finest CHICKEN 100% 	EGGS 100% 		
Waitrose 5.0% MARKET SHARE				STANDARD CHICKEN 100% 	EGGS 100% 