



# MALAYSIA CONSUMER SURVEY REPORT FOR CAGE-FREE EGGS

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## Cage-Free Eggs Consumer Attitude Survey

In February of 2024 Tokyo-based [GMO Research](#), one of the world's ten largest consumer research agencies, with 55 million online consumer panelists across 16 APAC countries and markets, conducted a public opinion survey regarding Malaysian consumer attitudes on cage-free eggs.

The results of the survey are summarized below.

### Questionnaire Sample

The number of valid questionnaire samples is 211. Women made up 49% of the sample and 51% were men; ages ranged from 18 to over 50.

### Consumer Awareness and Attitude

In terms of awareness, half of the respondents were aware of the concept of cage-free eggs (50%) before the interview. In addition, nearly half of the respondents have purchased cage-free eggs in the past with 38% occasionally opting for cage-free eggs and 9% often opting for cage-free eggs. This shows that cage-free eggs are not a new concept in Malaysia.

The survey found that 83% of consumers agreed with the statement "Hens that produce eggs should not be kept in cages; they should have the freedom to walk and move around." A large majority of consumers believe that businesses should use cage-free eggs across the board with 83% agreeing that restaurants, supermarkets, packaged food companies, and similar enterprises should source their eggs and meat from a supply chain that adheres to humane standards for animal treatment.

Of the advantages of cage-free eggs compared to caged eggs, respondents valued the higher quality of cage-free eggs the most (41%). Animal welfare was the next most valued advantage (33%), followed by improved safety (16%) and then the sustainability of the production of cage-free eggs (10%).

### Consumer attitudes toward the use of cage-free eggs by businesses

With regard to businesses, the survey found that 77% of consumers believed eggs sourced by restaurants, supermarkets, packaged foods companies and similar should come from hens living in cage-free environments. 57% said they were more inclined to patronize a food brand that sourced only cage-free eggs.

### Willingness to consume

70% believe that cage-free eggs have food safety and quality advantages and are therefore willing to pay a higher price for them. The price tolerance of most respondents is about a 10-25% increase in supermarkets (57%) and a 5-10% increase in restaurant meals or packaged food products that contain eggs (59%).

These tolerances are within the range of actual cost increases generated by a shift to cage-free eggs. For restaurants and packaged foods brands, using a cage-free egg in place of a conventional egg in a meal or product that contains egg typically increases the total cost of producing the meal or product (including all ingredient costs, labor, and similar) by under 1% in the case of restaurants and often well under 1% in the case of packaged foods. For supermarkets, the wholesale price difference between low-cost cage-free eggs and caged eggs in many markets in Asia is at or under 25%, and in all markets that cost difference will continue to narrow as cage-free egg production increases.

## Statistics

1. Prior to receiving this questionnaire, how well did you know about cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. Very well	24	 11.5%
B. Moderately well	79	 38.0%
C. Don't know at all	105	 50.5%
Number of valid entries for this question	208	

2. Do you agree that eggs sourced by restaurants, supermarkets, packaged food companies, etc., should come from hens that live in cage-free environment? [Single-choice question]

Answer options	Subtotal	Percentage
A. Yes	209	 77.1%
B. No	62	 22.9%
Number of valid entries for this question	271	

3. Are you more inclined to patronize a food brand (including restaurants, supermarkets, packaged foods) that only uses cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. Yes	155	 57.0%
B. No	117	 43.0%
Number of valid entries for this question	272	

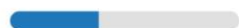


4. If cage-free eggs in a supermarket are slightly more expensive than traditional caged eggs, how much of a price increase would you be willing to pay for cage-free eggs? [Single-choice question]

Answer options	Subtotal	Percentage
A. 10%	89	 42.8%
B. 25%	29	 13.9%
C. 40%	11	 5.3%
D. I would not spend more on cage-free eggs	79	 38.0%
Number of valid entries for this question	208	

5. If a dish made with cage-free eggs is slightly more expensive than a dish made with traditional caged eggs in a restaurant, how much of a price increase would you be willing to pay for that dish? [Single-choice question]

Answer options	Subtotal	Percentage
A. 5%	73	 42.8%
B. 10%	49	 23.6%
C. 20%	10	 4.8%
D. I would not spend more on a dish made with cage-free eggs	76	 36.5%
Number of valid entries for this question	208	

6. When you purchase eggs at the supermarket, how often do you choose cage-free eggs (sometimes they are called free-range eggs)? [Single-choice question]

Answer options	Subtotal	Percentage
A. Often	19	 9.1%
B. Sometimes	79	 38.0%
C. Rarely	53	 25.5%
D. Never	57	 27.4%
Number of valid entries for this question	208	

7. Do you agree with the statement: "Hens that produce eggs should not be kept in cages; they should have the freedom to walk and move around"? [Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	57	 27.4%
B. Somewhat agree	116	 55.8%
C. Somewhat disagree	26	 12.5%
D. Strongly disagree	9	 4.3%
Number of valid entries for this question	208	

8. Do you agree with the statement: "The advantages of cage-free eggs in terms of food safety and quality are worth spending a little extra money on?" [Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	28	 13.5%
B. Somewhat agree	117	 56.3%
C. Somewhat disagree	48	 23.1%
D. Strongly disagree	15	 7.2%
Number of valid entries for this question	208	







9. Of the advantages of cage-free eggs compared to caged eggs, which one do you value the most?  
[Single-choice question]

Answer options	Subtotal	Percentage
A. Cage-free eggs are safer	33	 15.9%
B. Cage-free eggs are higher in quality	85	 40.9%
C. Cage-free hens experience better animal welfare	69	 33.2%
D. Cage-free egg production is more sustainable	21	 10.1%
Number of valid entries for this question	208	

10. Do you agree that restaurants, supermarkets, packaged food companies, and similar enterprises should source their eggs and meat from a supply chain that adheres to humane standards for animal treatment?  
[Single-choice question]

Answer options	Subtotal	Percentage
A. Strongly agree	59	 28.4%
B. Somewhat agree	114	 54.8%
C. Somewhat disagree	25	 12.0%
D. Strongly disagree	10	 4.8%
Number of valid entries for this question	208	

11. Please tell us your age. [Single-choice question]

Answer options	Subtotal	Percentage
A. Under 18	0	 0.0%
B. 18-25	18	 8.7%
C. 26-30	36	 17.3%
D. 31-40	78	 37.5%
E. 41-50	52	 25.0%
F. Over 50	24	 11.5%
Number of valid entries for this question	208	

12. Please tell us your gender

Answer options	Subtotal	Percentage
A. Female	114	 54.8%
B. Male	94	 45.2%
Number of valid entries for this question	208	