

# Eggplant Comprehensive Review 2026



# What is Homescan?

Nielsen IQ Homescan® is a continuous panel of 10,000 households who record all take-home packed and fresh grocery from all retail outlets. The sample is demographically and geographically representative of the Australian household population.

Each household is equipped with a small handheld terminal through which details of all purchasing are entered - product, quantity, price and outlet. This information, along with the date of purchase, is linked with demographic details of the household and the household purchasing history. Data are projected for the population as a whole.

Estimates produced from Nielsen IQ Homescan® are subject to sampling variation which means that every number reported has a standard error associated with it. For example, at a Total National level, a 40% share of trade number, will be subject to a 1% standard error at a 95% confidence interval. This implies there is a 95% chance that the true value of the estimate lies between 39 to 41%.

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## Funding Statement

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# Analysis Parameters

## Time Periods

52 weeks to 19/04/2026

## Data Source

NielsenIQ Homescan™

## Markets

AUS

Major Supermarkets (Coles, Woolworths, Aldi)

Other Supermarkets (Costco, Asian Grocers and all other full-service supermarkets)

Non-Supermarkets (Greengrocers, Markets and Speciality Stores)

## Measures

Value (\$), Volume (kg)

# Demographic Definitions

## LIFESTAGE

**SENIOR COUPLES** | 2 or more adults 60+  
(19% of population)

**ESTABLISHED COUPLES** | 2 or more adults 35-59  
(22% of population)

**INDEPENDENT SINGLES** | 1 adult >35 with no children  
(21% of population)

**YOUNG TRANSITIONALS** | Adults <35 with no children  
(8% of population)

**BUSTLING FAMILIES** | Oldest Child 12-17  
(14% of population)

**SMALL SCALE FAMILIES** | Oldest Child 6-12  
(10% of population)

**START UP FAMILIES** | Oldest Child <6  
(6% of population)

## HOUSEHOLD INCOME

**LOW HOUSEHOLD INCOME** | Household income up to \$50K per annum.

**MEDIUM HOUSEHOLD INCOME** | Household income between \$50K & \$100K per annum.

**HIGH HOUSEHOLD INCOME** | Household income over \$100K per annum.

# Inclusions

Section #	Report Sections
1	Eggplant vs Comparable Vegetables
2	Sales Drivers
3	Retailer Performance
4	Profiling Eggplant Shoppers



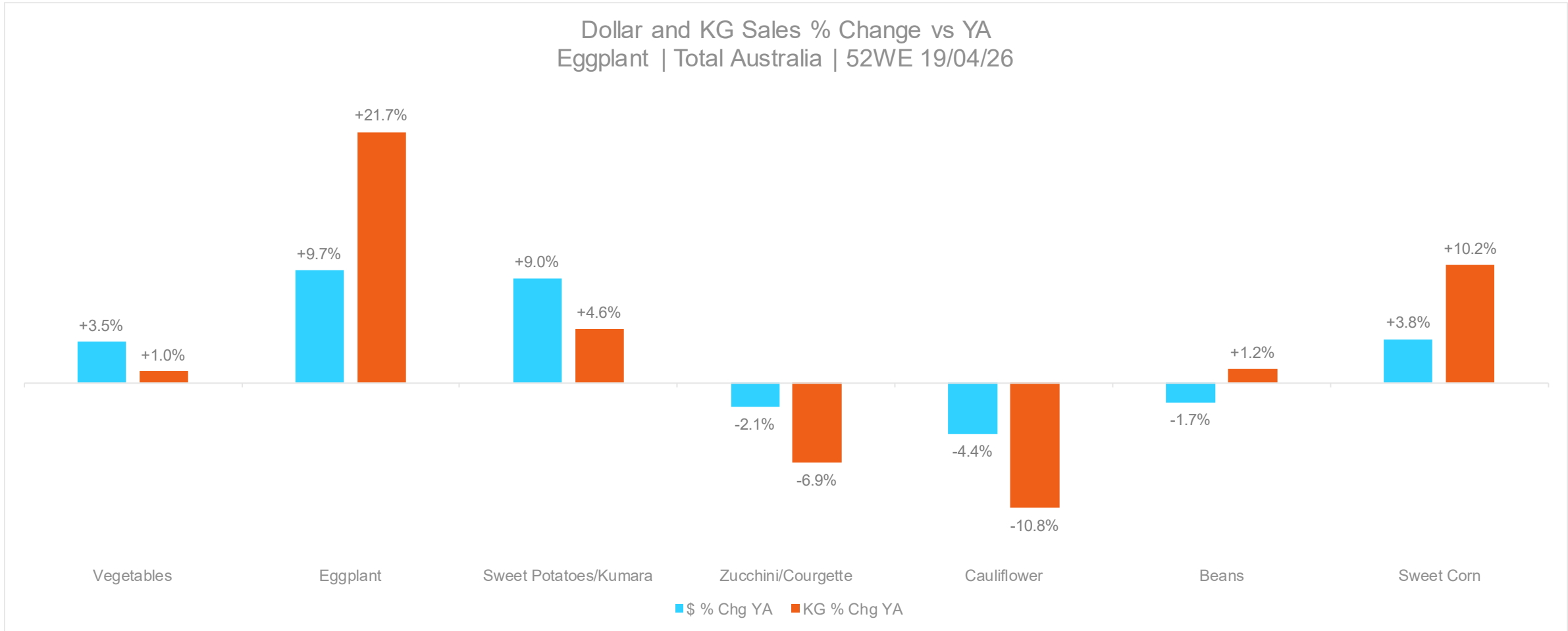
# Performance summary – Eggplant

	Key Insights
<b>1 Eggplant vs Comparable Vegetables</b>	<ul style="list-style-type: none"><li>• Eggplant outperformed the market and all comparable vegetables with dollar sales growth of close to +10% and volume growth twice as strong at +22% this year</li><li>• Growth was driven by prices dropping by close to -10%, unlocking demand and supporting volume growth</li></ul>
<b>2 Sales Drivers</b>	<ul style="list-style-type: none"><li>• Growth was buyer led with penetration increasing year on year</li><li>• Lower prices also supported stronger engagement, with shoppers purchasing 200g more per trip this year</li></ul>
<b>3 Retailer Performance</b>	<ul style="list-style-type: none"><li>• The non major supermarkets were the growth engine, as major supermarket performance lagged this year</li></ul>
<b>4 Profiling Eggplant Shoppers</b>	<ul style="list-style-type: none"><li>• Demand has strengthened across all household groups this year, with the strongest response amongst independent singles and established couples</li></ul>
<b>What does this mean?</b>	<ul style="list-style-type: none"><li>• Sustaining growth depends on continuing to remove barriers to category entry by making eggplant affordable, accessible and easier to use in everyday meals, to expand penetration further</li><li>• Unlocking further scale will require stronger ranging, availability and execution across the major supermarkets in particular, to match demand already evident across the non majors</li></ul>

# Eggplant vs Comparable Vegetables

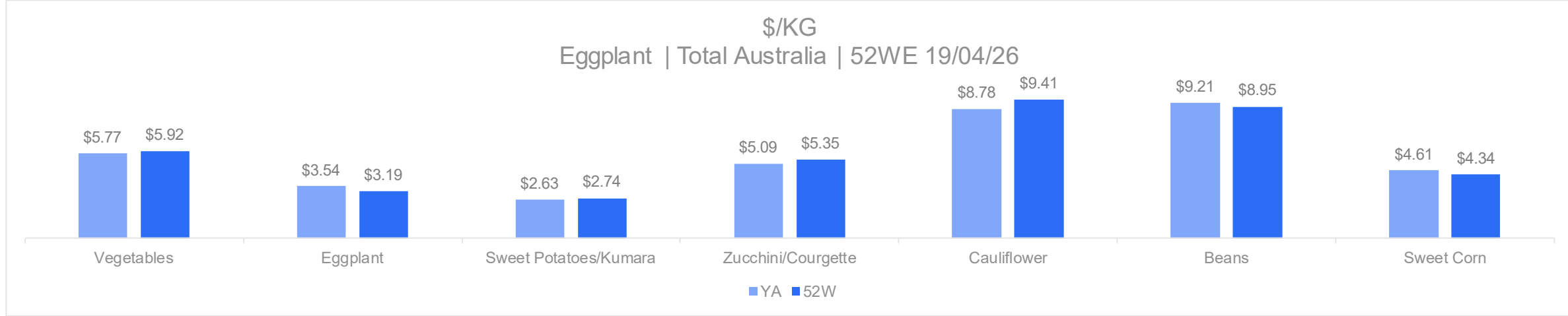
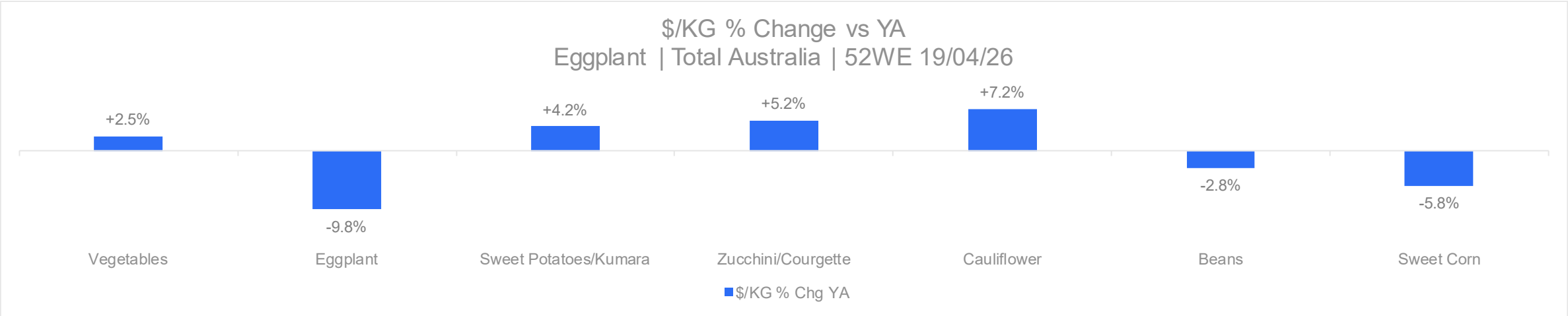


**Outperforming total market and all comparable vegetables, eggplant dollar sales grew by +9.7% year on year, with retail volume growth more than twice as strong, at +21.7%.**



Source: NielsenIQ

# Lower prices supported strong sales growth with eggplant average price per kilogram dropping by close to -10% year on year.

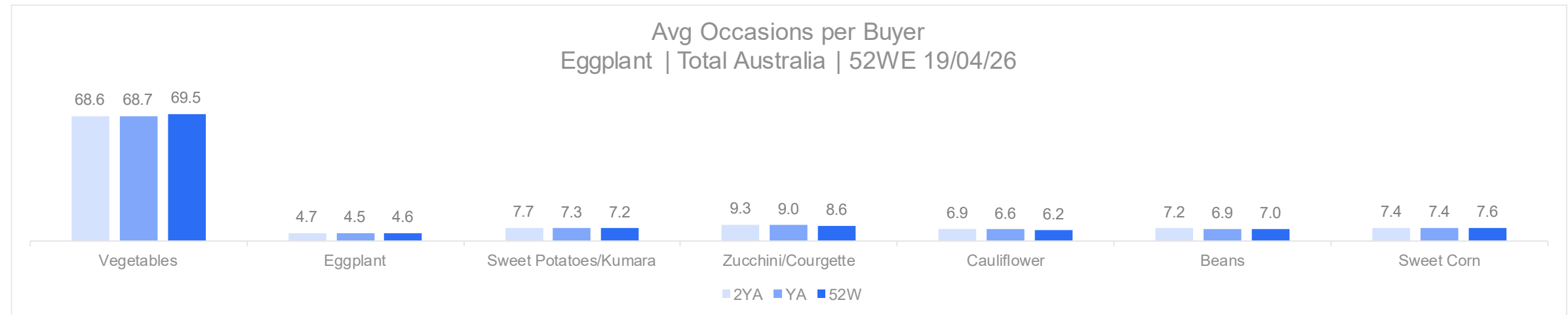
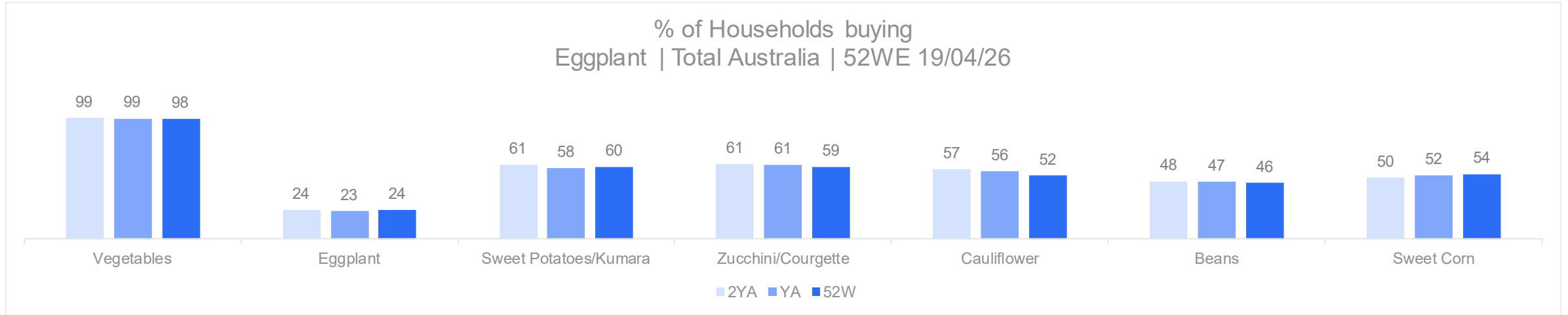


Source: NielsenIQ

# Sales Drivers



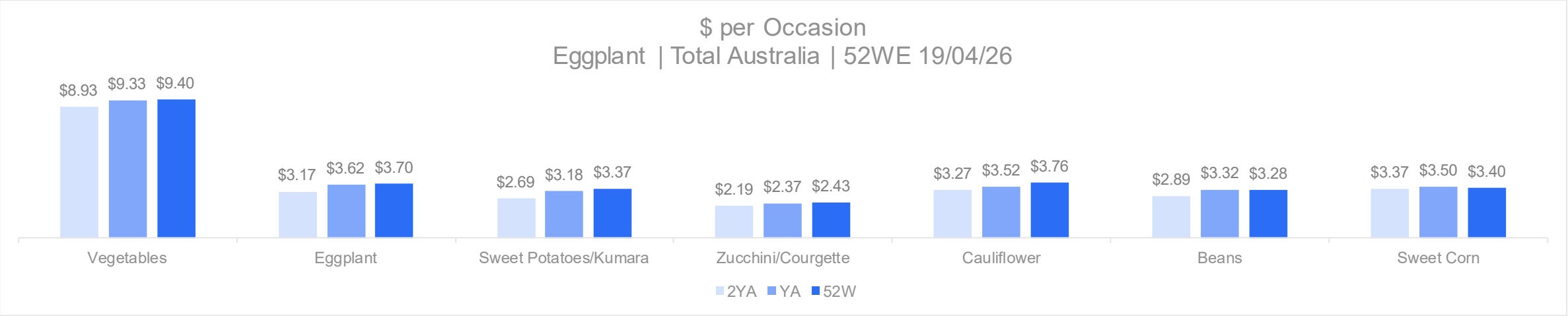
# Bucking market trends, eggplant growth was largely buyer led, with positive penetration gains this year.



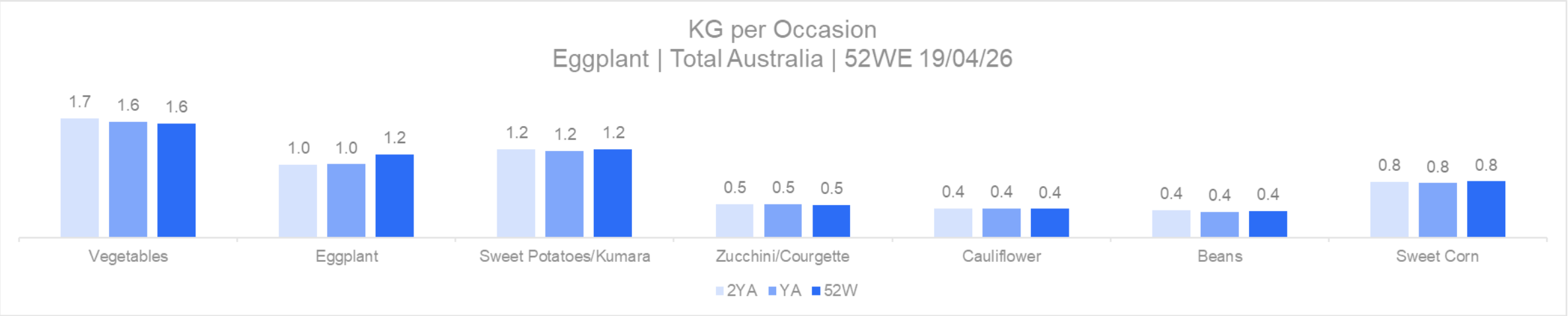
Source: NielsenIQ

# Lower prices also encouraged heavier baskets, with the average shopper purchasing close to 200g more each occasion this year.

\$ per Occasion  
Eggplant | Total Australia | 52WE 19/04/26

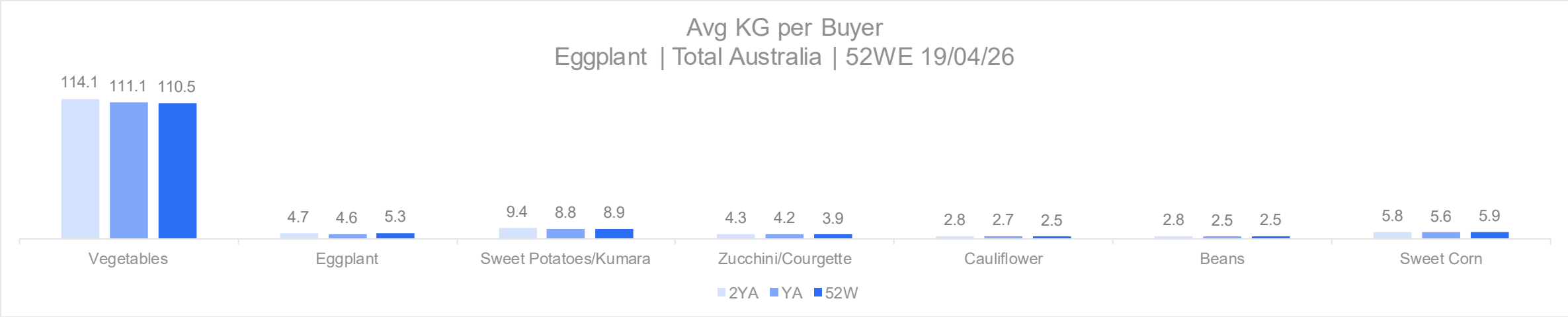
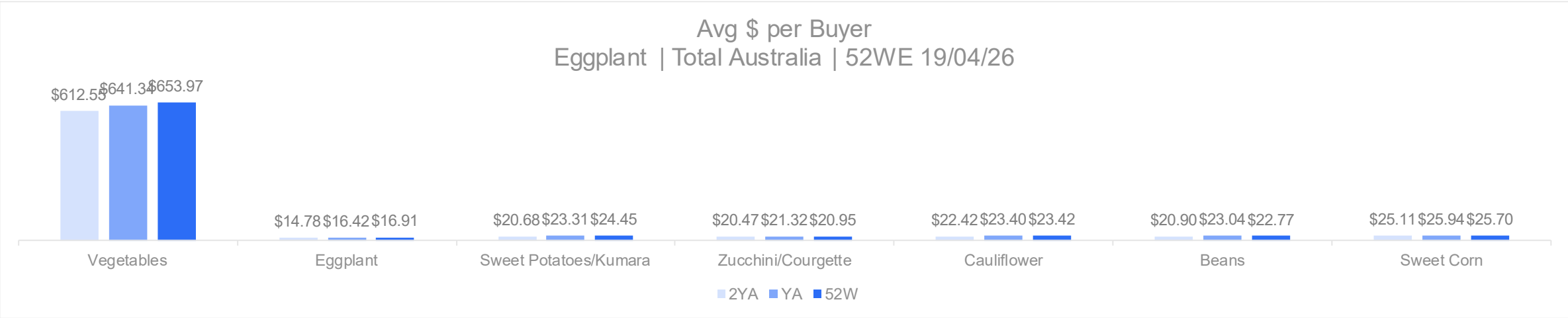


KG per Occasion  
Eggplant | Total Australia | 52WE 19/04/26



Source: NielsenIQ

# As a result, eggplant annual purchase volumes lifted by 700g per household this year.

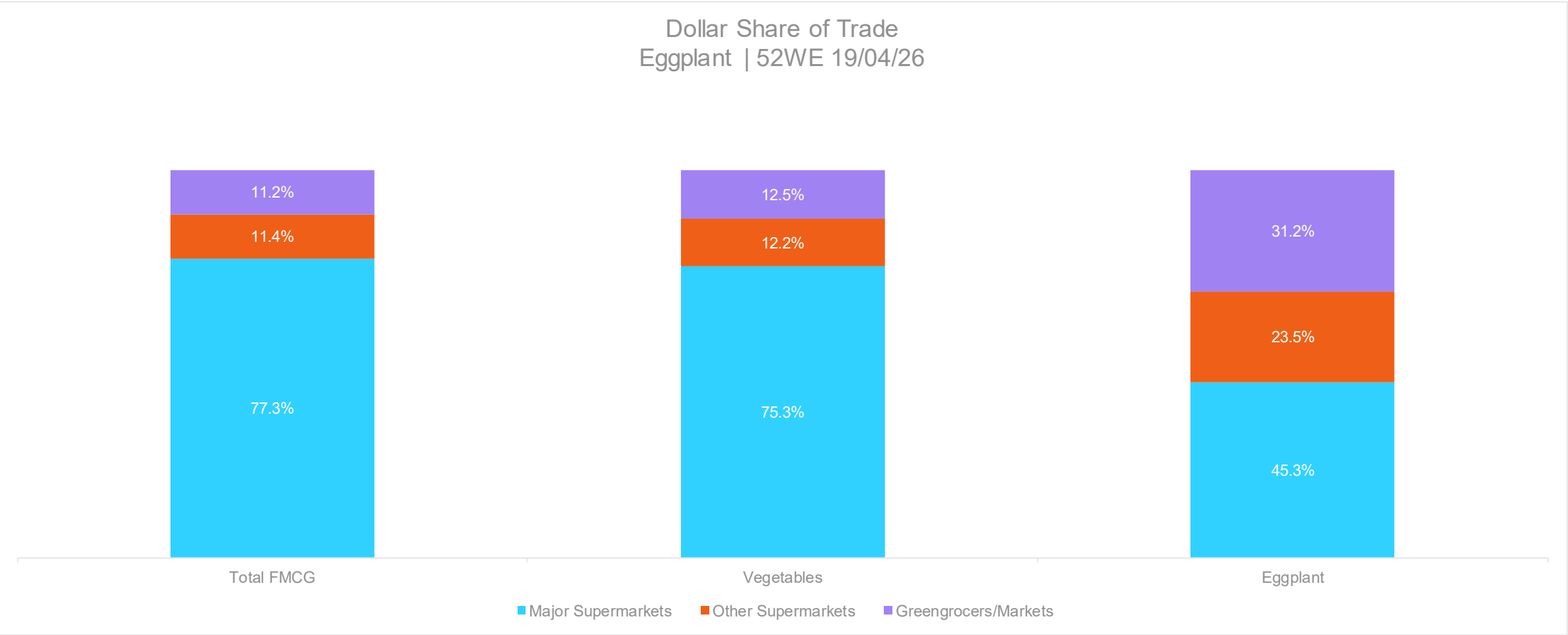


Source: NielsenIQ

# Retailer Performance

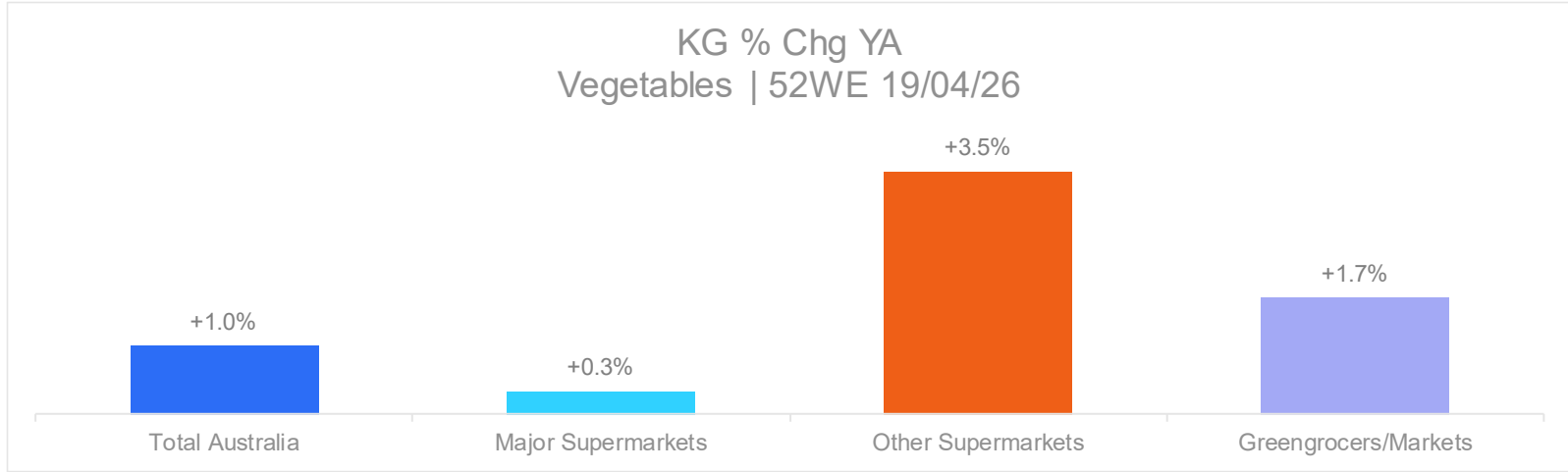
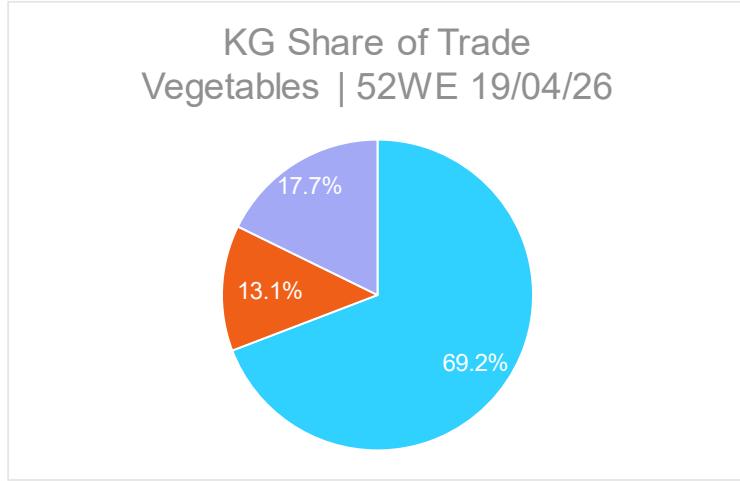
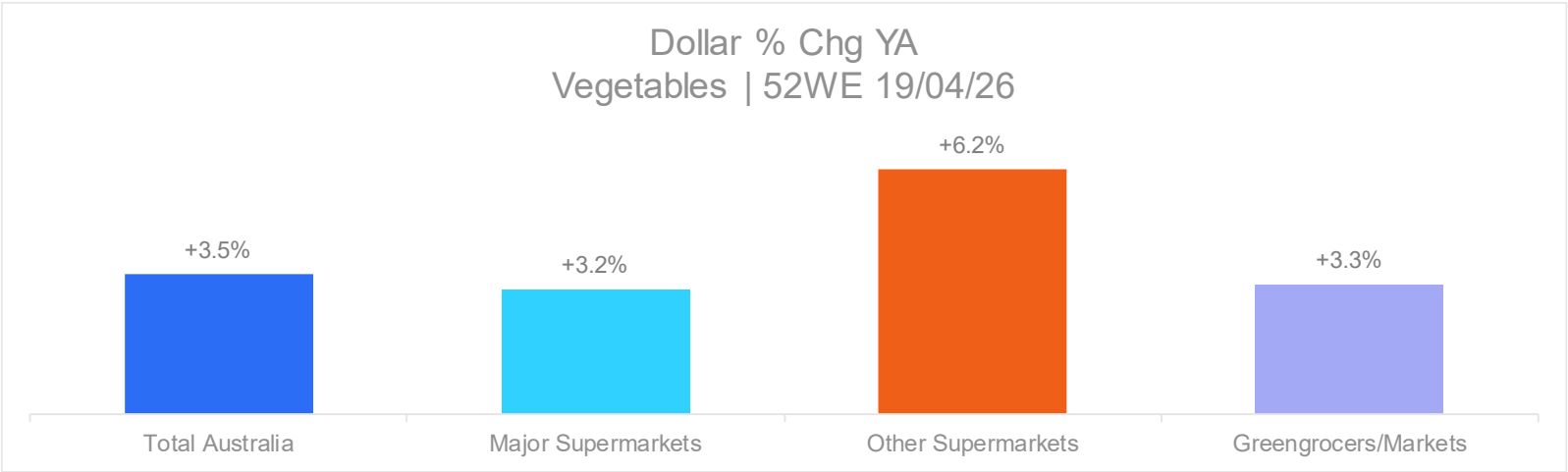
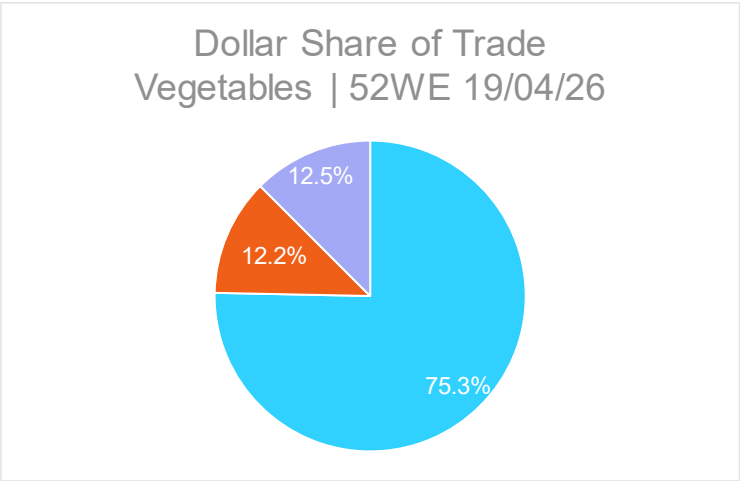


# Relative to their share of total grocery and fresh vegetables, major supermarkets under-trade in eggplant sales.



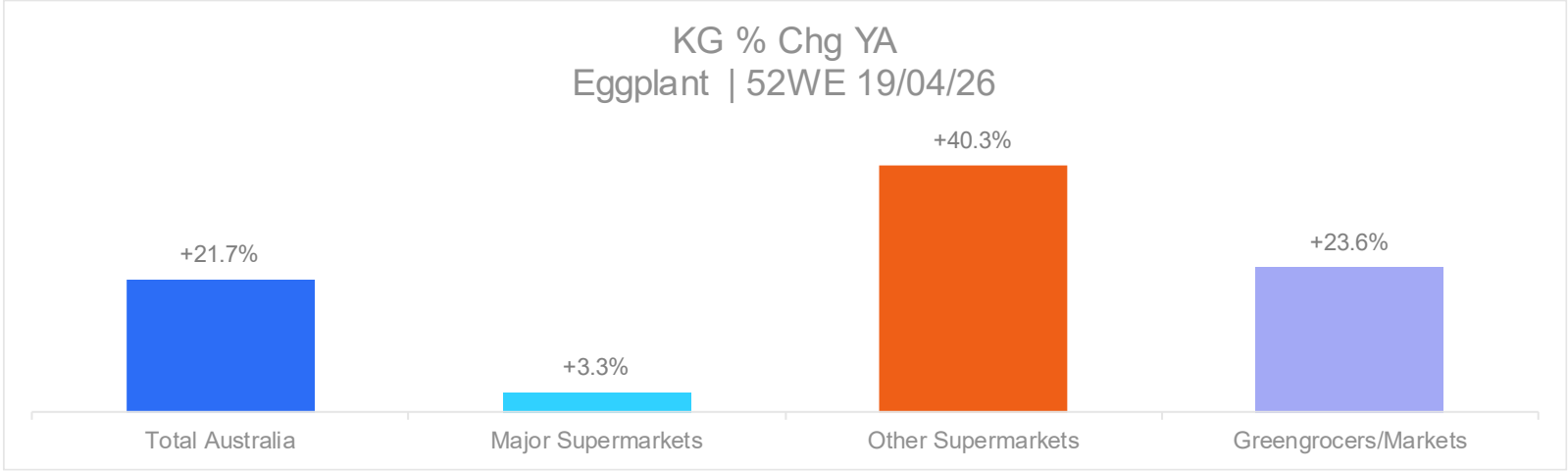
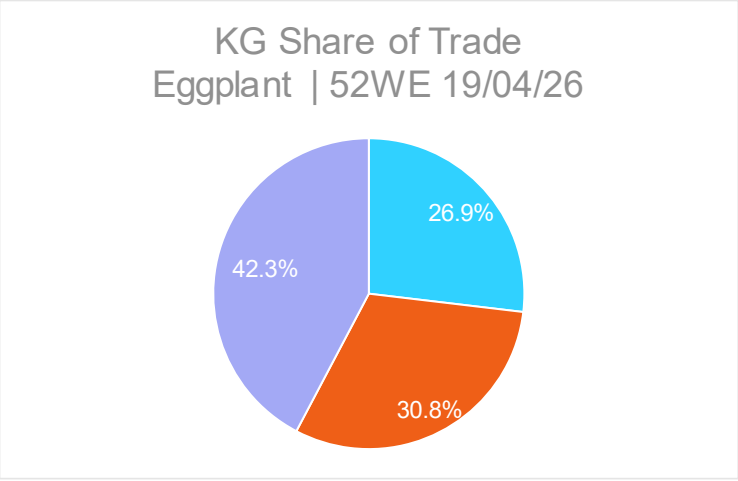
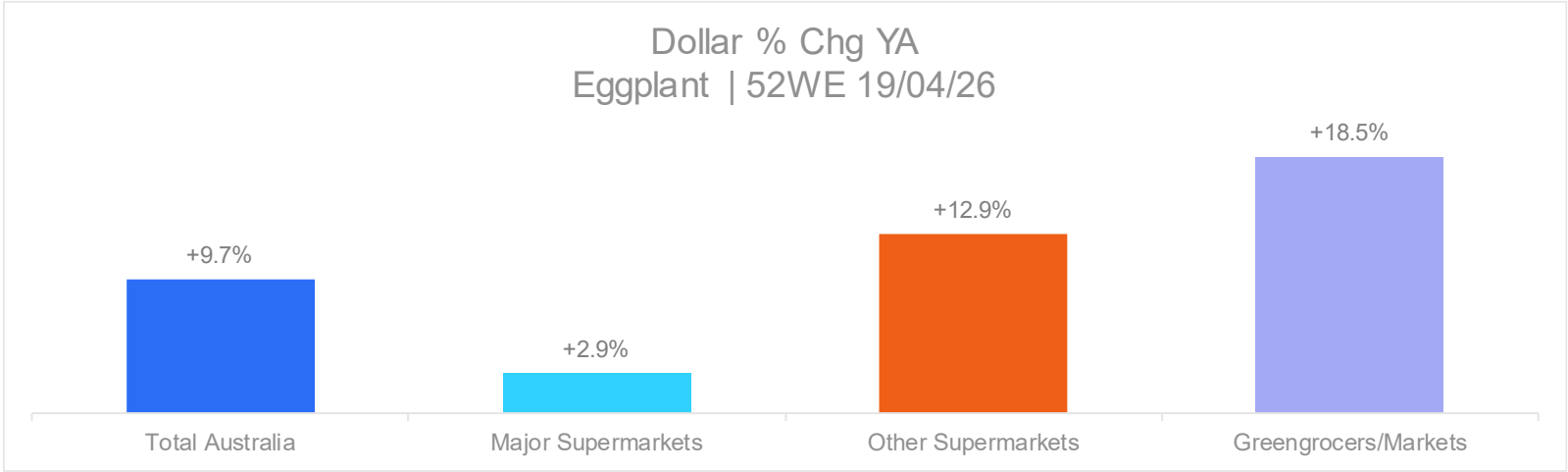
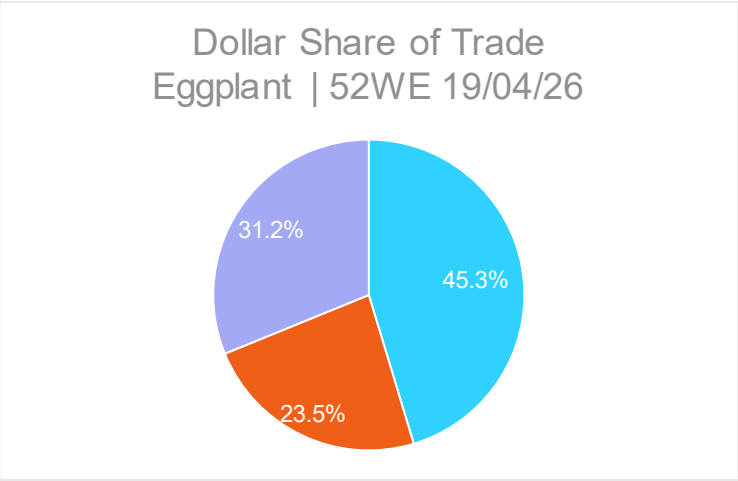
Source: NielsenIQ

# Fresh vegetable sales growth continues to be led by the non major supermarkets.



Source: NielsenIQ

This is also the case for eggplants, with the non majors primary drivers of volume growth, as major supermarket performance is well below the market average.

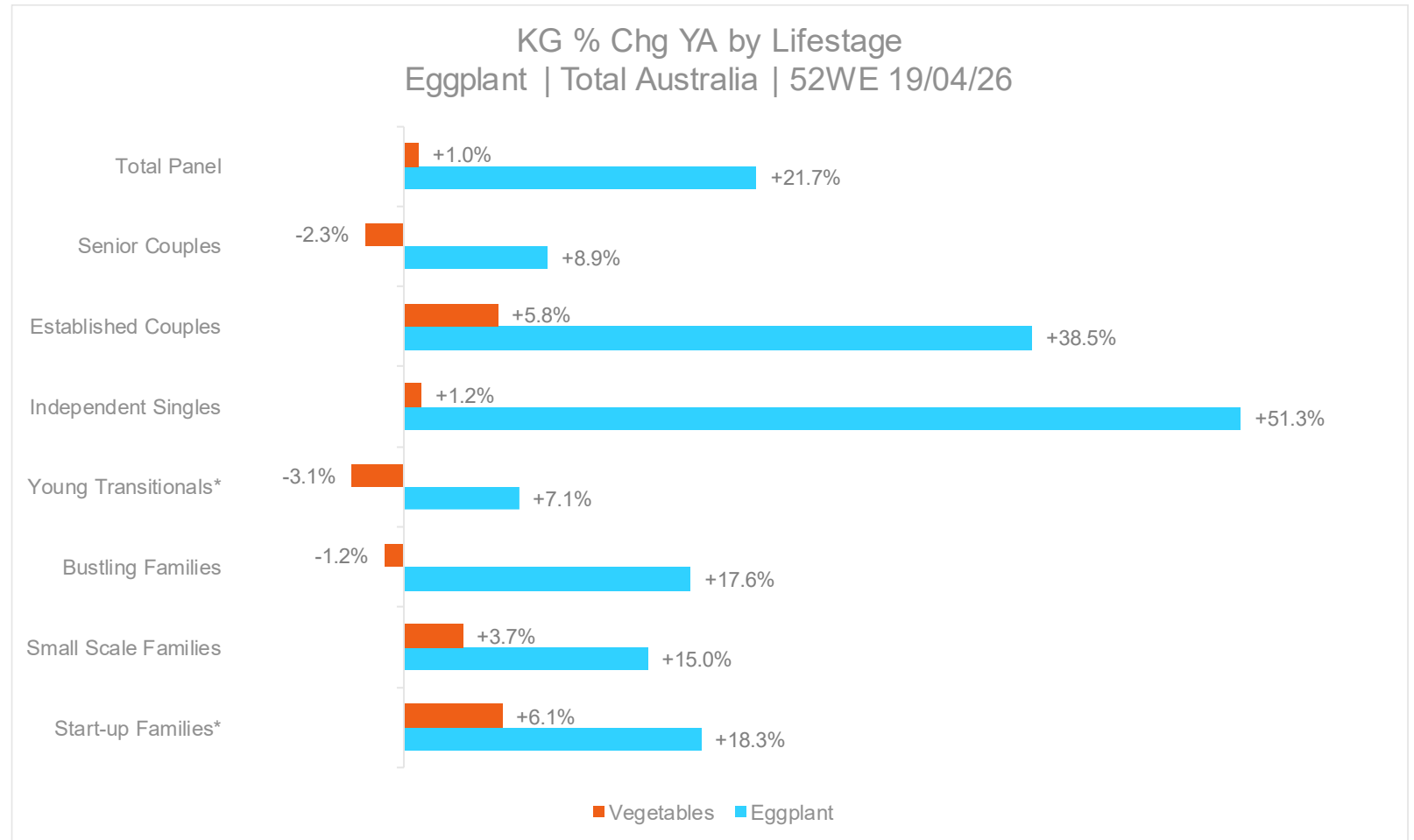
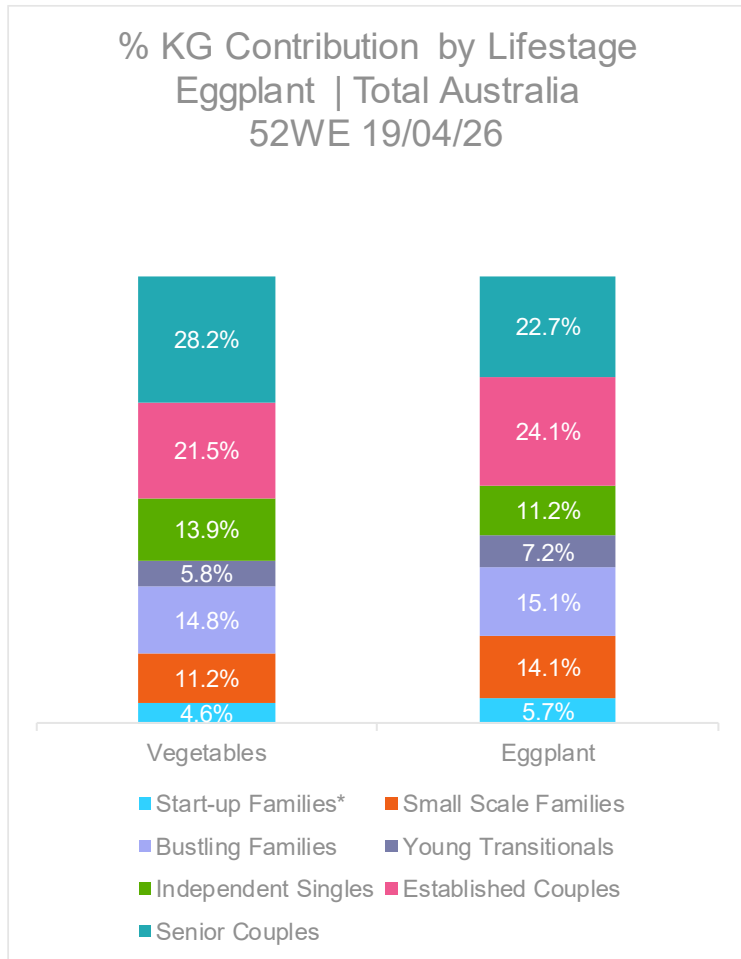


Source: NielsenIQ

# Profiling Eggplant Shoppers

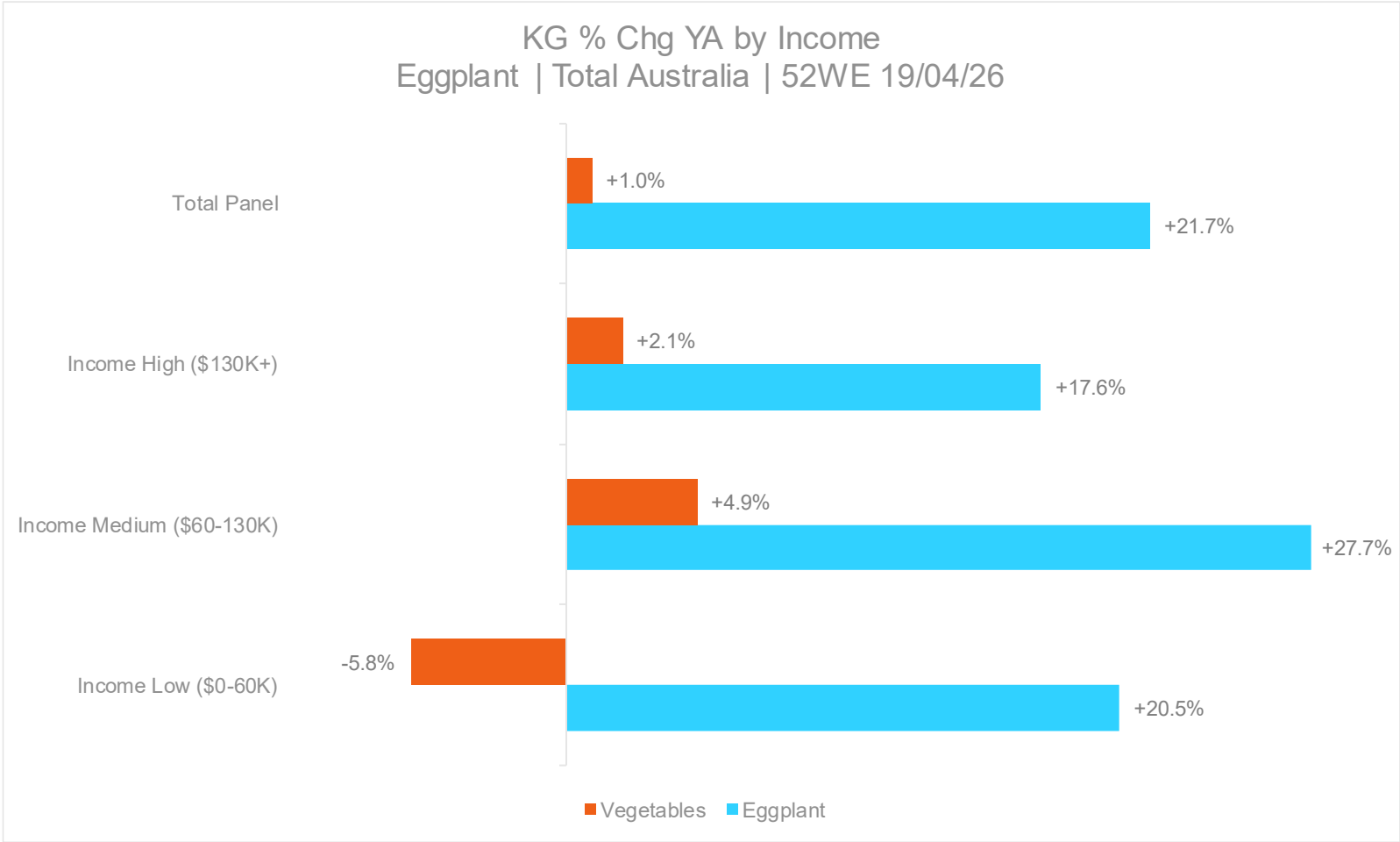
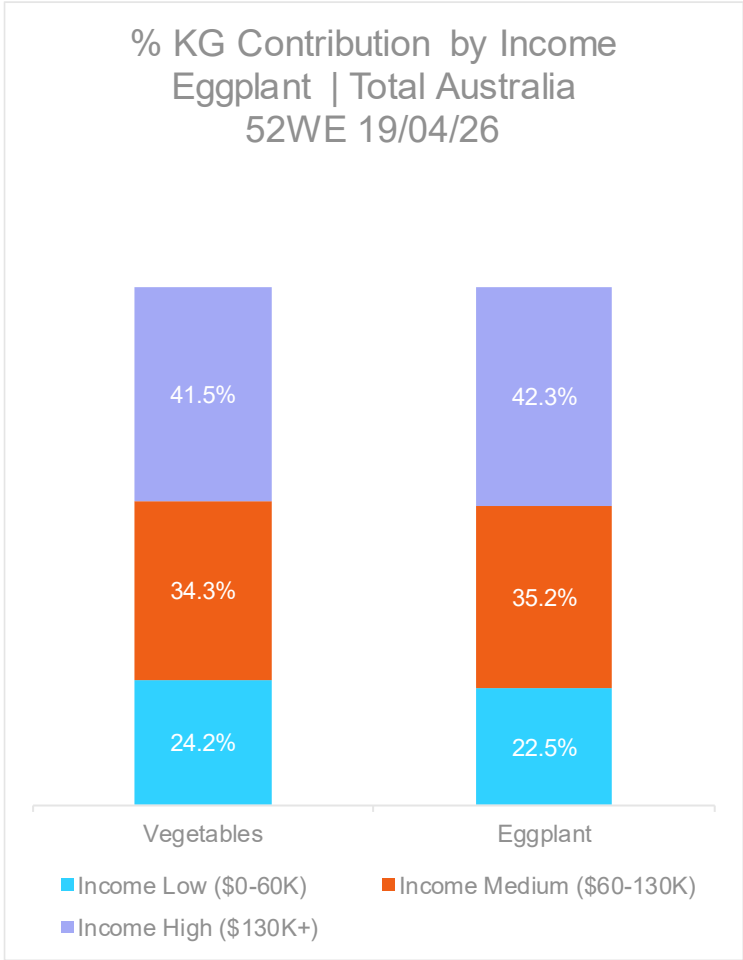


# Eggplant growth is across the board but key drivers are established couple and single households, with performance amongst families lagging.



Source: NielsenIQ | \* Low Sample Size, Do Not Use

# In terms of income, medium income households led volume growth this year.



Source: NielsenIQ

**Thank you**