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Report for 9/20/2025 - 9/26/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 3.0% and the activity index decreased 23.6%. Large shell eggs of both colors continue to make up the bulk of offerings, most with a specialized environment claim. Feature activity was most active in the Southwest and Northwest with more moderate activity in the Northeast, South Central, Southeast and Midwest.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	24,443
Activity Index	6,580	8,615	4,943
Feature Rate (%)	22.3%	25.3%	17.5%

Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shell Egg	Per Carton	Extra Large Brown, 12	Free Range	Fresh					124	4.99
		Extra Large Brown, 12	Pasture Raised	Fresh			311	6.99		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	9.49	519	9.77		
		Extra Large White, 12	Cage-Free	Fresh	71	4.49	71	4.49		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	130	3.99	262	3.00		
		Extra Large White, 20	Conventional	Fresh			13	4.99		
		Jumbo Brown, 12	USDA Organic	Fresh					11	7.99
		Jumbo White, 12	Conventional	Fresh	40	2.38			80	2.48
		Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh					50	4.50
		Large Brown, 12	Cage-Free	Fresh	129	3.17	69	3.60	252	3.28
		Large Brown, 12	Free Range	Fresh	216	5.53	858	5.46	162	4.76
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	62	4.49	24	4.50	152	3.34
		Large Brown, 12	Pasture Raised	Fresh			2,769	6.44		
		Large Brown, 12	USDA Organic	Fresh	906	5.87	327	4.59	544	4.46
		Large Brown, 12	USDA Organic, Free Range	Fresh	223	4.72			233	4.28
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	25	7.99	116	6.26	113	6.01



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Shell Egg	Per Carton	Large Brown, 12	Vegetarian-Fed	Fresh	121	3.40	364	3.49		
		Large Brown, 18	Cage-Free	Fresh	504	4.43				
		Large Brown, 18	Free Range	Fresh	103	6.99	133	5.37		
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh					28	5.00
		Large Brown, 18	Pasture Raised	Fresh	177	10.99				
		Large Brown, 18	USDA Organic	Fresh	21	6.99	21	6.99	148	6.99
		Large Brown, 18	USDA Organic, Free Range	Fresh			37	9.99		
		Large Brown, 18	USDA Organic, Pasture Raised	Fresh			95	5.77		
		Large Brown, 6	USDA Organic, Free Range	Fresh					21	3.00
		Large White, 12	Cage-Free	Fresh	844	3.38	934	3.32	320	2.46
		Large White, 12	Conventional	Fresh	539	2.86	279	2.63		
		Large White, 12	Free Range	Fresh	56	3.99	56	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	1,034	3.33	453	3.29	1,103	3.86
		Large White, 18	Cage-Free	Fresh	1,088	3.09	65	4.99	406	4.65
		Large White, 18	Conventional	Fresh	59	4.39			1,130	1.99
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99	291	5.74		
		Medium Brown, 12	USDA Organic	Fresh	21	3.99				
		Medium Brown, 12	USDA Organic, Pasture Raised	Fresh					10	8.99
		Medium White, 12	Cage-Free	Fresh	132	2.97				
		Medium White, 12	Conventional	Fresh			172	2.62	21	1.99
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh			37	6.99		
		Liquid Egg White, 16 oz	Conventional	Fresh	31	3.49			19	5.99
		Liquid Egg White, 16 oz	USDA Organic	Fresh			302	5.49		
		Liquid Egg White, 32 oz	Cage-Free	Fresh					16	6.99
		Liquid Egg White, 32 oz	Conventional	Fresh			37	6.99		



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,253
Feature Rate (%)	21.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	130	3.99 - 3.99	3.99
			Large Brown, 12	Cage-Free	Fresh	72	2.99 - 2.99	2.99
			Large Brown, 12	Free Range	Fresh	37	5.99 - 5.99	5.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	35	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	23	5.99 - 5.99	5.99
			Large Brown, 12	Vegetarian-Fed	Fresh	115	2.99 - 3.99	3.40
			Large Brown, 18	Free Range	Fresh	44	6.99 - 6.99	6.99
			Large Brown, 18	Pasture Raised	Fresh	177	10.99 - 10.99	10.99
			Large White, 12	Cage-Free	Fresh	72	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	435	2.50 - 3.99	3.08
			Large White, 18	Cage-Free	Fresh	75	2.97 - 2.97	2.97
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99 - 4.99	4.99

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	948
Feature Rate (%)	13.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	40	2.38 - 2.38	2.38



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	40	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	13	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	239	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	40	3.49 - 3.49	3.49
			Large Brown, 12	Vegetarian-Fed	Fresh	6	2.99 - 3.99	3.49
			Large White, 12	Conventional	Fresh	10	1.99 - 2.59	2.47
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	523	2.50 - 3.99	3.54
			Large White, 18	Cage-Free	Fresh	37	2.97 - 2.97	2.97

## MIDWEST REGION (IA, IL, IN, KY, MI, MN, ND, NE, OH, SD, WI)

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	653
Feature Rate (%)	13.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	57	2.99 - 4.44	3.40
			Large Brown, 12	Free Range	Fresh	51	5.99 - 6.99	6.56
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	18	4.99 - 5.99	5.05
			Large Brown, 18	Cage-Free	Fresh	11	3.99 - 3.99	3.99
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	118	4.99 - 5.49	5.37
			Large White, 12	Conventional	Fresh	250	1.99 - 3.99	3.67
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	48	2.50 - 3.50	3.01
			Large White, 18	Cage-Free	Fresh	8	2.97 - 2.97	2.97
			Medium Brown, 12	USDA Organic	Fresh	21	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	11	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	31	3.49 - 3.49	3.49



## SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	942
Feature Rate (%)	21.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	128	4.39 - 5.99	5.25
			Large Brown, 18	Cage-Free	Fresh	93	3.99 - 4.49	4.12
			Large White, 12	Conventional	Fresh	279	1.97 - 2.99	2.15
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	107	2.97 - 2.97	2.97
			Large White, 18	Conventional	Fresh	59	4.39 - 4.39	4.39
			Medium White, 12	Cage-Free	Fresh	3	2.97 - 2.97	2.97
			Medium White, 12	Cage-Free	Fresh	3	2.97 - 2.97	2.97
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	8	4.29 - 4.29	4.29
			Large Brown, 18	Cage-Free	Fresh	150	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	69	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	8	3.99 - 3.99	3.99
			Medium White, 12	Cage-Free	Fresh	3	2.97 - 2.97	2.97

## SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,086
Feature Rate (%)	43.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	32	4.99 - 6.99	6.18
			Large Brown, 12	USDA Organic	Fresh	382	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	183	4.99 - 4.99	4.99
			Large Brown, 18	Cage-Free	Fresh	233	3.99 - 4.49	4.21
			Large White, 12	Cage-Free	Fresh	47	3.98 - 3.98	3.98
			Large White, 18	Cage-Free	Fresh	356	2.97 - 2.97	2.97
			Medium White, 12	Cage-Free	Fresh	63	2.97 - 2.97	2.97
			Medium White, 12	Cage-Free	Fresh	63	2.97 - 2.97	2.97
Shell Egg	AA	Per Carton	Extra Large White, 12	Cage-Free	Fresh	71	4.49 - 4.49	4.49



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	45	4.29 - 4.29	4.29
			Large Brown, 18	Cage-Free	Fresh	1	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	410	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	45	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	155	2.99 - 4.99	3.83
			Medium White, 12	Cage-Free	Fresh	63	2.97 - 2.97	2.97

NORTHWEST REGION (ID, MT, OR, WA, WY)

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	663
Feature Rate (%)	45.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	9.49 - 9.49	9.49
			Large Brown, 12	USDA Organic	Fresh	116	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	25	6.99 - 9.49	7.99
			Large Brown, 18	Cage-Free	Fresh	14	4.49 - 4.49	4.49
			Large Brown, 18	Free Range	Fresh	59	6.99 - 6.99	6.99
			Large White, 18	Cage-Free	Fresh	304	2.97 - 2.97	2.97
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	3	4.29 - 4.29	4.29
			Large Brown, 18	Cage-Free	Fresh	2	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	127	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	3	3.99 - 3.99	3.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	12
Feature Rate (%)	13.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Cage-Free	Fresh	12	2.97 - 2.97	2.97

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109



Activity Index	23
Feature Rate (%)	21.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Cage-Free	Fresh	23	2.97 - 2.97	2.97

**Explanatory Notes:**

**FEATURE RATE:** the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

**ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

**STORES/AVG:** the number of advertising outlets and the weighted average price weighted by the respective number of outlets.