



Email us with accessibility issues with this report.

Report for 10/26/2024 - 11/1/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate was steady, increasing 0.2% and the activity index increased 19.1%. Large shell eggs continue to make up the bulk of offerings. Pasture Raised and Nutritionally Enhanced (Omega-3) increased notably in feature space. Liquid egg products increased notably in ad space, and egg nog continues to be featured as we head into the holiday season.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	3,818	3,205	
Feature Rate (%)	12.0%	11.8%	

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	19	4.99	60	3.49		
		Extra Large Brown, 12	USDA Organic	Fresh	253	4.29				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			44	6.99		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99	10	8.99		
		Extra Large White, 6	Cage-Free	Fresh	28	2.99				
		Large Brown, 12	Cage-Free	Fresh	306	2.92	121	3.15		
		Large Brown, 12	Free Range	Fresh	209	4.83	610	5.61		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			155	3.93		
		Large Brown, 12	Pasture Raised	Fresh	579	6.49	233	5.96		
		Large Brown, 12	USDA Organic	Fresh	76	4.88	154	5.91		
		Large Brown, 12	USDA Organic, Free Range	Fresh	623	6.07	1,185	5.42		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	46	8.22				
		Large Brown, 12	Vegetarian-Fed	Fresh			18	3.49		
		Large Brown, 18	Cage-Free	Fresh	19	4.99	20	4.69		
		Large Brown, 18	Conventional	Fresh			16	2.99		



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, 18	USDA Organic, Free Range	Fresh	66	9.99				
		Large Brown, 18	Vegetarian-Fed	Fresh			17	3.99		
		Large White, 12	Cage-Free	Fresh	35	2.59	19	2.50		
		Large White, 12	Conventional	Fresh	169	2.64	61	2.32		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	558	2.99	33	3.51		
		Large White, 18	Cage-Free	Fresh			203	5.30		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	138	4.76				
		Medium White, 18	Conventional	Fresh			28	3.99		
		Egg Nog, 32 oz	Conventional	Fresh	19	3.99	29	3.49		
		Egg Nog, 64 oz	Conventional	Fresh	61	6.15	145	5.61		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	120	4.49				
		Liquid Egg, 16 oz	Pasture Raised	Fresh	15	7.39				
		Liquid Egg, 32 oz	Conventional	Fresh	18	5.59				
		Liquid Egg White, 16 oz	Cage-Free	Fresh	17	5.49				
		Liquid Egg White, 16 oz	Conventional	Fresh	138	4.29				
		Liquid Egg White, 16 oz	USDA Organic	Fresh			44	6.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	18	5.99				

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	2,180
Feature Rate (%)	29.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	19	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	23	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	171	4.49 - 6.99	5.01
			Large Brown, 12	Pasture Raised	Fresh	377	5.99 - 7.49	6.46
			Large Brown, 12	USDA Organic	Fresh	35	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	241	5.99 - 7.49	6.43
			Large Brown, 18	Cage-Free	Fresh	19	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	66	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic	Fresh	148	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	66	9.99 - 9.99	9.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	438	2.99 - 2.99	2.99
Shell Egg Egg Products	AA Ungraded/Other	Per Carton	Large White, 12	Conventional	Fresh	148	2.59 - 2.59	2.59
			Egg Nog, 32 oz	Conventional	Fresh	19	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	20	6.49 - 6.49	6.49
			Liquid Egg, 16 oz	Conventional	Fresh	120	4.49 - 4.49	4.49
			Liquid Egg, 32 oz	Conventional	Fresh	18	5.59 - 5.59	5.59
			Liquid Egg White, 16 oz	Cage-Free	Fresh	17	5.49 - 5.49	5.49
			Liquid Egg White, 16 oz	Conventional	Fresh	138	2.99 - 4.49	4.29
			Liquid Egg White, 32 oz	Conventional	Fresh	18	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	407
Feature Rate (%)	6.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	238	2.50 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	38	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	61	5.99 - 7.49	7.44
			Large Brown, 12	USDA Organic	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	51	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	3	2.69 - 2.69	2.69



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	3	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	567
Feature Rate (%)	12.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic	Fresh	253	4.29 - 4.29	4.29
			Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Pasture Raised	Fresh	112	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	22	4.49 - 4.99	4.63
			Large Brown, 12	USDA Organic, Free Range	Fresh	46	6.49 - 6.79	6.50
			Large White, 12	Cage-Free	Fresh	13	2.69 - 2.69	2.69
			Large White, 12	Conventional	Fresh	21	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50 - 2.50	2.50

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	95
Feature Rate (%)	1.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	25	6.79 - 6.79	6.79
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	56	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	2	5.99 - 5.99	5.99

SOUTHWEST REGION (AZ, CA, NV, UT)



Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	295
Feature Rate (%)	8.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	14	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic, Free Range	Fresh	148	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	64	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Extra Large White, 6	Cage-Free	Fresh	28	2.99 - 2.99	2.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	16	7.99 - 7.99	7.99
			Large White, 12	Cage-Free	Fresh	19	2.50 - 2.50	2.50
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	6	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	262
Feature Rate (%)	16.9%

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	8.99 - 8.99	8.99
			Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	112	4.99 - 7.49	6.86
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	59	3.50 - 3.50	3.50
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	21	5.99 - 5.99	5.99
			Liquid Egg, 16 oz	Pasture Raised	Fresh	15	7.39 - 7.39	7.39

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	12



Feature Rate (%) 13.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	12	5.99 - 5.99	5.99

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.