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Report for 3/8/2025 - 3/14/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 1.4% and the activity index increased sharply, driven by an increase in egg product features. Shell egg features remain very light as many retailers are having to limit purchase quantities per visit amid supply concerns. Large eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains light in the Northeast and South Central regions, and very light activity in the Midwest and Northwest regions. The Southeast and Southwest regions are notably absent from the report as there were no featured eggs in sampled stores in the region this week.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	689	281	
Feature Rate (%)	2.3%	0.9%	

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	Jumbo White, 12	Conventional	Fresh	21	5.99	21	5.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29	15	6.29		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Medium White, 12	Conventional	Fresh			148	3.49		
	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	165	4.16	18	3.49		
		Liquid Egg, 32 oz	Conventional	Fresh	18	5.69	25	6.93		
		Liquid Egg White, 16 oz	Cage-Free	Fresh			17	5.49		
		Liquid Egg White, 16 oz	Conventional	Fresh	367	4.10				
		Liquid Egg White, 32 oz	Cage-Free	Fresh	37	6.99				
Egg Products		Liquid Egg White, 32 oz	Conventional	Fresh	36	5.34	7	8.59		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	416



Feature Rate (%)	7.2%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	30	5.99 - 5.99	5.99
			Liquid Egg, 32 oz	Conventional	Fresh	18	5.69 - 5.69	5.69
			Liquid Egg White, 16 oz	Conventional	Fresh	350	3.19 - 5.99	4.12
			Liquid Egg White, 32 oz	Conventional	Fresh	18	5.69 - 5.69	5.69

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	56
Feature Rate (%)	0.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	21	5.99 - 5.99	5.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	17	3.59 - 3.59	3.59
			Liquid Egg White, 16 oz	Conventional	Fresh	17	3.59 - 3.59	3.59
			Liquid Egg White, 32 oz	Conventional	Fresh	1	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	172
Feature Rate (%)	4.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	118	3.78 - 3.78	3.78
			Liquid Egg White, 32 oz	Cage-Free	Fresh	37	6.99 - 6.99	6.99
			Liquid Egg White, 32 oz	Conventional	Fresh	17	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	45
Feature Rate (%)	1.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic,	Fresh	15	6.29 - 6.29	6.29
			Large Brown, 12	Free Range				
				USDA Organic,	Fresh	15	9.69 - 9.69	9.69
				Pasture Raised				

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.