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Report for 3/22/2025 - 3/28/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 2.6% and the activity index increased sharply at 155.3%. Feature space for shell eggs increased this week with notable increases in Conventional and Nutritionally Enhanced eggs. Large eggs continue to make up the bulk of offerings. Activity remains light in the Northeast region, with very light activity in the Midwest, Northwest, South Central and Southeast regions. The Southwest region is 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	960	376	
Feature Rate (%)	3.4%	0.8%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Jumbo White, 12	Conventional	Fresh			37	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		
		Large White, 12	Conventional	Fresh	207	4.00				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99				
		Large White, 30	Conventional	Fresh	159	9.99				
		Medium White, 12	Conventional	Fresh	40	3.98				
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh			147	3.78		
		Liquid Egg, 32 oz	Conventional	Fresh	59	6.80				
		Liquid Egg White, 16 oz	Conventional	Fresh			29	3.79		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49				
		Liquid Egg White, 32 oz	Conventional	Fresh			118	5.78		

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



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	717
Feature Rate (%)	13.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	108	3.99 - 3.99	3.99
			Large White, 30	Conventional	Fresh	159	9.99 - 9.99	9.99
Shell Egg	AA	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	74
Feature Rate (%)	0.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	34	3.99 - 3.99	3.99
			Medium White, 12	Conventional	Fresh	40	3.98 - 3.98	3.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	87
Feature Rate (%)	1.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	65	2.99 - 4.99	4.04
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	22	6.49 - 6.49	6.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	37
Feature Rate (%)	1.0%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	37	6.99 - 6.99	6.99

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, Free Range	Fresh	15	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69

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.