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Report for 4/5/2025 - 4/11/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 1.1% and the activity index decreased 54.2%. Shell egg features remain very light. Large eggs continue to make up the bulk of offerings. In the weeks leading up to Easter, retailers are opting to devote more feature space to confetti or chocolate-filled plastic eggs than conventional shell eggs. Activity remains light in the Midwest and Northwest regions, with very light activity in the Northeast, 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.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	255	557	
Feature Rate (%)	0.9%	2.0%	

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	3.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	18	2.99	61	3.98		
		Large White, 18	Conventional	Fresh	62	6.99				
		Medium White, 12	Conventional	Fresh	40	3.48				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	90	3.49				
		Liquid Egg, 16 oz	Conventional	Fresh			75	4.79		
		Liquid Egg, 32 oz	Conventional	Fresh			31	5.29		
		Liquid Egg White, 16 oz	Conventional	Fresh			324	3.96		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	35



Feature Rate (%)	0.7%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	35	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	53
Feature Rate (%)	0.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	13	6.99 - 6.99	6.99
			Medium White, 12	Conventional	Fresh	40	3.48 - 3.48	3.48

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	115
Feature Rate (%)	2.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	18	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	7	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	90	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	7
Feature Rate (%)	0.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	7	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	6.49 - 6.49	6.49
			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.