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Report for 9/13/2025 - 9/19/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate continues to hold steady, increasing only 0.3% while the activity index increased 17.2%. 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 Northeast, Southeast, and Southwest regions with more moderate activity in the Northwest, Midwest and South Central regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	24,443
Activity Index	8,615	7,352	7,494
Feature Rate (%)	25.3%	25.0%	25.5%

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			159	4.99	253	4.35
		Extra Large Brown, 12	Pasture Raised	Fresh	311	6.99				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh					507	5.46
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	519	9.77				
		Extra Large White, 12	Cage-Free	Fresh	71	4.49	71	4.50		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	262	3.00				
		Extra Large White, 20	Conventional	Fresh	13	4.99				
		Jumbo Brown, 12	Free Range	Fresh					36	3.99
		Jumbo White, 12	Conventional	Fresh					21	3.99
		Jumbo White, 12	Nutritionally Enhanced (Omega-3)	Fresh			38	4.99		
		Jumbo White, 12	Vegetarian-Fed	Fresh			40	2.78		
		Large Brown, 12	Cage-Free	Fresh	69	3.60	68	4.30	143	2.87
		Large Brown, 12	Free Range	Fresh	858	5.46	872	5.54	1,807	4.29
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	24	4.50	72	4.14	342	4.12
		Large Brown, 12	Pasture Raised	Fresh	2,769	6.44			457	5.62
		Large Brown, 12	USDA Organic	Fresh	327	4.59	34	4.99	390	4.49



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	USDA Organic,	Fresh			670	5.90	764	5.16
		Large Brown, 12	USDA Organic,	Fresh	116	6.26	496	9.15	365	5.85
		Large Brown, 12	Vegetarian-	Fresh	364	3.49	199	4.00		
		Large Brown, 18	Free Range	Fresh	133	5.37	338	7.65	166	6.26
		Large Brown, 18	USDA Organic	Fresh	21	6.99	21	6.99		
		Large Brown, 18	USDA Organic,	Fresh	37	9.99	18	6.99	94	5.97
		Large Brown, 18	USDA Organic,	Fresh	95	5.77				
		Large White, 12	Cage-Free	Fresh	934	3.32	83	3.42	447	4.04
		Large White, 12	Conventional	Fresh	279	2.63	169	2.92	18	1.99
		Large White, 12	Free Range	Fresh	56	3.99	12	3.98		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	453	3.29	311	3.49	278	3.07
		Large White, 12	Vegetarian-	Fresh					22	3.79
		Large White, 18	Cage-Free	Fresh	65	4.99	1,286	4.11	931	3.98
		Large White, 18	Conventional	Fresh			1,987	3.05		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	291	5.74			16	3.99
		Large White, 18	USDA Organic	Fresh					38	3.98
		Large White, 30	Conventional	Fresh			159	6.99		
		Medium Brown, 12	Free Range	Fresh					32	5.00
		Medium White, 12	Conventional	Fresh	172	2.62				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh			139	2.99		
		Liquid Egg, 16 oz	Conventional	Fresh			18	4.29		
		Liquid Egg, 32 oz	Conventional	Fresh	37	6.99	55	7.99	32	5.99
		Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49			302	5.49
		Liquid Egg White, 32 oz	Conventional	Fresh	37	6.99	37	7.99	33	4.78

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

Metric	Current Week (CW)
Total Outlets	4,853



Activity Index	2,767
Feature Rate (%)	39.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	311	6.99 - 6.99	6.99
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	140	9.77 - 9.77	9.77
			Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	3.00 - 3.00	3.00
			Large Brown, 12	Cage-Free	Fresh	18	3.99 - 3.99	3.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	4.50 - 4.50	4.50
			Large Brown, 12	Pasture Raised	Fresh	328	6.99 - 7.99	7.04
			Large Brown, 12	USDA Organic	Fresh	315	3.99 - 4.99	4.58
			Large Brown, 12	Vegetarian-Fed	Fresh	364	3.49 - 3.49	3.49
			Large Brown, 18	Free Range	Fresh	103	4.99 - 5.99	5.35
			Large Brown, 18	USDA Organic, Free Range	Fresh	37	9.99 - 9.99	9.99
			Large White, 12	Cage-Free	Fresh	302	3.99 - 3.99	3.99
			Large White, 12	Conventional	Fresh	41	2.49 - 2.50	2.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	211	3.00 - 3.99	3.12
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	177	4.99 - 5.99	5.58
			Liquid Egg, 32 oz	Conventional	Fresh	37	6.99 - 6.99	6.99
			Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49 - 5.49	5.49
			Liquid Egg White, 32 oz	Conventional	Fresh	37	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton						

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	2,024
Feature Rate (%)	30.6%

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	93	9.77 - 9.77	9.77



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	239	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	13	3.00 - 3.00	3.00
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	4.50 - 4.50	4.50
			Large Brown, 12	Pasture Raised	Fresh	1476	5.99 - 7.99	6.11
			Large Brown, 12	USDA Organic	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	32	2.50 - 2.50	2.50
			Large Brown, 18	Free Range	Fresh	16	4.99 - 5.49	5.40
			Large White, 12	Cage-Free	Fresh	2	1.99 - 1.99	1.99
			Large White, 12	Conventional	Fresh	2	1.99 - 1.99	1.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	94	2.50 - 3.00	2.56
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	2	5.99 - 5.99	5.99
			Medium White, 12	Conventional	Fresh	40	1.48 - 1.48	1.48

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	355
Feature Rate (%)	7.2%

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	65	9.77 - 9.77	9.77
			Large Brown, 12	Cage-Free	Fresh	51	2.88 - 3.99	3.47
			Large Brown, 12	Free Range	Fresh	1	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	2	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	7	5.49 - 5.49	5.49
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	34	1.99 - 3.99	3.23
			Large White, 12	Conventional	Fresh	61	1.49 - 1.99	1.81
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	112	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	2.99 - 2.99	2.99



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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	584
Feature Rate (%)	11.7%

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	79	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	121	3.00 - 5.99	4.71
			Large Brown, 12	Pasture Raised	Fresh	185	5.99 - 7.99	7.24
			Large Brown, 18	Free Range	Fresh	7	5.49 - 5.49	5.49
			Large Brown, 18	USDA Organic, Pasture Raised	Fresh	95	5.77 - 5.77	5.77
			Large White, 12	Conventional	Fresh	6	1.99 - 1.99	1.99
			Medium White, 12	Conventional	Fresh	3	2.97 - 2.97	2.97
			Large Brown, 12	Free Range	Fresh	8	4.29 - 4.29	4.29
Shell Egg	AA	Per Carton	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	Conventional	Fresh	3	2.97 - 2.97	2.97

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,416
Feature Rate (%)	37.4%

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	114	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	551	4.99 - 5.99	5.68
			Large Brown, 12	Pasture Raised	Fresh	659	5.99 - 7.99	6.74
			Medium White, 12	Conventional	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
			Extra Large White, 20	Conventional	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	45	4.29 - 4.29	4.29



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	410	2.99 - 2.99	2.99
			Large White, 12	Conventional	Fresh	169	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	45	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	65	4.99 - 4.99	4.99
			Medium White, 12	Conventional	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	465
Feature Rate (%)	19.6%

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	24	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	116	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	119	5.99 - 7.99	6.04
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	84	6.99 - 7.99	7.69
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	3	4.29 - 4.29	4.29
			Large White, 12	Cage-Free	Fresh	116	2.99 - 2.99	2.99
			Large White, 12	Free Range	Fresh	3	3.99 - 3.99	3.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	4
Feature Rate (%)	3.7%

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	4	9.77 - 9.77	9.77



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.