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Report for 5/31/2025 - 6/6/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased by 0.5% and the activity index decreased by 13.7%. Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Northeast, South Central, and Southwest regions, with very light activity in the Midwest, Northwest, and Southeast regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	917	1,062	
Feature Rate (%)	3.3%	3.8%	

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	72	4.99				
		Extra Large White, 20	Cage-Free	Fresh	71	7.49				
		Jumbo White, 12	Conventional	Fresh			40	3.98		
		Large Brown, 12	Cage-Free	Fresh			86	4.62		
		Large Brown, 12	Free Range	Fresh	72	4.99				
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			21	4.99		
		Large Brown, 12	Pasture Raised	Fresh	31	7.99	212	5.20		
		Large Brown, 12	USDA Organic	Fresh			83	4.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	28	9.37	322	6.85		
		Large Brown, 18	Free Range	Fresh	62	5.49				
		Large White, 12	Cage-Free	Fresh			148	3.99		
		Large White, 12	Conventional	Fresh	206	3.52	21	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	3.99				
		Large White, 18	Cage-Free	Fresh	65	6.99	13	6.99		
		Large White, 18	Conventional	Fresh	109	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 White, 18	Nutritionally Enhanced (Omega-3)	Fresh			65	6.99		
		Medium White, 12	Conventional	Fresh	148	2.99				
	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh			18	4.59		
		Liquid Egg, 32 oz	Conventional	Fresh			18	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	365
Feature Rate (%)	6.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	72	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	72	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	35	5.49 - 5.49	5.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	38	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	148	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	13
Feature Rate (%)	0.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	13	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	118



Feature Rate (%)	2.5%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	7	5.49 - 5.49	5.49
			Large White, 12	Conventional	Fresh	111	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	211
Feature Rate (%)	5.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	Free Range	Fresh	7	5.49 - 5.49	5.49
			Large White, 12	Conventional	Fresh	95	2.97 - 2.97	2.97
			Large White, 18	Conventional	Fresh	109	4.49 - 4.49	4.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	165
Feature Rate (%)	4.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Pasture Raised	Fresh	13	8.99 - 8.99	8.99
Shell Egg	AA	Per Carton	Extra Large White, 20	Cage-Free	Fresh	71	7.49 - 7.49	7.49
			Large Brown, 12	Pasture Raised	Fresh	16	7.99 - 7.99	7.99
			Large White, 18	Cage-Free	Fresh	65	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,	Fresh	15	6.49 - 6.49	6.49
			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.