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Report for 8/2/2025 - 8/8/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 1.3% and the activity index decreased 10.0%. 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 Southeast, Northeast, and Midwest with more moderate activity in the Southwest, South Central, and Northwest.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	5,102	5,667	
Feature Rate (%)	18.9%	17.6%	

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	Cage-Free	Fresh	44	6.99				
		Extra Large Brown, 12	Free Range	Fresh			62	3.49		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.49	529	9.75		
		Jumbo White, 12	Conventional	Fresh	51	4.00				
		Large Brown, 12	Cage-Free	Fresh	1,974	3.81	223	3.17		
		Large Brown, 12	Free Range	Fresh	56	4.29	1,303	5.72		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			410	5.75		
		Large Brown, 12	Pasture Raised	Fresh	288	7.43	396	7.47		
		Large Brown, 12	USDA Organic	Fresh	106	5.24	410	4.35		
		Large Brown, 12	USDA Organic, Free Range	Fresh	667	5.47				
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	515	7.96	349	7.95		
		Large Brown, 18	Free Range	Fresh	130	4.99				
		Large Brown, 18	USDA Organic	Fresh	44	8.99				
		Large White, 12	Conventional	Fresh	265	2.80	111	3.99		
		Large White, 12	Free Range	Fresh	56	3.99				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	648	3.47	642	2.99		
		Large White, 12	Pasture Raised	Fresh			118	6.99		



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	Cage-Free	Fresh			84	5.76		
		Large White, 18	Conventional	Fresh	47	4.99	95	2.97		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99	64	4.96		
		Large White, 60	Conventional	Fresh			29	16.97		
		Medium Brown, 12	USDA Organic	Fresh			21	3.99		
		Medium White, 12	Conventional	Fresh	78	2.23	188	2.50		
		Medium White, 18	Conventional	Fresh	58	3.24				
		Medium White, 20	Cage-Free	Fresh			59	5.99		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh			18	4.29		
		Liquid Egg, 16 oz	Pasture Raised	Fresh			519	6.73		
		Liquid Egg, 32 oz	Conventional	Fresh			37	7.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,163
Feature Rate (%)	21.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	48	4.00 - 4.00	4.00
			Large Brown, 12	Cage-Free	Fresh	102	2.99 - 3.99	3.85
			Large Brown, 12	Pasture Raised	Fresh	105	7.49 - 7.49	7.49
			Large Brown, 12	USDA Organic	Fresh	35	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	140	5.61 - 5.61	5.61
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	311	7.99 - 7.99	7.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	236	3.00 - 4.00	3.67
			Medium White, 12	Conventional	Fresh	38	2.50 - 2.50	2.50
Shell Egg	AA	Per Carton	Large 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)
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Total Outlets	6,580
Activity Index	1,648
Feature Rate (%)	25.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	3	4.00 - 4.00	4.00
			Large Brown, 12	Cage-Free	Fresh	1155	2.50 - 3.99	3.94
			Large Brown, 12	Pasture Raised	Fresh	42	6.99 - 7.49	7.01
			Large Brown, 12	USDA Organic	Fresh	13	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	93	5.61 - 5.61	5.61
			Large White, 12	Conventional	Fresh	2	1.99 - 1.99	1.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	300	3.00 - 4.00	3.11
			Medium White, 12	Conventional	Fresh	40	1.98 - 1.98	1.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,161
Feature Rate (%)	20.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Cage-Free	Fresh	44	6.99 - 6.99	6.99
			Large Brown, 12	Cage-Free	Fresh	425	2.99 - 4.49	3.49
			Large Brown, 12	Pasture Raised	Fresh	112	7.49 - 7.49	7.49
			Large Brown, 12	USDA Organic	Fresh	51	3.99 - 6.99	6.58
			Large Brown, 12	USDA Organic, Free Range	Fresh	65	5.61 - 5.61	5.61
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	189	7.99 - 7.99	7.99
			Large Brown, 18	Free Range	Fresh	59	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	44	8.99 - 8.99	8.99
			Large White, 12	Conventional	Fresh	60	1.99 - 3.99	2.69
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	112	4.00 - 4.00	4.00

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

Metric	Current Week (CW)
Total Outlets	3,705



Activity Index	390
Feature Rate (%)	9.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	104	2.99 - 3.50	3.47
			Large Brown, 12	USDA Organic	Fresh	7	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	79	5.61 - 5.61	5.61
			Large Brown, 18	Free Range	Fresh	71	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	55	1.99 - 2.47	2.42
			Medium White, 18	Conventional	Fresh	58	2.99 - 3.49	3.24
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	8	4.29 - 4.29	4.29
			Large White, 12	Free Range	Fresh	8	3.99 - 3.99	3.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	622
Feature Rate (%)	15.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	129	3.50 - 3.50	3.50
			Large Brown, 12	Pasture Raised	Fresh	13	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	262	4.99 - 5.61	5.26
			Large White, 18	Conventional	Fresh	47	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large Brown, 12	Free Range	Fresh	45	4.29 - 4.29	4.29
			Large Brown, 12	Pasture Raised	Fresh	16	7.99 - 7.99	7.99
			Large White, 12	Free Range	Fresh	45	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	114
Feature Rate (%)	9.5%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic,	Fresh	10	8.49 - 8.49	8.49
			Large Brown, 12	USDA Organic,	Fresh	24	5.61 - 5.61	5.61
			Large Brown, 12	USDA Organic,	Fresh	15	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large Brown, 12	Cage-Free	Fresh	59	4.99 - 4.99	4.99
			Large Brown, 12	Free Range	Fresh	3	4.29 - 4.29	4.29
			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	Large Brown, 12	USDA Organic,	Fresh	4	5.61 - 5.61	5.61
				Free Range				

**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.