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Report for 10/4/2025 - 10/10/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 8.6% and the activity index decreased 27.2%. 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 Southwest, Midwest, Northeast, and South Central with more moderate activity in the Northwest and Southeast.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	24,443
Activity Index	8,659	11,897	3,200
Feature Rate (%)	28.1%	36.7%	11.1%

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	113	4.44				
		Extra Large Brown, 12	Pasture Raised	Fresh			311	8.99	10	8.99
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			38	5.99		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	9.49	10	9.49	10	8.99
		Extra Large Brown, 12	Vegetarian-Fed	Fresh					50	3.99
		Extra Large White, 12	Cage-Free	Fresh	71	3.99	71	4.49		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	222	3.95	28	3.00		
		Extra Large White, 18	Cage-Free	Fresh	13	3.99				
		Extra Large White, 20	Cage-Free	Fresh	65	4.99				
		Jumbo White, 12	Conventional	Fresh			21	1.99		
		Large Brown, 12	Cage-Free	Fresh	424	4.23	48	3.48	18	4.79
		Large Brown, 12	Conventional	Fresh	40	1.98				
		Large Brown, 12	Free Range	Fresh	294	4.81	4,749	5.35	523	5.03
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	277	4.46	406	3.73		
		Large Brown, 12	Pasture Raised	Fresh	1,272	6.32	1,073	6.72	72	5.66
		Large Brown, 12	USDA Organic	Fresh	285	5.30			624	4.28



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	55	5.66	104	6.05	292	6.50
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	229	5.35	1,205	8.35	103	5.82
		Large Brown, 12	Vegetarian-Fed	Fresh	88	3.14	359	3.43	18	3.49
		Large Brown, 18	Free Range	Fresh					308	6.51
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	25	4.98			234	4.59
		Large Brown, 18	USDA Organic	Fresh	21	6.99	21	6.99		
		Large Brown, 18	USDA Organic, Pasture Raised	Fresh			19	12.99		
		Large White, 12	Cage-Free	Fresh	693	3.08	70	4.12	61	2.29
		Large White, 12	Conventional	Fresh	886	2.65	679	2.48	61	1.98
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	325	3.66	741	2.93	169	4.99
		Large White, 12	Vegetarian-Fed	Fresh	73	1.50				
		Large White, 18	Cage-Free	Fresh	421	4.40	824	4.34	267	4.98
		Large White, 18	Conventional	Fresh	2,072	3.11	154	3.48		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	5.73	518	4.48	84	4.08
		Large White, 20	Cage-Free	Fresh	132	4.47				
		Large White, 60	Cage-Free	Fresh			65	12.99		
		Medium Brown, 12	USDA Organic	Fresh			21	4.99		
		Medium Brown, 12	USDA Organic, Free Range	Fresh					120	4.99
		Medium Brown, 18	USDA Organic	Fresh	38	4.99				
		Medium White, 12	Conventional	Fresh	38	2.50	28	1.78		
		Medium White, 18	Cage-Free	Fresh			12	5.99		
		Medium White, 18	Conventional	Fresh					28	3.79
		Medium White, 30	Conventional	Fresh	60	5.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	139	3.99	322	3.56	109	3.69
		Egg Nog, 64 oz	Conventional	Fresh					20	6.49
		Liquid Egg, 32 oz	Conventional	Fresh	120	5.99			19	5.99
		Liquid Egg White, 32 oz	Conventional	Fresh	120	5.99				



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	2,118
Feature Rate (%)	30.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	83	3.99 - 4.99	4.57
			Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	182	4.00 - 4.00	4.00
			Large Brown, 12	Cage-Free	Fresh	171	3.99 - 4.99	4.97
			Large Brown, 12	Free Range	Fresh	189	4.19 - 4.19	4.19
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	114	3.99 - 5.99	4.39
			Large Brown, 12	USDA Organic	Fresh	185	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	37	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	159	4.99 - 4.99	4.99
			Large Brown, 12	Vegetarian-Fed	Fresh	88	2.99 - 3.29	3.14
			Large White, 12	Conventional	Fresh	318	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	199	3.99 - 4.00	4.00
			Large White, 12	Vegetarian-Fed	Fresh	54	1.50 - 1.50	1.50
			Medium Brown, 18	USDA Organic	Fresh	38	4.99 - 4.99	4.99
			Medium White, 12	Conventional	Fresh	38	2.50 - 2.50	2.50
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	120	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	120	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	1,298
Feature Rate (%)	15.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	16	3.99 - 4.99	4.18
			Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	40	3.48 - 4.00	3.70
			Large Brown, 12	Cage-Free	Fresh	16	2.99 - 4.99	3.37
			Large Brown, 12	Conventional	Fresh	40	1.98 - 1.98	1.98
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	241	3.99 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	279	2.50 - 5.99	5.49
			Large Brown, 12	USDA Organic	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	32	3.99 - 3.99	3.99
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	25	4.98 - 4.98	4.98
			Large White, 12	Conventional	Fresh	63	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	4.00 - 4.00	4.00
			Large White, 12	Vegetarian-Fed	Fresh	17	1.50 - 1.50	1.50
			Large White, 18	Conventional	Fresh	440	2.99 - 2.99	2.99
			Medium White, 30	Conventional	Fresh	60	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	2,112
Feature Rate (%)	34.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	3.99 - 3.99	3.99
			Large Brown, 12	Cage-Free	Fresh	61	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	46	4.99 - 5.99	5.95
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	13	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	448	4.99 - 6.99	6.15
			Large Brown, 12	USDA Organic	Fresh	88	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	18	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	39	3.50 - 3.50	3.50
			Large White, 12	Conventional	Fresh	456	0.99 - 2.99	2.44
			Large White, 12	Vegetarian-Fed	Fresh	2	1.50 - 1.50	1.50
			Large White, 18	Conventional	Fresh	727	2.99 - 3.99	3.05
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	5.49 - 5.99	5.73
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	11	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	136	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	1,011
Feature Rate (%)	27.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	3.99 - 3.99	3.99
			Large Brown, 12	Cage-Free	Fresh	58	2.99 - 3.99	3.09
			Large Brown, 12	Free Range	Fresh	25	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	41	6.99 - 6.99	6.99
			Large White, 12	Conventional	Fresh	49	1.97 - 1.97	1.97
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	109	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	306	2.99 - 3.99	3.18
			Large White, 20	Cage-Free	Fresh	3	4.47 - 4.47	4.47
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	69	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	338	2.97 - 3.49	3.24
			Large White, 20	Cage-Free	Fresh	3	4.47 - 4.47	4.47
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	3	3.99 - 3.99	3.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1,858
Feature Rate (%)	43.5%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	19	6.99 - 6.99	6.99
			Large Brown, 12	Pasture Raised	Fresh	390	6.99 - 7.99	7.61
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	13	7.99 - 7.99	7.99
			Large White, 12	Cage-Free	Fresh	47	3.98 - 3.98	3.98
			Large White, 18	Conventional	Fresh	129	2.99 - 2.99	2.99
			Large White, 20	Cage-Free	Fresh	63	4.47 - 4.47	4.47
			Large White, 20	Cage-Free	Fresh	63	4.47 - 4.47	4.47
Shell Egg	AA	Per Carton	Extra Large White, 12	Cage-Free	Fresh	71	3.99 - 3.99	3.99
			Extra Large White, 18	Cage-Free	Fresh	13	3.99 - 3.99	3.99
			Extra Large White, 20	Cage-Free	Fresh	65	4.99 - 4.99	4.99
			Large Brown, 12	Cage-Free	Fresh	118	3.97 - 3.97	3.97
			Large White, 12	Cage-Free	Fresh	410	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	352	3.29 - 5.89	4.54
			Large White, 18	Conventional	Fresh	105	3.49 - 3.49	3.49
			Large White, 20	Cage-Free	Fresh	63	4.47 - 4.47	4.47

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	251
Feature Rate (%)	19.7%

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	10	9.49 - 9.49	9.49
			Large Brown, 12	Free Range	Fresh	15	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	25	6.99 - 9.49	7.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	116	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	69	3.49 - 4.79	3.68
			Large White, 18	Conventional	Fresh	16	3.49 - 3.49	3.49

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	11
Feature Rate (%)	12.1%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	11	2.50 - 2.50	2.50

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.