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Report for 1/4/2025 - 1/10/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 0.6% and the activity index decreased 10.1% as HPAI remains a concern for egg supply and retailers limit egg features. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains mostly in the northeast and Hawaii regions with very light activity in the southeast, Midwest, south central, southwest, and northwest regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,443	
Activity Index	2,091	2,326	
Feature Rate (%)	5.6%	6.2%	

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	148	5.49				
		Large Brown, 12	Free Range	Fresh	302	5.13	380	5.33		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			17	2.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	102	6.70		
		Large Brown, 12	USDA Organic	Fresh	223	4.88	268	4.90		
		Large Brown, 12	USDA Organic, Free Range	Fresh			268	4.84		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	29	8.63		
		Large Brown, 18	Cage-Free	Fresh	21	4.49				
		Large Brown, 18	Free Range	Fresh	104	7.37				
		Large Brown, 18	USDA Organic	Fresh			94	5.99		
		Large White, 12	Conventional	Fresh	140	2.20	94	1.87		
		Large White, 18	Conventional	Fresh	25	4.91				
		Large White, 30	Conventional	Fresh	159	5.99	160	4.99		
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh			64	3.99		
		Egg Nog, 64 oz	Conventional	Fresh			20	5.99		
		Liquid Egg, 16 oz	Cage-Free	Fresh			76	4.79		
		Liquid Egg, 16 oz	Conventional	Fresh	295	3.10	121	3.48		
		Liquid Egg, 32 oz	Conventional	Fresh			278	5.07		



Section	Price Unit	Item	Environment	Condition	CW Stores	CW Wtd Avg	PW Stores	PW Wtd Avg	PY Stores	PY Wtd Avg
Egg Products	Per Carton	Liquid Egg White, 16 oz	Cage-Free	Fresh	16	3.00				
		Liquid Egg White, 16 oz	Conventional	Fresh	237	3.12	216	3.18		
		Liquid Egg White, 32 oz	Conventional	Fresh	391	5.23	139	5.51		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	914
Feature Rate (%)	15.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	148	5.49 - 5.49	5.49
			Large Brown, 12	Free Range	Fresh	184	3.99 - 5.49	5.23
			Large Brown, 12	USDA Organic	Fresh	148	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	72	7.99 - 7.99	7.99
			Large White, 18	Conventional	Fresh	18	4.49 - 4.49	4.49
			Large White, 30	Conventional	Fresh	159	5.99 - 5.99	5.99
Egg Products	Ungrade d/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	185	5.37 - 5.37	5.37

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	86
Feature Rate (%)	1.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic	Fresh	42	4.13 - 4.13	4.13
			Large Brown, 18	Free Range	Fresh	32	5.99 - 5.99	5.99
Egg Products	Ungrade d/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	12	5.37 - 5.37	5.37

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

Metric	Current Week (CW)
Total Outlets	4,639



Activity Index	182
Feature Rate (%)	2.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic	Fresh	18	4.49 - 4.49	4.49
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	82	2.99 - 3.50	3.37
			Liquid Egg White, 16 oz	Conventional	Fresh	82	2.99 - 3.50	3.37

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	801
Feature Rate (%)	10.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	118	4.98 - 4.98	4.98
			Large White, 12	Conventional	Fresh	140	1.97 - 2.99	2.20
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	194	2.49 - 3.48	3.09
			Liquid Egg White, 16 oz	Conventional	Fresh	155	2.98 - 2.99	2.98
			Liquid Egg White, 32 oz	Conventional	Fresh	194	4.49 - 5.48	5.09

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	35
Feature Rate (%)	1.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	19	2.00 - 2.00	2.00
			Liquid Egg White, 16 oz	Cage-Free	Fresh	16	3.00 - 3.00	3.00

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	66
Feature Rate (%)	3.1%



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	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69
			Large Brown, 18	Cage-Free	Fresh	21	4.49 - 4.49	4.49

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	7
Feature Rate (%)	6.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	7	5.99 - 5.99	5.99

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.