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Report for 4/12/2025 - 4/18/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 1.3% and the activity index increased sharply. Despite the increase, shell egg features remain light, especially when compared to the week before Easter in 2024. That week, the feature rate was 8.5% and the activity index was 3953. Large white conventional eggs were featured the most this week with an average price of 3.93/doz., up 1.29 from the week before Easter in 2024. Activity remains light in the Northeast and Midwest regions, with very light activity in all other regions. In addition to this week's feature prices, 2.43% of sampled stores offered free or discounted shell eggs with an additional purchase of 50.00-100.00. Some stores offered cooked Easter brunch options featuring quiches.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	803	255	
Feature Rate (%)	2.2%	0.9%	

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 White, 12	Vegetarian-Fed	Fresh	61	3.49				
		Jumbo White, 12	Conventional	Fresh	99	3.99				
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh	15	6.49				
		Large Brown, 12	USDA Organic, Free Range	Fresh			15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	295	3.93	18	2.99		
		Large White, 12	Vegetarian-Fed	Fresh	219	3.99				
		Large White, 18	Conventional	Fresh	18	5.99	62	6.99		
		Medium White, 12	Cage-Free	Fresh	66	4.99				
Egg Products	Per Carton	Medium White, 12	Conventional	Fresh			40	3.48		
		Egg Nog, 32 oz	Conventional	Fresh			90	3.49		

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



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	265
Feature Rate (%)	3.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	142	3.99 - 3.99	3.99
			Large White, 12	Vegetarian-Fed	Fresh	105	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	18	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	44
Feature Rate (%)	0.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	40	3.98 - 3.98	3.98
			Large White, 12	Conventional	Fresh	2	3.99 - 3.99	3.99
			Large White, 12	Vegetarian-Fed	Fresh	2	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	324
Feature Rate (%)	4.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Vegetarian-Fed	Fresh	61	3.49 - 3.49	3.49
			Large White, 12	Conventional	Fresh	151	2.99 - 3.99	3.87
			Large White, 12	Vegetarian-Fed	Fresh	112	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	62



Feature Rate (%)	1.7%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	59	3.99 - 3.99	3.99
			Medium White, 12	Cage-Free	Fresh	3	4.99 - 4.99	4.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
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Total Outlets	3,675
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Activity Index	63
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Feature Rate (%)	1.7%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Medium White, 12	Cage-Free	Fresh	63	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
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Total Outlets	1,172
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Activity Index	45
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Feature Rate (%)	1.3%
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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	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69

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.