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Report for 5/10/2025 - 5/16/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 0.8% and the activity index 20.1%. Feature space for shell eggs increased this week with notable increases in Cage Free and Nutritionally Enhanced (Omega-3). Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Southwest and Northwest regions, with very light activity in the Northeast, Midwest, South Central, and Southeast regions.

NATIONAL

| Metric | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets | 24,824 | 24,824 | |
| Activity Index | 1,047 | 872 | |
| Feature Rate (%) | 4.1% | 3.3% | |

| 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 | Vegetarian-Fed | Fresh | | | 40 | 3.98 | | |
| | | Large Brown, 12 | Pasture Raised | Fresh | 15 | 7.99 | 15 | 7.99 | | |
| | | Large Brown, 12 | USDA Organic, Free Range | Fresh | 15 | 6.49 | 15 | 6.49 | | |
| | | Large Brown, 12 | USDA Organic, Pasture Raised | Fresh | 15 | 9.69 | 15 | 9.69 | | |
| | | Large White, 12 | Cage-Free | Fresh | 596 | 3.99 | | | | |
| | | Large White, 12 | Conventional | Fresh | 21 | 3.99 | 638 | 3.07 | | |
| | | Large White, 12 | Nutritionally Enhanced (Omega-3) | Fresh | 148 | 3.50 | | | | |
| | | Large White, 12 | Vegetarian-Fed | Fresh | 40 | 3.98 | | | | |
| | | Large White, 18 | Cage-Free | Fresh | 71 | 7.99 | | | | |
| | | Large White, 18 | Conventional | Fresh | | | 71 | 7.99 | | |
| | | Large White, 18 | Nutritionally Enhanced (Omega-3) | Fresh | 65 | 6.99 | | | | |
| | | Medium White, 12 | Conventional | Fresh | | | 42 | 3.97 | | |
| Egg Products | Per Carton | Liquid Egg, 32 oz | Conventional | Fresh | | | 18 | 6.49 | | |
| | | Liquid Egg White, 32 oz | Conventional | Fresh | | | 18 | 5.79 | | |



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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 4,853 |
| Activity Index | 148 |
| Feature Rate (%) | 3.0% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|----------------------------------|-----------|--------|-------------|---------|
| Shell Egg | AA | Per Carton | Large White, 12 | Nutritionally Enhanced (Omega-3) | Fresh | 148 | 3.50 - 3.50 | 3.50 |

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 6,580 |
| Activity Index | 40 |
| Feature Rate (%) | 0.6% |

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

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 4,639 |
| Activity Index | 83 |
| Feature Rate (%) | 1.8% |

| 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 | 21 | 3.99 - 3.99 | 3.99 |
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 1 | 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 | 69 |



| | |
|------------------|------|
| Feature Rate (%) | 1.9% |
|------------------|------|

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|-------------|-----------|--------|-------------|---------|
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 69 | 3.99 - 3.99 | 3.99 |

SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric | Current Week (CW) |
|--------|-------------------|
|--------|-------------------|

| | |
|---------------|-------|
| Total Outlets | 3,675 |
|---------------|-------|

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|----------------|-----|
| Activity Index | 546 |
|----------------|-----|

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|------------------|-------|
| Feature Rate (%) | 14.9% |
|------------------|-------|

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|----------------------------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Large White, 18 | Cage-Free | Fresh | 71 | 7.99 - 7.99 | 7.99 |
| | | | Large White, 18 | Nutritionally Enhanced (Omega-3) | Fresh | 65 | 6.99 - 6.99 | 6.99 |
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 410 | 3.99 - 3.99 | 3.99 |

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

| Metric | Current Week (CW) |
|--------|-------------------|
|--------|-------------------|

| | |
|---------------|-------|
| Total Outlets | 1,172 |
|---------------|-------|

| | |
|----------------|-----|
| Activity Index | 161 |
|----------------|-----|

| | |
|------------------|-------|
| Feature Rate (%) | 11.2% |
|------------------|-------|

| 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, Free Range | Fresh | 15 | 6.49 - 6.49 | 6.49 |
| | | | Large Brown, 12 | USDA Organic, Pasture Raised | Fresh | 15 | 9.69 - 9.69 | 9.69 |
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 116 | 3.99 - 3.99 | 3.99 |

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.