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Report for 1/11/2025 - 1/17/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate remained mostly steady, decreasing 0.3% and the activity index decreased 31.9% 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 region with very light activity in the Southeast, Midwest, South Central and Northwest regions. The Southwest region is notably missing from the report as there were no featured eggs in sampled stores in the region this week.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	1,424	2,091	
Feature Rate (%)	5.3%	5.6%	

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	Free Range	Fresh			148	5.49		
		Large Brown, 12	Cage-Free	Fresh	65	2.64				
		Large Brown, 12	Free Range	Fresh	71	4.80	302	5.13		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh	197	5.09	223	4.88		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large Brown, 18	Cage-Free	Fresh			21	4.49		
		Large Brown, 18	Free Range	Fresh			104	7.37		
		Large Brown, 18	USDA Organic, Free Range	Fresh	20	7.99				
		Large White, 12	Cage-Free	Fresh	148	4.49				
		Large White, 12	Conventional	Fresh	67	2.24	140	2.20		
		Large White, 18	Conventional	Fresh			25	4.91		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	198	4.91				
		Large White, 30	Conventional	Fresh			159	5.99		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	68	3.37	295	3.10		
		Liquid Egg, 32 oz	Conventional	Fresh	18	6.49				
		Liquid Egg White, 16 oz	Cage-Free	Fresh			16	3.00		
		Liquid Egg White, 16 oz	Conventional	Fresh	50	2.99	237	3.12		



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	USDA Organic	Fresh	302	5.49				
		Liquid Egg White, 32 oz	Cage-Free	Fresh	190	4.98				
		Liquid Egg White, 32 oz	Conventional	Fresh			391	5.23		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	682
Feature Rate (%)	13.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	18	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	44	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	3	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	20	7.99 - 7.99	7.99
			Large White, 12	Cage-Free	Fresh	148	4.49 - 4.49	4.49
			Large White, 12	Conventional	Fresh	18	2.99 - 2.99	2.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	93	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	3.49 - 3.49	3.49
			Liquid Egg, 32 oz	Conventional	Fresh	18	6.49 - 6.49	6.49
			Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	282
Feature Rate (%)	4.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	90	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Cage-Free	Fresh	190	4.98 - 4.98	4.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	195
Feature Rate (%)	3.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	2	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	102	4.99 - 4.99	4.99
			Liquid Egg, 16 oz	Conventional	Fresh	26	2.99 - 3.49	3.18
			Liquid Egg White, 16 oz	Conventional	Fresh	26	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton						

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	220
Feature Rate (%)	5.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	25	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	77	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	49	1.97 - 1.97	1.97
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	15	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	24	3.49 - 3.49	3.49
			Liquid Egg White, 16 oz	Conventional	Fresh	24	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	45
Feature Rate (%)	1.3%



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

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.