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Report for 1/18/2025 - 1/24/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.4% and the activity index decreased 40.0% as retailers continue to limit egg features due to supply concerns. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains light in the Northeast and South Central regions and very light activity in the Southeast, Midwest, Southwest and Northwest regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	854	1,424	
Feature Rate (%)	2.9%	5.3%	

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 Brown, 12	USDA Organic,	Fresh	20	5.99				
			Free Range							
		Large Brown, 12	Cage-Free	Fresh	47	2.50	65	2.64		
		Large Brown, 12	Free Range	Fresh	91	4.39	71	4.80		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh			197	5.09		
		Large Brown, 12	USDA Organic,	Fresh	255	6.00				
			Free Range							
		Large Brown, 12	USDA Organic,	Fresh	15	9.69	15	9.69		
			Pasture Raised							
		Large Brown, 18	USDA Organic	Fresh	18	5.99				
		Large Brown, 18	USDA Organic,	Fresh			20	7.99		
			Free Range							
Egg Products	Per Carton	Large White, 12	Cage-Free	Fresh			148	4.49		
		Large White, 12	Conventional	Fresh			67	2.24		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	29	4.99	198	4.91		
		Liquid Egg, 16 oz	Conventional	Fresh	96	3.87	68	3.37		
		Liquid Egg, 32 oz	Conventional	Fresh	37	5.14	18	6.49		
		Liquid Egg White, 16 oz	Conventional	Fresh	59	3.79	50	2.99		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	20	4.99	302	5.49		
		Liquid Egg White, 32 oz	Cage-Free	Fresh			190	4.98		



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, 32 oz	Conventional	Fresh	152	5.49				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	370
Feature Rate (%)	6.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic,	Fresh	20	5.99 - 5.99	5.99
			Large Brown, 12	Free Range	Fresh	72	3.99 - 4.49	4.37
			Large Brown, 12	USDA Organic,	Fresh	240	5.49 - 6.99	5.98
			Large Brown, 18	USDA Organic	Fresh	18	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	USDA Organic	Fresh	20	4.99 - 4.99	4.99
Egg Products	Ungrade d/Other	Per Carton						

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	154
Feature Rate (%)	2.3%

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 Brown, 12	Free Range	Fresh	17	4.49 - 4.49	4.49
Egg Products	Ungrade d/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	135	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	59
Feature Rate (%)	1.3%



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
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	1	5.29 - 5.29	5.29
			Liquid Egg White, 32 oz	Conventional	Fresh	17	5.49 - 5.49	5.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	207
Feature Rate (%)	4.0%

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 White, 18	Nutritionally Enhanced (Omega-3)	Fresh	29	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	96	3.79 - 3.99	3.87
			Liquid Egg, 32 oz	Conventional	Fresh	17	5.29 - 5.29	5.29
			Liquid Egg White, 16 oz	Conventional	Fresh	59	3.79 - 3.79	3.79

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	19
Feature Rate (%)	0.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	19	4.99 - 4.99	4.99

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	Free Range				
			Large Brown, 12	USDA Organic,	Fresh	15	9.69 - 9.69	9.69
				Pasture Raised				

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.