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Report for 6/7/2025 - 6/13/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 9.6% and the activity index increased sharply. Driving the increase in feature space this week was one large retailer's promotion of large white conventional shell eggs. Large shell eggs continue to make up the bulk of offerings. Activity increased in the Midwest, South Central and Southwest regions. Activity remains light in the Northeast and Southeast regions, with very light activity in the Northwest region.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	3,256	917	
Feature Rate (%)	12.9%	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 Brown, 12	Free Range	Fresh			72	4.99		
		Extra Large White, 20	Cage-Free	Fresh			71	7.49		
		Extra Large White, 20	Conventional	Fresh	71	7.49				
		Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.98				
		Large Brown, 12	Free Range	Fresh	39	5.45	72	4.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	31	7.99		
		Large Brown, 12	USDA Organic	Fresh	62	4.49				
		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	28	9.37		
		Large Brown, 18	Free Range	Fresh			62	5.49		
		Large White, 12	Conventional	Fresh	256	3.48	206	3.52		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	376	3.38	38	3.99		
		Large White, 12	Vegetarian-Fed	Fresh	15	3.49				
		Large White, 18	Cage-Free	Fresh	632	4.89	65	6.99		
		Large White, 18	Conventional	Fresh	1,691	3.54	109	4.49		
		Medium White, 12	Conventional	Fresh			148	2.99		
		Medium White, 18	Conventional	Fresh	29	4.99				



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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	401
Feature Rate (%)	8.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic	Fresh	35	4.49 - 4.49	4.49
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	311	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	55	3.99 - 4.99	4.66

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	540
Feature Rate (%)	8.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Vegetarian-Fed	Fresh	40	2.98 - 2.98	2.98
			Large Brown, 12	USDA Organic	Fresh	13	4.49 - 4.49	4.49
			Large White, 12	Conventional	Fresh	32	3.50 - 3.50	3.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	13	2.88 - 2.88	2.88
			Large White, 12	Vegetarian-Fed	Fresh	2	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	440	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	919
Feature Rate (%)	19.4%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	21	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	7	4.49 - 4.49	4.49
			Large White, 12	Conventional	Fresh	129	2.99 - 3.99	3.85
			Large White, 12	Vegetarian-Fed	Fresh	13	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	727	3.49 - 3.99	3.52
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	11	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	11	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	694
Feature Rate (%)	18.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	18	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	7	4.49 - 4.49	4.49
			Large White, 12	Conventional	Fresh	95	2.97 - 2.97	2.97
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	52	2.88 - 2.88	2.88
			Large White, 18	Cage-Free	Fresh	3	5.97 - 5.97	5.97
			Large White, 18	Conventional	Fresh	247	3.49 - 3.49	3.49
			Medium White, 18	Conventional	Fresh	29	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	150	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	93	3.49 - 3.49	3.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	641
Feature Rate (%)	17.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 20	Conventional	Fresh	71	7.49 - 7.49	7.49
			Large White, 18	Cage-Free	Fresh	192	3.99 - 5.97	4.64
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	274	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	104	3.49 - 3.49	3.49



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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	61
Feature Rate (%)	2.6%

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, 18	Cage-Free	Fresh	2	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	14	3.49 - 3.49	3.49

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.