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Report for 9/14/2024 - 9/20/2024

MARKET HIGHLIGHTS

This week in egg retail, both the feature rate and activity index nearly doubled, with the feature rate increasing by 12.6% and the activity index increasing by 97.7%. More banners featured eggs and egg products this week, with several banners offering multiple egg specials in the same ad. Large shell eggs continue to make up the bulk of offerings while Extra Large and Jumbo offerings continue to rise. Free Range and Organic Free Range eggs continue to lead in feature space with Cage-Free eggs increasing in activity this week as well. Conventional offerings were again very lightly tested in comparison to specialty offerings.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	23,759	
Activity Index	7,494	3,791	
Feature Rate (%)	25.5%	12.9%	

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 Brown, 12	Free Range	Fresh	253	4.35				
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	507	5.46	109	5.98		
		Extra Large White, 12	USDA Organic, Free Range	Fresh			148	4.99		
		Extra Large White, 6	Cage-Free	Fresh			28	2.99		
		Jumbo Brown, 12	Free Range	Fresh	36	3.99				
		Jumbo White, 12	Conventional	Fresh	21	3.99	97	2.90		
		Large Brown, 12	Cage-Free	Fresh	143	2.87				
		Large Brown, 12	Free Range	Fresh	1,807	4.29	98	5.64		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	342	4.12	19	3.00		
		Large Brown, 12	Pasture Raised	Fresh	457	5.62	38	4.99		
		Large Brown, 12	USDA Organic	Fresh	390	4.49	36	3.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	764	5.16	994	5.78		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	365	5.85	213	6.20		
		Large Brown, 12	Vegetarian-Fed	Fresh			44	2.99		
		Large Brown, 18	Cage-Free	Fresh			184	4.99		
		Large Brown, 18	Free Range	Fresh	166	6.26	909	6.08		



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	Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh			23	5.99		
		Large Brown, 18	USDA Organic	Fresh			365	3.99		
		Large Brown, 18	USDA Organic, Free Range	Fresh	94	5.97	64	5.99		
		Large White, 12	Cage-Free	Fresh	447	4.04				
		Large White, 12	Conventional	Fresh	18	1.99	17	2.26		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	278	3.07	79	2.61		
		Large White, 12	Vegetarian-Fed	Fresh	22	3.79				
		Large White, 18	Cage-Free	Fresh	931	3.98				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	16	3.99	170	4.27		
		Large White, 18	USDA Organic	Fresh	38	3.98				
		Large White, 30	Conventional	Fresh			70	4.99		
		Medium Brown, 12	Free Range	Fresh	32	5.00				
		Medium White, 18	Cage-Free	Fresh			12	4.99		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh			18	3.49		
		Liquid Egg, 32 oz	Conventional	Fresh	32	5.99	18	6.29		
		Liquid Egg White, 16 oz	USDA Organic	Fresh	302	5.49	38	4.69		
		Liquid Egg White, 32 oz	Conventional	Fresh	33	4.78				

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)										
Metric		Current Week (CW)								
Total Outlets		4,790								
Activity Index		2,947								
Feature Rate (%)		41.0%								

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	228	3.49 - 4.99	4.44
			Extra Large Brown, 12	USDA Organic, Free Range	Fresh	507	4.99 - 6.99	5.46
			Jumbo Brown, 12	Free Range	Fresh	36	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	77	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	229	3.99 - 4.99	4.51
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	189	3.99 - 4.99	4.97
			Large Brown, 12	USDA Organic	Fresh	373	3.99 - 5.49	4.51
			Large Brown, 12	USDA Organic, Free Range	Fresh	612	4.49 - 6.99	5.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	50	5.49 - 5.99	5.76
			Large Brown, 18	Free Range	Fresh	44	6.99 - 6.99	6.99
			Large White, 12	Conventional	Fresh	18	1.99 - 1.99	1.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	120	2.99 - 2.99	2.99
			Medium Brown, 12	Free Range	Fresh	32	5.00 - 5.00	5.00
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	75	3.97 - 3.97	3.97
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	32	5.99 - 5.99	5.99
			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	6,506
Activity Index	2,060
Feature Rate (%)	28.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	13	3.49 - 3.49	3.49
			Large Brown, 12	Cage-Free	Fresh	19	2.59 - 3.00	2.96
			Large Brown, 12	Free Range	Fresh	1363	3.99 - 3.99	3.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	236	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	12	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	17	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	2	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	236	5.49 - 5.49	5.49
			Large Brown, 18	Free Range	Fresh	51	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	3	3.99 - 3.99	3.99
			Large White, 18	USDA Organic	Fresh	38	3.98 - 3.98	3.98
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	37	3.97 - 3.97	3.97
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	33	4.78 - 4.78	4.78

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	684
Feature Rate (%)	14.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	6	3.49 - 3.49	3.49
			Jumbo White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
			Large Brown, 12	Cage-Free	Fresh	41	2.59 - 3.00	2.61
			Large Brown, 12	Free Range	Fresh	189	3.99 - 5.99	5.98
			Large Brown, 12	Pasture Raised	Fresh	61	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	144	4.49 - 4.99	4.60
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	79	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	22	3.79 - 3.79	3.79
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	77	2.29 - 2.99	2.44
			Large White, 12	Vegetarian-Fed	Fresh	22	3.79 - 3.79	3.79
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	13	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	8	3.97 - 3.97	3.97

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	323
Feature Rate (%)	8.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	6	3.49 - 3.49	3.49
			Large Brown, 12	Cage-Free	Fresh	6	2.59 - 2.59	2.59
			Large Brown, 12	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	94	5.97 - 5.97	5.97
Shell Egg	AA	Per Carton	Large Brown, 12	Pasture Raised	Fresh	30	5.99 - 5.99	5.99
			Large White, 12	Cage-Free	Fresh	68	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	107	3.97 - 3.97	3.97

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	942
Feature Rate (%)	26.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	14	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	64	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	11	7.99 - 7.99	7.99
			Large White, 12	Cage-Free	Fresh	28	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	10	3.49 - 3.49	3.49
Shell Egg	AA	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	19	3.00 - 3.00	3.00
			Large Brown, 12	Pasture Raised	Fresh	148	6.99 - 6.99	6.99
			Large Brown, 18	Free Range	Fresh	71	5.99 - 5.99	5.99
			Large White, 12	Cage-Free	Fresh	210	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	367	3.97 - 4.99	4.01

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	492
Feature Rate (%)	41.2%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	12	5.98 - 5.98	5.98
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	60	3.49 - 3.99	3.62
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	118	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	302	3.97 - 3.97	3.97

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	23
Feature Rate (%)	26.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	11	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	12	3.97 - 3.97	3.97

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	23
Feature Rate (%)	21.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	23	3.97 - 3.97	3.97

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.