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Report for 2/15/2025 - 2/21/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.5% and the activity index decreased 53.2%. Shell egg features remain very light as many retailers are having to limit purchase quantities per visit amid supply concerns. Large eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains light in the Northeast, Southeast and South Central regions, and very light activity in the Midwest and Northwest regions. The Southwest region is notably absent 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	1,318	2,818	
Feature Rate (%)	3.6%	6.1%	

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, 12	Cage-Free	Fresh	62	7.99				
		Large Brown, 12	Free Range	Fresh			148	5.89		
		Large Brown, 12	Pasture Raised	Fresh	87	7.58	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29	15	6.29		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	18	3.99				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.99				
Egg Products	Per Carton	Medium White, 12	Conventional	Fresh			148	2.99		
		Liquid Egg, 16 oz	Conventional	Fresh	244	3.89	1,024	3.04		
		Liquid Egg, 32 oz	Conventional	Fresh	280	5.05	91	6.05		
		Liquid Egg White, 16 oz	Conventional	Fresh	69	3.61	1,128	3.09		
		Liquid Egg White, 32 oz	Conventional	Fresh	380	5.14	234	5.56		

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



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	319
Feature Rate (%)	6.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	35	7.99 - 7.99	7.99
			Large Brown, 12	Pasture Raised	Fresh	72	7.49 - 7.49	7.49
			Large White, 12	Conventional	Fresh	18	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	23	4.99 - 4.99	4.99
			Liquid Egg White, 32 oz	Conventional	Fresh	23	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	556
Feature Rate (%)	4.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	13	7.99 - 7.99	7.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	65	3.99 - 3.99	3.99
			Liquid Egg, 32 oz	Conventional	Fresh	239	4.99 - 4.99	4.99
			Liquid Egg White, 32 oz	Conventional	Fresh	239	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	65
Feature Rate (%)	1.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	7	7.99 - 7.99	7.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	40	3.99 - 3.99	3.99
			Liquid Egg, 32 oz	Conventional	Fresh	1	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	Conventional	Fresh	17	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	333
Feature Rate (%)	5.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	7	7.99 - 7.99	7.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	139	3.78 - 3.99	3.81
			Liquid Egg, 32 oz	Conventional	Fresh	17	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	Conventional	Fresh	52	3.49 - 3.49	3.49
			Liquid Egg White, 32 oz	Conventional	Fresh	118	5.48 - 5.48	5.48

## 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, Free Range	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.