



Email us with accessibility issues with this report.

Report for 2/8/2025 - 2/14/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 4.7% and the activity index increased sharply driven by an increase in liquid egg product features following a very light activity index last week. 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 very light in the Northeast, Southeast, Midwest, South Central 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	2,818	499	
Feature Rate (%)	6.1%	1.4%	

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	Free Range	Fresh	148	5.89				
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh			18	4.49		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh			148	4.99		
		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		
		Medium White, 12	Conventional	Fresh	148	2.99				
		Liquid Egg, 16 oz	Conventional	Fresh	1,024	3.04				
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	91	6.05	118	5.98		
		Liquid Egg White, 16 oz	Conventional	Fresh	1,128	3.09	170	3.14		
		Liquid Egg White, 32 oz	Conventional	Fresh	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	762
Feature Rate (%)	8.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	148	5.89 - 5.89	5.89
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	148	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	219	2.99 - 4.79	3.24
			Liquid Egg, 32 oz	Conventional	Fresh	72	5.99 - 6.29	6.07
			Liquid Egg White, 16 oz	Conventional	Fresh	175	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	715
Feature Rate (%)	5.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	349	2.99 - 2.99	2.99
			Liquid Egg, 32 oz	Conventional	Fresh	17	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	Conventional	Fresh	349	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	724
Feature Rate (%)	7.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	361	2.99 - 2.99	2.99
			Liquid Egg, 32 oz	Conventional	Fresh	2	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	Conventional	Fresh	361	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	539



Feature Rate (%) 8.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	95	2.99 - 2.99	2.99
			Liquid Egg White, 16 oz	Conventional	Fresh	243	2.99 - 3.78	3.44
			Liquid Egg White, 32 oz	Conventional	Fresh	201	4.99 - 5.49	5.41

#### 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

#### ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	33
Feature Rate (%)	36.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	33	6.49 - 6.49	6.49

#### 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.