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Report for 7/12/2025 - 7/18/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 6.1% and the activity index increased 66.0%. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains mostly in the Southwest, South Central, Midwest, Northeast and Southeast regions, with 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	4,388	2,643	
Feature Rate (%)	16.3%	10.2%	

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			62	4.49		
		Extra Large White, 20	Cage-Free	Fresh			71	6.65		
		Large Brown, 12	Cage-Free	Fresh	233	3.89	49	3.42		
		Large Brown, 12	Free Range	Fresh	13	5.99	99	4.10		
		Large Brown, 12	Pasture Raised	Fresh	171	6.35	345	6.71		
		Large Brown, 12	USDA Organic	Fresh	18	4.99	70	4.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	149	5.99				
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh			13	7.99		
		Large Brown, 12	Vegetarian- Fed	Fresh	18	3.50				
		Large Brown, 18	USDA Organic	Fresh	44	8.99	21	6.99		
		Large White, 12	Cage-Free	Fresh	150	3.77	596	2.99		
		Large White, 12	Conventional	Fresh	192	2.50	171	3.64		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	442	3.50	531	3.43		
		Large White, 18	Cage-Free	Fresh	749	4.28	197	5.98		
		Large White, 18	Conventional	Fresh	1,636	3.00				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	282	5.23				
		Large White, 30	Conventional	Fresh			159	7.99		



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	Medium Brown, 18	Cage-Free	Fresh	132	5.97				
		Medium White, 12	Conventional	Fresh			148	2.49		
		Medium White, 12	Vegetarian-Fed	Fresh	40	2.78	40	2.78		
		Medium White, 18	Conventional	Fresh	29	4.47	29	4.97		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	4.29	42	3.19		
		Liquid Egg, 32 oz	Conventional	Fresh	36	7.74				
		Liquid Egg White, 16 oz	Conventional	Fresh	18	4.19				
		Liquid Egg White, 32 oz	Conventional	Fresh	18	7.49				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	736
Feature Rate (%)	12.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	35	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic	Fresh	18	4.99 - 4.99	4.99
			Large Brown, 12	Vegetarian-Fed	Fresh	18	3.50 - 3.50	3.50
			Large White, 12	Conventional	Fresh	18	2.50 - 2.50	2.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	278	2.99 - 3.99	3.52
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	131	4.99 - 5.69	5.49
Shell Egg	AA	Per Carton	Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.50 - 3.50	3.50
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	4.29 - 4.29	4.29
			Liquid Egg, 32 oz	Conventional	Fresh	36	7.49 - 7.99	7.74
			Liquid Egg White, 16 oz	Conventional	Fresh	18	4.19 - 4.19	4.19
			Liquid Egg White, 32 oz	Conventional	Fresh	18	7.49 - 7.49	7.49

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



Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	813
Feature Rate (%)	12.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	190	3.98 - 3.98	3.98
			Large Brown, 12	Pasture Raised	Fresh	13	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	40	5.99 - 5.99	5.99
			Large White, 18	Conventional	Fresh	440	2.99 - 2.99	2.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	90	5.69 - 5.69	5.69
			Medium White, 12	Vegetarian-Fed	Fresh	40	2.78 - 2.78	2.78

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	959
Feature Rate (%)	19.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	43	2.99 - 3.99	3.48
			Large Brown, 12	Pasture Raised	Fresh	7	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic	Fresh	44	8.99 - 8.99	8.99
			Large White, 12	Conventional	Fresh	39	2.99 - 3.99	3.53
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	16	3.00 - 3.00	3.00
			Large White, 18	Conventional	Fresh	727	2.99 - 3.49	3.02
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	61	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	11	4.49 - 4.49	4.49
			Large White, 18	Conventional	Fresh	11	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	847



Feature Rate (%)	19.8%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	116	5.99 - 6.99	6.05
			Large Brown, 12	USDA Organic, Free Range	Fresh	109	5.99 - 5.99	5.99
			Large White, 12	Conventional	Fresh	95	1.87 - 1.87	1.87
			Large White, 18	Conventional	Fresh	247	2.99 - 2.99	2.99
			Medium Brown, 18	Cage-Free	Fresh	3	5.97 - 5.97	5.97
			Medium White, 18	Conventional	Fresh	29	4.47 - 4.47	4.47
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	2	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	150	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	93	2.99 - 2.99	2.99
			Medium Brown, 18	Cage-Free	Fresh	3	5.97 - 5.97	5.97

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	937
Feature Rate (%)	23.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	13	5.99 - 5.99	5.99
			Large White, 12	Cage-Free	Fresh	118	3.98 - 3.98	3.98
			Large White, 18	Cage-Free	Fresh	129	3.49 - 3.49	3.49
			Medium Brown, 18	Cage-Free	Fresh	63	5.97 - 5.97	5.97
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	9	2.99 - 2.99	2.99
			Large White, 12	Conventional	Fresh	40	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	398	3.49 - 5.99	4.95
			Large White, 18	Conventional	Fresh	104	2.99 - 2.99	2.99
			Medium Brown, 18	Cage-Free	Fresh	63	5.97 - 5.97	5.97

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	96
Feature Rate (%)	8.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	21	2.99 - 2.99	2.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	61	3.49 - 3.49	3.49
			Large White, 18	Conventional	Fresh	14	2.99 - 2.99	2.99

**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.