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Report for 12/21/2024 - 12/27/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 9.5% and the activity index decreased 33.6%. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains mostly in the northeast, southeast, and midwest regions with very light activity in the south central, southwest, and northwest regions. Egg product features continue to be driven mostly by Egg Nog for the holiday season. Many of last week's ads were extended to run through Christmas or New Years.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	3,958	5,962	
Feature Rate (%)	12.2%	21.7%	

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	166	4.99				
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	84	2.51	84	2.51		
		Jumbo White, 12	Conventional	Fresh	61	2.98	61	2.98		
		Large Brown, 12	Cage-Free	Fresh	346	2.99	327	2.99		
		Large Brown, 12	Free Range	Fresh	381	4.95	524	4.68		
		Large Brown, 12	Pasture Raised	Fresh	336	5.26	149	5.10		
		Large Brown, 12	USDA Organic	Fresh	37	5.60	68	5.04		
		Large Brown, 12	USDA Organic, Free Range	Fresh	30	6.99	84	6.45		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	8.34	58	7.69		
		Large Brown, 12	Vegetarian- Fed	Fresh			17	3.99		
		Large Brown, 18	Cage-Free	Fresh	17	4.99				
		Large Brown, 18	Free Range	Fresh	30	7.99	66	7.99		
		Large White, 12	Cage-Free	Fresh	306	3.96	10	2.99		
		Large White, 12	Conventional	Fresh	94	1.77	94	1.77		
		Large White, 12	Free Range	Fresh			44	3.26		
		Large White, 18	Cage-Free	Fresh			73	4.99		
		Large White, 18	Conventional	Fresh	29	4.99	29	4.99		
		Large White, 30	Conventional	Fresh	160	4.99				



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	USDA Organic,	Fresh	21	5.99	21	5.99		
		Medium White, 12	Conventional	Fresh	296	2.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	590	3.35	1,450	3.87		
		Egg Nog, 32 oz	USDA Organic	Fresh	40	5.99	21	5.99		
		Egg Nog, 64 oz	Cage-Free	Fresh	59	6.49	59	6.49		
		Egg Nog, 64 oz	Conventional	Fresh	769	5.50	2,567	6.08		
		Liquid Egg White, 16 oz	Conventional	Fresh			18	2.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	76	7.49	138	6.78		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,384
Feature Rate (%)	17.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	107	4.99 - 4.99	4.99
			Large Brown, 12	Cage-Free	Fresh	42	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	107	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	190	3.99 - 5.39	5.37
			Large Brown, 18	Cage-Free	Fresh	17	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	296	3.99 - 3.99	3.99
			Large White, 30	Conventional	Fresh	160	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	296	2.99 - 2.99	2.99
Egg Products	Ungrade d/Other	Per Carton	Egg Nog, 32 oz	USDA Organic	Fresh	19	5.99 - 5.99	5.99
			Egg Nog, 64 oz	Conventional	Fresh	150	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	524
Feature Rate (%)	7.1%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	59	4.99 - 4.99	4.99
			Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	2.51 - 2.51	2.51
			Jumbo White, 12	Conventional	Fresh	40	2.98 - 2.98	2.98
			Large Brown, 12	Cage-Free	Fresh	238	2.50 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	59	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	46	2.79 - 3.79	3.62
			Egg Nog, 64 oz	Conventional	Fresh	54	3.99 - 5.99	5.88

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	642
Feature Rate (%)	11.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	56	2.51 - 2.51	2.51
			Jumbo White, 12	Conventional	Fresh	21	2.99 - 2.99	2.99
			Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	190	4.49 - 4.99	4.98
			Large Brown, 12	Pasture Raised	Fresh	125	3.99 - 5.99	4.83
			Large Brown, 12	USDA Organic	Fresh	22	4.99 - 4.99	4.99
			Large White, 18	Conventional	Fresh	16	4.99 - 4.99	4.99
			Medium Brown, 18	USDA Organic, Free Range	Fresh	21	5.99 - 5.99	5.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	98	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	54	3.99 - 6.99	6.27

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	849
Feature Rate (%)	18.6%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	25	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	30	6.99 - 6.99	6.99
			Large Brown, 18	Free Range	Fresh	30	7.99 - 7.99	7.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	94	1.77 - 1.77	1.77
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	383	2.79 - 3.99	3.18
			Egg Nog, 64 oz	Conventional	Fresh	275	4.39 - 4.99	4.66

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	246
Feature Rate (%)	6.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	13	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	43	2.99 - 3.99	3.37
			Egg Nog, 64 oz	Conventional	Fresh	190	4.39 - 6.49	5.96

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	313
Feature Rate (%)	18.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	15	7.99 - 7.99	7.99
			Large Brown, 12	USDA Organic	Fresh	15	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large White, 12	Cage-Free	Fresh	10	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	20	2.99 - 2.99	2.99
			Egg Nog, 32 oz	USDA Organic	Fresh	21	5.99 - 5.99	5.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Cage-Free	Fresh	59	6.49 - 6.49	6.49
			Egg Nog, 64 oz	Conventional	Fresh	46	4.39 - 6.49	5.68
			Liquid Egg White, 32 oz	Conventional	Fresh	76	7.49 - 7.49	7.49

**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.