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Report for 3/29/2025 - 4/4/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 1.4% and the activity index decreased 42.0%. Shell egg features remain very light, lagging behind improvements in supply as retailers try to maintain a consistent supply on shelves. Large eggs continue to make up the bulk of offerings. Activity remains light in the Northeast and Northwest regions, with very light activity in the Midwest, South Central and Southeast regions. The Southwest region had no shell eggs featured 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	557	960	
Feature Rate (%)	2.0%	3.4%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Jumbo White, 12	Conventional	Fresh	21	3.99				
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.29		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	61	3.98	207	4.00		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			148	4.99		
		Large White, 30	Conventional	Fresh			159	9.99		
		Medium White, 12	Conventional	Fresh			40	3.98		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	75	4.79				
		Liquid Egg, 32 oz	Conventional	Fresh	31	5.29	59	6.80		
		Liquid Egg White, 16 oz	Conventional	Fresh	324	3.96				
		Liquid Egg White, 16 oz	USDA Organic	Fresh			302	5.49		

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

Metric	Current Week (CW)
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Total Outlets	4,853
Activity Index	302
Feature Rate (%)	6.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	302	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	40
Feature Rate (%)	0.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	40	3.98 - 3.98	3.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	64
Feature Rate (%)	0.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
			Large White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	22	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	31
Feature Rate (%)	0.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	31	5.29 - 5.29	5.29

SOUTHWEST REGION (AZ, CA, NV, UT)



Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1
Feature Rate (%)	0.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	1	4.79 - 4.79	4.79

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	116
Feature Rate (%)	7.3%

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	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69
			Liquid Egg, 16 oz	Conventional	Fresh	71	4.79 - 4.79	4.79
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	71	4.79 - 4.79	4.79

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	3
Feature Rate (%)	3.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	3	4.79 - 4.79	4.79

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.