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Report for 5/17/2025 - 5/23/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 1.9% and the activity index increased 52.7%. Driving the increase in feature space this week was one large retailer's promotion of large white conventional shell eggs. Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Northeast, Midwest, and Southwest regions, with very light activity in the South Central, Northwest, and Southeast regions.

NATIONAL

| Metric | Current Week (CW) | Previous Week (PW) | Previous Year (PY) |
|------------------|-------------------|--------------------|--------------------|
| Total Outlets | 24,824 | 24,824 | |
| Activity Index | 1,599 | 1,047 | |
| Feature Rate (%) | 6.0% | 4.1% | |

| 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 | Extra Large White, 12 | Conventional | Fresh | 80 | 3.98 | | | | |
| | | Extra Large White, 12 | Vegetarian-Fed | Fresh | | | 61 | 3.49 | | |
| | | Jumbo White, 12 | Cage-Free | Fresh | 15 | 7.99 | | | | |
| | | Large Brown, 12 | Free Range | Fresh | 12 | 4.49 | | | | |
| | | Large Brown, 12 | Pasture Raised | Fresh | 30 | 8.89 | 15 | 7.99 | | |
| | | Large Brown, 12 | USDA Organic, Free Range | Fresh | 15 | 6.49 | 15 | 6.49 | | |
| | | Large Brown, 12 | USDA Organic, Pasture Raised | Fresh | 15 | 9.69 | 15 | 9.69 | | |
| | | Large Brown, 18 | Cage-Free | Fresh | 37 | 5.00 | | | | |
| | | Large White, 12 | Cage-Free | Fresh | 168 | 3.44 | 596 | 3.99 | | |
| | | Large White, 12 | Conventional | Fresh | 820 | 3.02 | 21 | 3.99 | | |
| | | Large White, 12 | Nutritionally Enhanced (Omega-3) | Fresh | | | 148 | 3.50 | | |
| | | Large White, 12 | Vegetarian-Fed | Fresh | | | 40 | 3.98 | | |
| | | Large White, 18 | Cage-Free | Fresh | 71 | 7.99 | 71 | 7.99 | | |
| | | Large White, 18 | Nutritionally Enhanced (Omega-3) | Fresh | | | 65 | 6.99 | | |
| | | Medium White, 12 | Cage-Free | Fresh | 15 | 5.49 | | | | |



| Section | Price Unit | Item | Environment | Condition | CW Stores | CW Wtd Avg | PW Stores | PW Wtd Avg | PY Stores | PY Wtd Avg |
|-----------------|------------|-------------------------|--------------|-----------|--------------|---------------|--------------|---------------|--------------|---------------|
| Egg Products | Per Carton | Liquid Egg, 32 oz | Conventional | Fresh | 19 | 5.99 | | | | |
| | | 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) |
|------------------|-------------------|
| Total Outlets | 4,853 |
| Activity Index | 339 |
| Feature Rate (%) | 7.0% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------------|--------------------|------------|-------------------------|--------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Large Brown, 18 | Cage-Free | Fresh | 37 | 5.00 - 5.00 | 5.00 |
| Egg Products | Ungrade d/Other | Per Carton | Liquid Egg White, 16 oz | USDA Organic | Fresh | 302 | 5.49 - 5.49 | 5.49 |

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 6,580 |
| Activity Index | 186 |
| Feature Rate (%) | 2.2% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------------|--------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Extra Large White, 12 | Conventional | Fresh | 80 | 3.98 - 3.98 | 3.98 |
| | | | Large White, 12 | Conventional | Fresh | 106 | 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 | 443 |
| Feature Rate (%) | 9.5% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|--------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Large White, 12 | Conventional | Fresh | 443 | 2.99 - 3.99 | 3.04 |

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



| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,705 |
| Activity Index | 174 |
| Feature Rate (%) | 4.7% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|--------------|-----------|--------|-------------|---------|
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 150 | 2.99 - 2.99 | 2.99 |
| | | | Large White, 12 | Conventional | Fresh | 24 | 2.99 - 2.99 | 2.99 |

SOUTHWEST REGION (AZ, CA, NV, UT)

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 3,675 |
| Activity Index | 380 |
| Feature Rate (%) | 9.2% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|--------------|----------------|------------|-------------------|----------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Jumbo White, 12 | Cage-Free | Fresh | 14 | 7.99 - 7.99 | 7.99 |
| | | | Large Brown, 12 | Pasture Raised | Fresh | 14 | 9.79 - 9.79 | 9.79 |
| | | | Large White, 12 | Conventional | Fresh | 129 | 2.99 - 2.99 | 2.99 |
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 15 | 2.99 - 7.99 | 7.66 |
| | | | Large White, 12 | Conventional | Fresh | 104 | 2.99 - 2.99 | 2.99 |
| | | | Large White, 18 | Cage-Free | Fresh | 71 | 7.99 - 7.99 | 7.99 |
| | | | Medium White, 12 | Cage-Free | Fresh | 14 | 5.49 - 5.49 | 5.49 |
| Egg Products | Ungraded/Other | Per Carton | Liquid Egg, 32 oz | Conventional | Fresh | 19 | 5.99 - 5.99 | 5.99 |

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

| Metric | Current Week (CW) |
|------------------|-------------------|
| Total Outlets | 1,172 |
| Activity Index | 77 |
| Feature Rate (%) | 3.8% |

| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|-----------------|------------------------------|-----------|--------|-------------|---------|
| Shell Egg | A | Per Carton | Jumbo White, 12 | Cage-Free | Fresh | 1 | 7.99 - 7.99 | 7.99 |
| | | | Large Brown, 12 | Pasture Raised | Fresh | 16 | 7.99 - 9.79 | 8.10 |
| | | | 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 |
| Shell Egg | AA | Per Carton | Large Brown, 12 | Free Range | Fresh | 12 | 4.49 - 4.49 | 4.49 |



| Section | Quality | Price Unit | Item | Environment | Condition | Stores | Price Range | Wtd Avg |
|-----------|---------|------------|------------------|--------------|-----------|--------|-------------|---------|
| Shell Egg | AA | Per Carton | Large White, 12 | Cage-Free | Fresh | 3 | 2.99 - 7.99 | 4.66 |
| | | | Large White, 12 | Conventional | Fresh | 14 | 2.99 - 2.99 | 2.99 |
| | | | Medium White, 12 | Cage-Free | Fresh | 1 | 5.49 - 5.49 | 5.49 |

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.