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Report for 6/21/2025 - 6/27/2025

MARKET HIGHLIGHTS

Special Note: Due to the July 4th holiday, the next report will be published Thursday, July 3rd.

This week in egg retail, the feature rate increased 9.9% and the activity index increased sharply. Driving the increase in feature space this week was one large retailer's wide feature spread. Large shell eggs continue to make up the bulk of offerings with a notable increase in Cage-Free. Activity increased in the Northwest, Southwest, and South Central regions. Activity remains light in the Northeast and Midwest regions, with very light activity in the Southeast.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	3,556	951	
Feature Rate (%)	13.6%	3.7%	

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			62	4.49		
		Extra Large White, 20	Conventional	Fresh	71	7.49				
		Jumbo White, 12	Conventional	Fresh	16	3.50				
		Jumbo White, 12	Vegetarian- Fed	Fresh			40	2.98		
		Large Brown, 12	Free Range	Fresh	62	4.99	70	5.99		
		Large Brown, 12	Pasture Raised	Fresh	212	5.20	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 White, 12	Cage-Free	Fresh	1,272	3.18				
		Large White, 12	Conventional	Fresh	739	2.56	111	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50	209	3.21		
		Large White, 18	Cage-Free	Fresh	987	4.57	13	5.99		
		Large White, 18	Conventional	Fresh	37	5.00	159	4.99		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			65	6.99		
		Medium White, 12	Cage-Free	Fresh			148	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 White, 12	Vegetarian- Fed	Fresh	40	2.98				
		Medium White, 18	Conventional	Fresh	29	4.99	29	4.99		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	592
Feature Rate (%)	9.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	35	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	185	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	260	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	37	5.00 - 5.00	5.00
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	75	4.47 - 4.47	4.47

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	102
Feature Rate (%)	1.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	12	4.99 - 4.99	4.99
			Medium White, 12	Vegetarian- Fed	Fresh	40	2.98 - 2.98	2.98
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	37	4.47 - 4.47	4.47

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	295
Feature Rate (%)	5.9%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	16	3.50 - 3.50	3.50
			Large Brown, 12	Free Range	Fresh	7	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	21	3.99 - 3.99	3.99
			Large White, 12	Conventional	Fresh	170	2.49 - 3.99	2.80
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50 - 2.50	2.50
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	3.49 - 3.49	3.49
			Large White, 12	Conventional	Fresh	11	2.49 - 2.49	2.49
			Large White, 18	Cage-Free	Fresh	8	4.47 - 4.47	4.47

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	673
Feature Rate (%)	18.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	7	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	218	2.49 - 2.49	2.49
			Medium White, 18	Conventional	Fresh	29	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	219	2.49 - 3.49	2.81
			Large White, 12	Conventional	Fresh	93	2.49 - 2.49	2.49
			Large White, 18	Cage-Free	Fresh	107	4.47 - 4.47	4.47

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1,319
Feature Rate (%)	35.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 20	Conventional	Fresh	71	7.49 - 7.49	7.49
			Large White, 12	Conventional	Fresh	129	2.49 - 2.49	2.49
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	594	2.49 - 3.49	3.33
			Large White, 12	Conventional	Fresh	104	2.49 - 2.49	2.49
			Large White, 18	Cage-Free	Fresh	421	4.47 - 5.99	4.70

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



Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	540
Feature Rate (%)	43.5%

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
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	177	2.49 - 3.49	3.31
			Large White, 12	Conventional	Fresh	14	2.49 - 2.49	2.49
			Large White, 18	Cage-Free	Fresh	304	4.47 - 4.47	4.47

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	12
Feature Rate (%)	13.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	12	4.47 - 4.47	4.47

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	23
Feature Rate (%)	21.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	23	4.47 - 4.47	4.47

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.