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Report for 3/15/2025 - 3/21/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 1.5% and the activity index decreased 45.4%. Shell egg features remain very light as many retailers are having to limit purchase quantities per visit amid supply concerns. Large eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains light in the South Central region, and very light activity in the Northwest and Midwest regions. The Southeast, Southwest, and Northeast regions are notably absent from the report as there were no featured eggs 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	376	689	
Feature Rate (%)	0.8%	2.3%	

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	Jumbo White, 12	Conventional	Fresh	37	5.99	21	5.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29	15	6.29		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	147	3.78	165	4.16		
		Liquid Egg, 32 oz	Conventional	Fresh			18	5.69		
		Liquid Egg White, 16 oz	Conventional	Fresh	29	3.79	367	4.10		
		Liquid Egg White, 32 oz	Cage-Free	Fresh			37	6.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	118	5.78	36	5.34		

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	37
Feature Rate (%)	0.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	37	5.99 - 5.99	5.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	294
Feature Rate (%)	4.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	147	3.78 - 3.79	3.78
			Liquid Egg White, 16 oz	Conventional	Fresh	29	3.79 - 3.79	3.79
			Liquid Egg White, 32 oz	Conventional	Fresh	118	5.78 - 5.78	5.78

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	45
Feature Rate (%)	1.3%

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	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69

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.