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Report for 1/25/2025 - 1/31/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 4.0% and the activity index increased increased sharply, at 117.2%. Large shell eggs continue to make up the bulk of offerings. Conventional shell egg features increased notably, largely due to one large retailer's wide spread feature. Activity remains light in the Midwest, Northeast and Southeast regions and very light activity in the Northwest region. The Southwest region is notably missing 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	1,855	854	
Feature Rate (%)	6.9%	2.9%	

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	USDA Organic,	Fresh			20	5.99		
			Free Range							
		Large Brown, 12	Cage-Free	Fresh			47	2.50		
		Large Brown, 12	Free Range	Fresh			91	4.39		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	166	5.77				
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29	255	6.00		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large Brown, 18	USDA Organic	Fresh			18	5.99		
		Large White, 12	Conventional	Fresh	18	1.97				
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	30	3.79	96	3.87		
		Liquid Egg, 32 oz	Conventional	Fresh	106	6.59	37	5.14		
		Liquid Egg White, 16 oz	Conventional	Fresh	53	3.23	59	3.79		
		Liquid Egg White, 16 oz	USDA Organic	Fresh			20	4.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	281	5.79	152	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	351
Feature Rate (%)	7.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	166	3.99 - 5.99	5.77
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	185	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	531
Feature Rate (%)	7.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	440	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	28	6.49 - 6.49	6.49
			Liquid Egg White, 16 oz	Conventional	Fresh	23	2.50 - 2.50	2.50
			Liquid Egg White, 32 oz	Conventional	Fresh	40	5.49 - 6.49	6.19

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	723
Feature Rate (%)	14.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	578	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	11	4.49 - 4.49	4.49
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	78	6.49 - 6.99	6.63



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh	56	6.49 - 6.49	6.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	205
Feature Rate (%)	4.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	18	1.97 - 1.97	1.97
			Large White, 18	Conventional	Fresh	29	3.99 - 3.99	3.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	29	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	69	4.49 - 4.49	4.49
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	30	3.79 - 3.79	3.79
			Liquid Egg White, 16 oz	Conventional	Fresh	30	3.79 - 3.79	3.79

**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.