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Report for 5/3/2025 - 5/9/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 2.3% and the activity index increased sharply. Feature space for shell eggs increased this week with notable increases in Conventional eggs. Large shell eggs continue to make up the bulk of offerings. Activity remains light in the Northeast, South Central, and Midwest regions, with very light activity in the Southwest, Southeast, and Southeast regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	872	284	
Feature Rate (%)	3.3%	1.0%	

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	Vegetarian-Fed	Fresh	40	3.98				
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49	15	6.49		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh	638	3.07	40	3.99		
		Large White, 18	Conventional	Fresh	71	7.99				
		Large White, 30	Conventional	Fresh			159	9.99		
		Medium White, 12	Conventional	Fresh	42	3.97				
		Medium White, 12	Vegetarian-Fed	Fresh			40	2.98		
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	18	6.49				
		Liquid Egg White, 32 oz	Conventional	Fresh	18	5.79				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	347



Feature Rate (%)	6.8%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	311	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	18	6.49 - 6.49	6.49
			Liquid Egg White, 32 oz	Conventional	Fresh	18	5.79 - 5.79	5.79

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	82
Feature Rate (%)	1.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Vegetarian-Fed	Fresh	40	3.98 - 3.98	3.98
			Medium White, 12	Conventional	Fresh	42	3.97 - 3.97	3.97

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	151
Feature Rate (%)	3.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	151	3.50 - 3.99	3.92

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	176
Feature Rate (%)	4.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	176	2.47 - 2.47	2.47

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675



Activity Index	71
Feature Rate (%)	1.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Conventional	Fresh	71	7.99 - 7.99	7.99

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	6.49 - 6.49	6.49
			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.