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Report for 10/12/2024 - 10/18/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 9.8% and the activity index more than doubled, increasing by 103.3%. Feature space for shell eggs increased across the board with notable increases in Conventional and Free Range. Extra Large shell eggs increased in ad space this week while Large shell eggs continue to make up the bulk of offerings.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	6,507	3,200	
Feature Rate (%)	20.9%	11.1%	

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 Brown, 12	Pasture Raised	Fresh			10	8.99		
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	286	6.41				
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99	10	8.99		
		Extra Large Brown, 12	Vegetarian-Fed	Fresh			50	3.99		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50				
		Extra Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	84	4.08				
		Jumbo White, 12	Cage-Free	Fresh	28	4.99				
		Large Brown, 12	Cage-Free	Fresh	86	2.72	18	4.79		
		Large Brown, 12	Free Range	Fresh	1,596	6.24	523	5.03		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	206	4.91				
		Large Brown, 12	Pasture Raised	Fresh	419	5.22	72	5.66		
		Large Brown, 12	USDA Organic	Fresh	578	4.98	624	4.28		
		Large Brown, 12	USDA Organic, Free Range	Fresh	537	6.49	292	6.50		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	557	8.03	103	5.82		



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	Large Brown, 12	Vegetarian-Fed	Fresh			18	3.49		
		Large Brown, 18	Cage-Free	Fresh	31	4.94				
		Large Brown, 18	Free Range	Fresh	215	7.99	308	6.51		
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	15	5.99	234	4.59		
		Large Brown, 18	USDA Organic	Fresh	160	4.99				
		Large White, 12	Cage-Free	Fresh	259	3.50	61	2.29		
		Large White, 12	Conventional	Fresh	580	2.08	61	1.98		
		Large White, 12	Free Range	Fresh	32	3.00				
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	18	2.99	169	4.99		
		Large White, 18	Cage-Free	Fresh	125	4.42	267	4.98		
		Large White, 18	Conventional	Fresh	137	4.09				
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	16	3.99	84	4.08		
		Large White, 6	Free Range	Fresh	15	2.29				
		Large White, 60	Conventional	Fresh	28	16.99				
		Medium Brown, 12	Free Range	Fresh	32	5.00				
		Medium Brown, 12	USDA Organic	Fresh	21	3.99				
		Medium Brown, 12	USDA Organic, Free Range	Fresh	44	4.99	120	4.99		
		Medium White, 12	Conventional	Fresh	40	1.98				
		Medium White, 18	Conventional	Fresh			28	3.79		
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	29	3.49	109	3.69		
		Egg Nog, 64 oz	Conventional	Fresh	52	6.49	20	6.49		
		Liquid Egg, 32 oz	Conventional	Fresh	18	5.69	19	5.99		
		Liquid Egg White, 16 oz	Conventional	Fresh	72	3.37				
		Liquid Egg White, 16 oz	USDA Organic	Fresh	120	6.99				

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	2,353



Feature Rate (%) 25.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	227	5.99 - 6.99	6.52
			Large Brown, 12	Cage-Free	Fresh	39	2.99 - 3.00	2.99
			Large Brown, 12	Free Range	Fresh	164	4.99 - 4.99	4.99
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	175	4.99 - 5.99	5.20
			Large Brown, 12	Pasture Raised	Fresh	270	3.99 - 5.99	5.38
			Large Brown, 12	USDA Organic	Fresh	322	3.99 - 5.49	4.64
			Large Brown, 12	USDA Organic, Free Range	Fresh	227	5.99 - 6.99	6.52
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	137	8.09 - 8.09	8.09
			Large Brown, 18	Free Range	Fresh	27	7.99 - 7.99	7.99
			Large Brown, 18	USDA Organic	Fresh	160	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	23	3.50 - 3.50	3.50
			Large White, 12	Conventional	Fresh	18	2.49 - 2.49	2.49
			Large White, 12	Free Range	Fresh	32	3.00 - 3.00	3.00
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	2	2.99 - 2.99	2.99
			Large White, 18	Conventional	Fresh	130	3.99 - 3.99	3.99
			Medium Brown, 12	Free Range	Fresh	32	5.00 - 5.00	5.00
			Medium Brown, 12	USDA Organic, Free Range	Fresh	44	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	148	2.59 - 2.59	2.59
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	20	6.49 - 6.49	6.49
			Liquid Egg, 32 oz	Conventional	Fresh	18	5.69 - 5.69	5.69
			Liquid Egg White, 16 oz	Conventional	Fresh	18	2.99 - 2.99	2.99
			Liquid Egg White, 16 oz	USDA Organic	Fresh	120	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	1,959
Feature Rate (%)	28.3%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	59	5.99 - 5.99	5.99
			Extra Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	4.08 - 4.08	4.08
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	1363	6.49 - 6.49	6.49
			Large Brown, 12	Pasture Raised	Fresh	59	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	15	4.99 - 5.49	5.06
			Large Brown, 12	USDA Organic, Free Range	Fresh	59	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	92	8.09 - 8.09	8.09
			Large White, 12	Cage-Free	Fresh	236	3.50 - 3.50	3.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	2	2.99 - 2.99	2.99
Shell Egg	AA	Per Carton	Medium White, 12	Nutritionally Enhanced (Omega-3)	Fresh	3	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	40	1.98 - 1.98	1.98
				Conventional	Fresh	1	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	969
Feature Rate (%)	20.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	2.50 - 2.50	2.50
			Extra Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	56	4.08 - 4.08	4.08



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	39	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	44	3.99 - 6.49	4.07
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	31	3.33 - 3.33	3.33
			Large Brown, 12	Pasture Raised	Fresh	84	3.99 - 4.99	4.26
			Large Brown, 12	USDA Organic	Fresh	140	4.99 - 5.49	5.39
			Large Brown, 12	USDA Organic, Free Range	Fresh	52	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	65	8.09 - 8.09	8.09
			Large Brown, 18	Cage-Free	Fresh	31	4.94 - 4.94	4.94
			Large Brown, 18	Free Range	Fresh	188	7.99 - 7.99	7.99
			Large White, 12	Conventional	Fresh	130	1.99 - 2.29	2.20
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	14	2.99 - 2.99	2.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	13	3.99 - 3.99	3.99
			Medium Brown, 12	USDA Organic	Fresh	21	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	396
Feature Rate (%)	10.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	6	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	25	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	78	8.09 - 8.09	8.09
			Large White, 12	Conventional	Fresh	219	1.50 - 2.49	1.51
			Large White, 60	Conventional	Fresh	28	16.99 - 16.99	16.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	28	3.49 - 3.49	3.49

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
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Total Outlets	3,507
Activity Index	592
Feature Rate (%)	15.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Cage-Free	Fresh	28	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	19	3.50 - 3.50	3.50
			Large Brown, 12	USDA Organic, Free Range	Fresh	184	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	127	6.99 - 8.09	7.97
			Large White, 12	Conventional	Fresh	45	2.49 - 2.99	2.92
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	125	3.99 - 4.99	4.42
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	10	6.49 - 6.49	6.49
			Liquid Egg White, 16 oz	Conventional	Fresh	54	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	227
Feature Rate (%)	15.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99 - 8.99	8.99
			Large Brown, 12	USDA Organic	Fresh	76	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	54	6.99 - 8.09	7.76
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	15	5.99 - 5.99	5.99
			Large White, 12	Conventional	Fresh	20	2.49 - 2.49	2.49
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	15	5.49 - 5.49	5.49
			Large White, 6	Free Range	Fresh	15	2.29 - 2.29	2.29
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	22	6.49 - 6.49	6.49

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107



Activity Index	11
Feature Rate (%)	10.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic,	Fresh	4	8.09 - 8.09	8.09
			Large White, 18	Pasture Raised	Fresh	7	5.99 - 5.99	5.99

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.