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Report for 7/5/2025 - 7/11/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 4.8% and the activity index decreased 65.7%. Large shell eggs continue to make up the bulk of offerings. Activity remains mostly in the Southwest region. Activity remains light in the Northeast and Northwest regions, with very light activity in the Southeast, Midwest, and South Central regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	2,643	7,710	
Feature Rate (%)	10.2%	15.0%	

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	Extra Large Brown, 12	Free Range	Fresh	62	4.49				
		Extra Large Brown, 12	Pasture Raised	Fresh			1,978	7.64		
		Extra Large White, 20	Cage-Free	Fresh	71	6.65				
		Large Brown, 12	Cage-Free	Fresh	49	3.42				
		Large Brown, 12	Free Range	Fresh	99	4.10	38	3.99		
		Large Brown, 12	Pasture Raised	Fresh	345	6.71	1,978	6.20		
		Large Brown, 12	USDA Organic	Fresh	70	4.99				
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	13	7.99	1,978	9.89		
		Large Brown, 18	Cage-Free	Fresh			978	4.69		
		Large Brown, 18	Free Range	Fresh			18	4.99		
		Large Brown, 18	USDA Organic	Fresh	21	6.99				
		Large White, 12	Cage-Free	Fresh	596	2.99				
		Large White, 12	Conventional	Fresh	171	3.64	21	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	531	3.43	120	2.99		
		Large White, 18	Cage-Free	Fresh	197	5.98	72	5.99		
		Large White, 18	Conventional	Fresh			37	5.00		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			102	4.99		
		Large White, 30	Conventional	Fresh	159	7.99				
		Large White, 60	Conventional	Fresh			29	17.97		



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 Brown, 12	USDA Organic	Fresh			21	3.99		
		Medium White, 12	Conventional	Fresh	148	2.49	40	2.98		
		Medium White, 12	Vegetarian- Fed	Fresh	40	2.78				
		Medium White, 18	Conventional	Fresh	29	4.97				
		Egg Nog, 32 oz	Conventional	Fresh			300	4.48		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	42	3.19				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	763
Feature Rate (%)	15.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	35	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	185	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	3	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	233	2.50 - 4.99	3.74
			Large White, 30	Conventional	Fresh	159	7.99 - 7.99	7.99
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	148	2.49 - 2.49	2.49

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	453
Feature Rate (%)	6.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	13	4.49 - 4.49	4.49
			Large Brown, 12	Free Range	Fresh	40	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	12	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	8	2.99 - 2.99	2.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	298	3.00 - 3.99	3.20
			Medium White, 12	Vegetarian-Fed	Fresh	40	2.78 - 2.78	2.78
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	42	3.19 - 3.19	3.19

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	250
Feature Rate (%)	4.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	Cage-Free	Fresh	49	2.99 - 3.99	3.42
			Large Brown, 12	USDA Organic	Fresh	61	4.99 - 4.99	4.99
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99
			Large White, 12	Conventional	Fresh	111	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	1	2.99 - 2.99	2.99

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	169
Feature Rate (%)	4.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	7	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large White, 12	Conventional	Fresh	52	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	3	5.97 - 5.97	5.97
			Medium White, 18	Conventional	Fresh	29	4.97 - 4.97	4.97
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	69	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	3	5.97 - 5.97	5.97

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
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Total Outlets	3,675
Activity Index	833
Feature Rate (%)	21.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	148	8.99 - 8.99	8.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	13	7.99 - 7.99	7.99
			Large White, 18	Cage-Free	Fresh	63	5.97 - 5.97	5.97
Shell Egg	AA	Per Carton	Extra Large White, 20	Cage-Free	Fresh	71	6.65 - 6.65	6.65
			Large White, 12	Cage-Free	Fresh	410	2.99 - 2.99	2.99
			Large White, 18	Cage-Free	Fresh	128	5.97 - 5.99	5.98

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	175
Feature Rate (%)	14.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	59	3.49 - 3.49	3.49
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	116	2.99 - 2.99	2.99

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.