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Report for 9/27/2025 - 10/3/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 14.4% and the activity index increased 80.8%. Large shell eggs of both colors continue to make up the bulk of offerings, most with a specialized environment claim. Feature activity was most active in the Southwest, Southeast, Northeast, and Northwest with more moderate activity in the Midwest and South Central.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	24,443
Activity Index	11,897	6,580	7,091
Feature Rate (%)	36.7%	22.3%	22.4%

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					160	4.99
		Extra Large Brown, 12	Pasture Raised	Fresh	311	8.99			10	8.99
		Extra Large Brown, 12	USDA Organic	Fresh					259	5.99
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	38	5.99			36	5.99
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	9.49	10	9.49	10	8.99
		Extra Large White, 12	Cage-Free	Fresh	71	4.49	71	4.49		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	3.00	130	3.99		
		Jumbo White, 12	Conventional	Fresh	21	1.99	40	2.38		
		Large Brown, 12	Cage-Free	Fresh	48	3.48	129	3.17	198	3.61
		Large Brown, 12	Conventional	Fresh					17	3.99
		Large Brown, 12	Free Range	Fresh	4,749	5.35	216	5.53	1,038	4.51
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	406	3.73	62	4.49		
		Large Brown, 12	Pasture Raised	Fresh	1,073	6.72			605	6.58
		Large Brown, 12	USDA Organic	Fresh			906	5.87	290	5.67
		Large Brown, 12	USDA Organic, Free Range	Fresh	104	6.05	223	4.72	1,448	5.97
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	1,205	8.35	25	7.99		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Large Brown, 12	Vegetarian-Fed	Fresh	359	3.43	121	3.40		
		Large Brown, 18	Cage-Free	Fresh			504	4.43	17	3.99
		Large Brown, 18	Free Range	Fresh			103	6.99	309	7.31
		Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh					174	4.86
		Large Brown, 18	Pasture Raised	Fresh			177	10.99		
		Large Brown, 18	USDA Organic	Fresh	21	6.99	21	6.99	353	6.25
		Large Brown, 18	USDA Organic, Free Range	Fresh					21	10.99
		Large Brown, 18	USDA Organic, Pasture Raised	Fresh	19	12.99				
		Large White, 12	Cage-Free	Fresh	70	4.12	844	3.38	146	3.49
		Large White, 12	Conventional	Fresh	679	2.48	539	2.86	209	1.55
		Large White, 12	Free Range	Fresh			56	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	741	2.93	1,034	3.33	1,180	3.97
		Large White, 12	Vegetarian-Fed	Fresh					32	2.50
		Large White, 18	Cage-Free	Fresh	824	4.34	1,088	3.09	337	4.96
		Large White, 18	Conventional	Fresh	154	3.48	59	4.39	32	3.50
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	518	4.48	38	4.99	73	4.99
		Large White, 60	Cage-Free	Fresh	65	12.99				
		Large White, 60	Conventional	Fresh					28	16.99
		Medium Brown, 12	USDA Organic	Fresh	21	4.99	21	3.99		
		Medium White, 12	Cage-Free	Fresh			132	2.97		
		Medium White, 12	Conventional	Fresh	28	1.78			40	1.98
		Medium White, 18	Cage-Free	Fresh	12	5.99				
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	322	3.56				
		Liquid Egg White, 16 oz	Conventional	Fresh			31	3.49	6	5.39
		Liquid Egg White, 32 oz	Conventional	Fresh					63	5.99

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

MetricCurrent Week (CW)



Total Outlets	4,853
Activity Index	2,431
Feature Rate (%)	39.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	311	8.99 - 8.99	8.99
			Extra Large Brown, 12	USDA Organic, Free Range	Fresh	38	5.99 - 5.99	5.99
			Large Brown, 12	Free Range	Fresh	337	3.99 - 5.99	5.78
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	177	3.49 - 3.49	3.49
			Large Brown, 12	USDA Organic, Free Range	Fresh	64	5.99 - 6.99	6.40
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	374	5.49 - 9.79	8.69
			Large Brown, 12	Vegetarian-Fed	Fresh	300	2.99 - 3.99	3.41
			Large White, 12	Conventional	Fresh	149	2.29 - 2.99	2.78
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	382	2.49 - 3.99	2.97
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	58	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	148	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	93	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	3,315
Feature Rate (%)	43.7%

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	28	3.00 - 3.00	3.00



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	32	3.00 - 3.00	3.00
			Large Brown, 12	Free Range	Fresh	1776	2.50 - 5.99	4.72
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	40	3.59 - 3.59	3.59
			Large Brown, 12	Pasture Raised	Fresh	29	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Free Range	Fresh	40	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	443	5.49 - 9.79	7.14
			Large Brown, 12	Vegetarian-Fed	Fresh	59	3.50 - 3.50	3.50
			Large White, 12	Conventional	Fresh	42	1.98 - 2.99	2.03
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	341	2.49 - 3.00	2.87
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	367	3.98 - 3.99	3.99
			Medium White, 12	Conventional	Fresh	28	1.78 - 1.78	1.78
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	90	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	1,744
Feature Rate (%)	27.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Jumbo White, 12	Conventional	Fresh	21	1.99 - 1.99	1.99
			Large Brown, 12	Cage-Free	Fresh	16	4.44 - 4.44	4.44
			Large Brown, 12	Free Range	Fresh	663	3.99 - 5.99	5.97
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	189	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	241	6.49 - 6.99	6.90
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	18	5.49 - 5.49	5.49
			Large Brown, 18	USDA Organic	Fresh	21	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	59	3.50 - 4.99	4.37
			Large White, 12	Conventional	Fresh	340	1.88 - 2.99	2.31
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	18	3.49 - 3.49	3.49
			Medium Brown, 12	USDA Organic	Fresh	21	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	1	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	136	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	1,452
Feature Rate (%)	26.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	675	3.99 - 5.99	5.71
			Large Brown, 12	Pasture Raised	Fresh	399	5.99 - 6.59	6.22
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	124	5.49 - 9.79	9.51
			Large White, 18	Conventional	Fresh	59	4.29 - 4.29	4.29
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	69	3.99 - 3.99	3.99
			Large White, 18	Conventional	Fresh	95	2.97 - 2.97	2.97
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	3	2.99 - 2.99	2.99

## SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	2,215
Feature Rate (%)	44.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	960	3.99 - 6.99	5.45
			Large Brown, 12	Pasture Raised	Fresh	179	6.49 - 6.99	6.88
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	218	9.79 - 9.79	9.79



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 18	USDA Organic, Pasture Raised	Fresh	19	12.99 - 12.99	12.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	65	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Extra Large White, 12	Cage-Free	Fresh	71	4.49 - 4.49	4.49
			Large White, 18	Cage-Free	Fresh	638	3.50 - 5.89	4.45
			Large White, 60	Cage-Free	Fresh	65	12.99 - 12.99	12.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	696
Feature Rate (%)	33.1%

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	9.49 - 9.49	9.49
			Large Brown, 12	Free Range	Fresh	327	4.99 - 6.99	6.01
			Large Brown, 12	Pasture Raised	Fresh	203	6.49 - 7.49	7.24
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	28	6.99 - 9.79	8.18
			Medium White, 18	Cage-Free	Fresh	12	5.99 - 5.99	5.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	116	3.99 - 3.99	3.99

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	44
Feature Rate (%)	24.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	11	6.99 - 6.99	6.99
			Large Brown, 12	Pasture Raised	Fresh	22	7.49 - 8.49	7.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	11	2.77 - 2.77	2.77



**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.