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Report for 11/23/2024 - 11/29/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 2.1% and the activity index decreased 15.29% driven mostly by fewer egg nog features. As many of last week's feature ads were extended to run through Thanksgiving week, shell egg features remain largely unchanged. Large shell eggs continue to make up the bulk of offerings as stores feature eggs for holiday baking.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	3,474	4,101	
Feature Rate (%)	11.8%	13.9%	

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	Cage-Free	Fresh	259	3.00	259	3.00		
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh	19	5.99				
		Large Brown, 12	Cage-Free	Fresh	160	2.91	160	2.78		
		Large Brown, 12	Free Range	Fresh	201	5.08	121	5.87		
		Large Brown, 12	Pasture Raised	Fresh	109	5.20	129	5.32		
		Large Brown, 12	USDA Organic	Fresh	15	6.49	60	5.65		
		Large Brown, 12	USDA Organic, Free Range	Fresh	84	5.41	213	5.37		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	100	6.00	100	6.00		
		Large Brown, 18	Cage-Free	Fresh	19	4.99	19	4.99		
		Large Brown, 18	Free Range	Fresh	186	6.99	203	6.99		
		Large Brown, 18	USDA Organic, Free Range	Fresh			19	7.99		
		Large White, 12	Cage-Free	Fresh	121	2.65	121	2.65		
		Large White, 12	Conventional	Fresh	94	1.97	94	1.97		
		Large White, 12	Free Range	Fresh	32	2.99	44	3.26		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	200	3.06	200	3.06		
		Large White, 18	Conventional	Fresh	23	5.29	23	5.29		



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 White, 18	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99	148	4.99		
		Large White, 60	Conventional	Fresh	28	19.99	28	19.99		
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	759	4.14	953	4.10		
		Egg Nog, 32 oz	USDA Organic	Fresh	10	13.32	26	8.19		
		Egg Nog, 64 oz	Conventional	Fresh	819	5.82	1,093	5.70		
		Liquid Egg, 32 oz	Conventional	Fresh	44	5.99	44	5.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	44	5.99	44	5.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	866
Feature Rate (%)	15.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Cage-Free	Fresh	23	3.00 - 3.00	3.00
			Extra Large Brown, 12	USDA Organic, Free Range	Fresh	19	5.99 - 5.99	5.99
			Large Brown, 12	Free Range	Fresh	187	5.09 - 5.09	5.09
			Large Brown, 12	Pasture Raised	Fresh	3	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	46	5.99 - 6.99	6.58
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	3	4.99 - 4.99	4.99
			Large Brown, 18	Cage-Free	Fresh	19	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	186	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	10	2.69 - 2.69	2.69
			Large White, 12	Free Range	Fresh	32	2.99 - 2.99	2.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	10	2.69 - 2.69	2.69
Egg Products	Ungrade d/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	167	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	73	4.99 - 6.99	6.22
			Liquid Egg, 32 oz	Conventional	Fresh	44	5.99 - 5.99	5.99
			Liquid Egg White, 32 oz	Conventional	Fresh	44	5.99 - 5.99	5.99



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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	389
Feature Rate (%)	5.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Cage-Free	Fresh	236	3.00 - 3.00	3.00
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large White, 12	Cage-Free	Fresh	5	2.69 - 2.69	2.69
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	28	2.99 - 2.99	2.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	5	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	60	2.79 - 3.79	3.65
			Egg Nog, 64 oz	Conventional	Fresh	53	4.99 - 5.99	5.95

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	997
Feature Rate (%)	19.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	131	2.49 - 2.99	2.76
			Large Brown, 12	Pasture Raised	Fresh	61	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	32	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	61	4.99 - 4.99	4.99
			Large White, 12	Cage-Free	Fresh	34	2.49 - 2.69	2.55
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	155	2.99 - 3.29	3.08
			Large White, 18	Conventional	Fresh	16	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	11	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	326	3.99 - 4.69	4.57
			Egg Nog, 64 oz	Conventional	Fresh	170	4.99 - 5.99	5.28

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



Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	433
Feature Rate (%)	11.6%

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	Pasture Raised	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	6	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	6	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	2.99 - 2.99	2.99
			Large White, 60	Conventional	Fresh	28	19.99 - 19.99	19.99
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	94	1.97 - 1.97	1.97
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	121	2.79 - 4.69	3.55
			Egg Nog, 64 oz	Conventional	Fresh	149	4.99 - 5.99	5.52

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	624
Feature Rate (%)	12.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	14	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	14	7.69 - 7.69	7.69
			Large White, 12	Cage-Free	Fresh	19	2.69 - 2.69	2.69
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	148	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	19	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	64	3.99 - 3.99	3.99
			Egg Nog, 64 oz	Conventional	Fresh	346	5.99 - 6.50	6.03

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

Metric	Current Week (CW)
Total Outlets	1,194



Activity Index	156
Feature Rate (%)	6.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	21	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	25	5.99 - 7.99	7.19
			Large Brown, 12	USDA Organic	Fresh	15	6.49 - 6.49	6.49
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	30	6.99 - 9.69	8.34
			Large White, 12	Cage-Free	Fresh	4	2.69 - 2.69	2.69
Shell Egg	AA	Per Carton	Large White, 12	Cage-Free	Fresh	4	2.69 - 2.69	2.69
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	21	3.99 - 3.99	3.99
			Egg Nog, 32 oz	USDA Organic	Fresh	10	13.32 - 13.32	13.32
			Egg Nog, 64 oz	Conventional	Fresh	26	6.50 - 7.58	6.67

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	87
Activity Index	2
Feature Rate (%)	2.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	2	7.58 - 7.58	7.58

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	107
Activity Index	7
Feature Rate (%)	6.5%

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

