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Report for 4/26/2025 - 5/2/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 0.2% and the activity index increased 24.0%. Shell egg features remain very light. Large eggs continue to make up the bulk of offerings. Activity remains light in the Northeast region, with very light activity in the Southeast, Southwest, and Northwest regions. The Midwest and South Central regions are notably absent from the report as there were no featured eggs in sampled stores in these regions.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	284	229	
Feature Rate (%)	1.0%	0.8%	

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	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	Cage-Free	Fresh			62	7.99		
		Large White, 12	Conventional	Fresh	40	3.99	21	3.99		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			61	3.49		
		Large White, 12	Vegetarian-Fed	Fresh			40	3.98		
		Large White, 30	Conventional	Fresh	159	9.99				
		Medium White, 12	Vegetarian-Fed	Fresh	40	2.98				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	159



Feature Rate (%)	3.3%
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Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 30	Conventional	Fresh	159	9.99 - 9.99	9.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	40
Feature Rate (%)	0.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Medium White, 12	Vegetarian-Fed	Fresh	40	2.98 - 2.98	2.98

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	40
Feature Rate (%)	1.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	40	3.99 - 3.99	3.99

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.