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Report for 7/26/2025 - 8/1/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate increased 9.4% and the activity index increased 118.8% following last week's slower pace. 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 Northwest, Northeast, and Southwest with more moderate activity in the Southeast, South Central, and Midwest.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	5,667	2,590	
Feature Rate (%)	17.6%	8.2%	

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	3.49				
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	529	9.75				
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			262	3.50		
		Large Brown, 12	Cage-Free	Fresh	223	3.17	21	3.99		
		Large Brown, 12	Free Range	Fresh	1,303	5.72	292	5.18		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	410	5.75	21	3.99		
		Large Brown, 12	Pasture Raised	Fresh	396	7.47	13	6.99		
		Large Brown, 12	USDA Organic	Fresh	410	4.35				
		Large Brown, 12	USDA Organic, Free Range	Fresh			166	6.88		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	349	7.95	535	9.57		
		Large White, 12	Cage-Free	Fresh			12	3.99		
		Large White, 12	Conventional	Fresh	111	3.99	173	2.68		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	642	2.99	144	3.75		
		Large White, 12	Pasture Raised	Fresh	118	6.99				
		Large White, 18	Cage-Free	Fresh	84	5.76	135	5.47		
		Large White, 18	Conventional	Fresh	95	2.97				



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	Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	64	4.96	38	4.99		
		Large White, 20	Conventional	Fresh			71	6.65		
		Large White, 30	Conventional	Fresh			159	6.99		
		Large White, 60	Conventional	Fresh	29	16.97				
		Medium Brown, 12	USDA Organic	Fresh	21	3.99				
		Medium White, 12	Conventional	Fresh	188	2.50				
		Medium White, 18	Conventional	Fresh			29	3.97		
		Medium White, 20	Cage-Free	Fresh	59	5.99				
		Liquid Egg, 16 oz	Conventional	Fresh	18	4.29				
		Liquid Egg, 16 oz	Pasture Raised	Fresh	519	6.73	519	6.73		
Egg Products	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	37	7.99				

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	1,757
Feature Rate (%)	29.0%

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	3.49 - 3.49	3.49
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	140	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	243	4.99 - 6.99	5.71
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	23	4.49 - 4.49	4.49
			Large Brown, 12	Pasture Raised	Fresh	148	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic	Fresh	171	3.99 - 4.99	4.86
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	334	7.99 - 7.99	7.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	301	2.99 - 3.00	2.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99 - 4.99	4.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Medium White, 12	Conventional	Fresh	148	2.50 - 2.50	2.50
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	18	4.29 - 4.29	4.29
			Liquid Egg, 16 oz	Pasture Raised	Fresh	140	6.73 - 6.73	6.73
			Liquid Egg, 32 oz	Conventional	Fresh	18	7.99 - 7.99	7.99

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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	1,329
Feature Rate (%)	11.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	13	3.49 - 3.49	3.49
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	93	9.77 - 9.77	9.77
			Large Brown, 12	Cage-Free	Fresh	190	2.98 - 2.98	2.98
			Large Brown, 12	Free Range	Fresh	79	4.99 - 5.99	5.46
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	239	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	239	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	341	2.99 - 3.00	3.00
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	2	3.77 - 3.77	3.77
			Medium White, 12	Conventional	Fresh	40	2.48 - 2.48	2.48
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	93	6.73 - 6.73	6.73

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	624
Feature Rate (%)	11.6%

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	3.49 - 3.49	3.49
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	65	9.77 - 9.77	9.77



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	33	3.99 - 4.49	4.23
			Large Brown, 12	Free Range	Fresh	120	4.99 - 5.99	5.06
			Large Brown, 12	Pasture Raised	Fresh	189	7.99 - 7.99	7.99
			Large White, 12	Conventional	Fresh	111	3.99 - 3.99	3.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	13	3.77 - 3.77	3.77
			Medium Brown, 12	USDA Organic	Fresh	21	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	65	6.73 - 6.73	6.73

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	396
Feature Rate (%)	8.6%

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	3.49 - 3.49	3.49
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	79	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	107	5.99 - 5.99	5.99
			Large White, 60	Conventional	Fresh	29	16.97 - 16.97	16.97
Shell Egg	AA	Per Carton	Large White, 18	Conventional	Fresh	95	2.97 - 2.97	2.97
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	79	6.73 - 6.73	6.73

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,675
Activity Index	1,071
Feature Rate (%)	23.9%

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	114	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	356	5.99 - 5.99	5.99
			Large Brown, 12	Pasture Raised	Fresh	59	6.99 - 6.99	6.99
			Large White, 12	Pasture Raised	Fresh	118	6.99 - 6.99	6.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	AA	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	7.99 - 7.99	7.99
			Large White, 18	Cage-Free	Fresh	84	4.99 - 5.99	5.76
			Medium White, 20	Cage-Free	Fresh	59	5.99 - 5.99	5.99
	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	114	6.73 - 6.73	6.73
			Liquid Egg, 32 oz	Conventional	Fresh	19	7.99 - 7.99	7.99

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	436
Feature Rate (%)	35.2%

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	34	8.49 - 9.77	9.39
			Large Brown, 12	Free Range	Fresh	363	3.79 - 5.99	5.63
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	24	6.73 - 6.73	6.73

ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	91
Activity Index	23
Feature Rate (%)	25.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	12	5.99 - 5.99	5.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	11	6.49 - 6.49	6.49

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	31
Feature Rate (%)	24.8%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic,	Fresh	4	9.77 - 9.77	9.77
			Large Brown, 12	Free Range	Fresh	23	5.99 - 5.99	5.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	4	6.73 - 6.73	6.73

**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.