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Report for 2/1/2025 - 2/7/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 5.5% and the activity index increased decreased 73.0% as retailers continue to limit egg features due to supply concerns. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains very light in the Northeast, Midwest, South Central and Northwest regions. The Southeast and Southwest regions are notably missing from the report as there were no featured eggs in sampled stores in these regions this week.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	499	1,855	
Feature Rate (%)	1.4%	6.9%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	18	4.49	166	5.77		
			Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh	148	4.99				
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.29	15	6.29		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Conventional	Fresh			18	1.97		
		Large White, 18	Conventional	Fresh			1,127	4.03		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			29	4.99		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh			30	3.79		
			Conventional	Fresh	118	5.98	106	6.59		
		Liquid Egg White, 16 oz	Conventional	Fresh	170	3.14	53	3.23		
		Liquid Egg White, 32 oz	Conventional	Fresh			281	5.79		

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



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	166
Feature Rate (%)	3.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	18	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	148	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	22
Feature Rate (%)	0.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	22	3.49 - 3.49	3.49

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

Metric	Current Week (CW)
Total Outlets	3,705
Activity Index	266
Feature Rate (%)	4.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	118	5.98 - 5.98	5.98
			Liquid Egg White, 16 oz	Conventional	Fresh	148	2.98 - 3.49	3.08

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	6.29 - 6.29	6.29
			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.