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Report for 11/9/2024 - 11/15/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 1.6% and the activity index decreased 9.4%. Shell egg features remain active ahead of the Thanksgiving holiday and holiday baking season. Large shell eggs continue to make up the bulk of offerings. Egg nog features increased sharply.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	5,975	6,596	
Feature Rate (%)	20.5%	22.1%	

Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	38	5.59				
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	148	3.99				
		Large Brown, 12	Cage-Free	Fresh	99	2.76	68	2.65		
		Large Brown, 12	Free Range	Fresh	337	4.38	1,055	4.38		
		Large Brown, 12	Pasture Raised	Fresh	164	5.98	838	5.84		
		Large Brown, 12	USDA Organic	Fresh	193	6.31				
		Large Brown, 12	USDA Organic, Free Range	Fresh	124	6.82	176	6.46		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	274	5.57	62	6.61		
		Large Brown, 12	USDA Organic, Regenerative	Fresh			188	6.49		
		Large Brown, 12	Vegetarian-Fed	Fresh			118	3.99		
		Large Brown, 18	Cage-Free	Fresh	19	4.99	21	4.99		
		Large Brown, 18	Free Range	Fresh	141	7.14	413	6.97		
		Large Brown, 6	USDA Organic, Free Range	Fresh	38	2.99				
		Large White, 12	Cage-Free	Fresh	130	3.99	20	2.99		
		Large White, 12	Conventional	Fresh	194	2.03				
Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	221	3.14	493	3.68				



Section	Price Unit	Item	Environment	Condition	CW		PW		PY	
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Large White, 18	Cage-Free	Fresh	73	4.99	333	3.45		
		Large White, 18	Conventional	Fresh			1,490	2.59		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh			103	4.72		
		Large White, 30	Conventional	Fresh			160	4.99		
		Medium White, 18	Conventional	Fresh			28	5.99		
		Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	575	3.73	163	4.23
		Egg Nog, 64 oz	Conventional	Fresh	2,643	4.49	299	5.89		
		Liquid Egg, 16 oz	Conventional	Fresh			44	4.49		
		Liquid Egg, 16 oz	Pasture Raised	Fresh			15	7.39		
		Liquid Egg, 32 oz	Conventional	Fresh	62	6.61	120	6.99		
		Liquid Egg White, 16 oz	Conventional	Fresh	320	3.93	44	4.49		
		Liquid Egg White, 16 oz	USDA Organic	Fresh			27	5.99		
		Liquid Egg White, 32 oz	Conventional	Fresh	182	6.20	318	5.98		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	2,257
Feature Rate (%)	32.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	192	3.99 - 4.49	4.10
			Large Brown, 12	USDA Organic	Fresh	35	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	110	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	23	5.49 - 5.49	5.49
			Large Brown, 18	Cage-Free	Fresh	19	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	120	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	130	3.99 - 3.99	3.99
			Large White, 12	Conventional	Fresh	178	1.99 - 1.99	1.99
			Large White, 18	Cage-Free	Fresh	73	4.99 - 4.99	4.99
			Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh
			Egg Nog, 64 oz	Conventional	Fresh	426	5.99 - 6.99	6.21



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	62	5.69 - 6.99	6.61
			Liquid Egg White, 16 oz	Conventional	Fresh	320	2.99 - 3.99	3.93
			Liquid Egg White, 32 oz	Conventional	Fresh	182	5.69 - 6.99	6.20

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	1,160
Feature Rate (%)	15.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	USDA Organic, Free Range	Fresh	38	5.59 - 5.59	5.59
			Large Brown, 12	Cage-Free	Fresh	2	2.50 - 2.50	2.50
			Large Brown, 12	Free Range	Fresh	51	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	108	5.98 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	13	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	236	5.49 - 5.49	5.49
			Large Brown, 6	USDA Organic, Free Range	Fresh	38	2.99 - 2.99	2.99
			Large White, 12	Conventional	Fresh	3	2.50 - 2.50	2.50
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	128	3.29 - 3.79	3.58
			Egg Nog, 64 oz	Conventional	Fresh	543	3.99 - 6.99	4.38

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	981
Feature Rate (%)	20.3%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	91	2.50 - 2.99	2.78
			Large Brown, 12	Free Range	Fresh	68	4.96 - 4.99	4.97
			Large Brown, 12	Pasture Raised	Fresh	56	5.98 - 5.98	5.98
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 18	Free Range	Fresh	21	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Conventional	Fresh	13	2.50 - 2.50	2.50
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	32	2.99 - 2.99	2.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	694	3.99 - 4.99	4.09

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	734
Feature Rate (%)	20.0%

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	USDA Organic	Fresh	23	4.99 - 4.99	4.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	189	2.97 - 3.28	3.17
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	28	3.29 - 3.29	3.29
			Egg Nog, 64 oz	Conventional	Fresh	488	3.99 - 3.99	3.99

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	603
Feature Rate (%)	16.8%

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	148	3.99 - 3.99	3.99
			Large Brown, 12	Free Range	Fresh	14	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	14	5.49 - 5.49	5.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	10	2.99 - 2.99	2.99
			Egg Nog, 64 oz	Conventional	Fresh	417	3.99 - 4.49	4.21

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



Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	240
Feature Rate (%)	17.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	12	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic	Fresh	106	6.29 - 7.99	7.39
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	6.99 - 6.99	6.99
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic	Fresh	10	4.99 - 4.99	4.99
Egg Products	Ungrade d/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	22	2.99 - 2.99	2.99
			Egg Nog, 64 oz	Conventional	Fresh	75	3.99 - 3.99	3.99

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.