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Report for 7/19/2025 - 7/25/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 8.1% and the activity index decreased 40.9% following last week's more active pace. Large shell eggs continue to make up the bulk of offerings. A wide variety of specialized environment claims on offer this week. Feature activity was most active in the Southwest and Northeast, with light to moderate activity in the Southeast, South Central, Midwest, and Northeast.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	2,590	4,388	
Feature Rate (%)	8.2%	16.3%	

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 White, 12	Nutritionally Enhanced (Omega-3)	Fresh	262	3.50				
		Large Brown, 12	Cage-Free	Fresh	21	3.99	233	3.89		
		Large Brown, 12	Free Range	Fresh	292	5.18	13	5.99		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	21	3.99				
		Large Brown, 12	Pasture Raised	Fresh	13	6.99	171	6.35		
		Large Brown, 12	USDA Organic	Fresh			18	4.99		
		Large Brown, 12	USDA Organic, Free Range	Fresh	166	6.88	149	5.99		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	535	9.57				
		Large Brown, 12	Vegetarian-Fed	Fresh			18	3.50		
		Large Brown, 18	USDA Organic	Fresh			44	8.99		
		Large White, 12	Cage-Free	Fresh	12	3.99	150	3.77		
		Large White, 12	Conventional	Fresh	173	2.68	192	2.50		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	144	3.75	442	3.50		
		Large White, 18	Cage-Free	Fresh	135	5.47	749	4.28		
		Large White, 18	Conventional	Fresh			1,636	3.00		



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	38	4.99	282	5.23		
		Large White, 20	Conventional	Fresh	71	6.65				
		Large White, 30	Conventional	Fresh	159	6.99				
		Medium Brown, 18	Cage-Free	Fresh			132	5.97		
		Medium White, 12	Vegetarian-Fed	Fresh			40	2.78		
		Medium White, 18	Conventional	Fresh	29	3.97	29	4.47		
		Liquid Egg, 16 oz	Conventional	Fresh			18	4.29		
		Liquid Egg, 16 oz	Pasture Raised	Fresh	519	6.73				
		Liquid Egg, 32 oz	Conventional	Fresh			36	7.74		
		Liquid Egg White, 16 oz	Conventional	Fresh			18	4.19		
Egg Products	Per Carton	Liquid Egg White, 32 oz	Conventional	Fresh			18	7.49		

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

Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	647
Feature Rate (%)	10.4%

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	23	3.50 - 3.50	3.50
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	140	9.59 - 9.59	9.59
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	144	3.50 - 3.99	3.75
			Large White, 18	Cage-Free	Fresh	3	4.99 - 4.99	4.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	38	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 30	Conventional	Fresh	159	6.99 - 6.99	6.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	140	6.73 - 6.73	6.73



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

Metric	Current Week (CW)
Total Outlets	6,580
Activity Index	560
Feature Rate (%)	7.1%

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	239	3.50 - 3.50	3.50
			Large Brown, 12			93	9.59 - 9.59	9.59
			Large White, 12			135	2.50 - 2.50	2.50
			Liquid Egg, 16 oz			93	6.73 - 6.73	6.73
Egg Products	Ungraded/Other	Per Carton		Pasture Raised	Fresh			

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	271
Feature Rate (%)	3.5%

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			21	3.99 - 3.99	3.99
			Large Brown, 12			65	9.59 - 9.59	9.59
			Large White, 12			38	2.50 - 3.99	3.32
			Large White, 18			61	4.99 - 4.99	4.99
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	320
Feature Rate (%)	6.5%



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	109	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic, Free Range	Fresh	18	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	79	9.59 - 9.59	9.59
			Large White, 18	Cage-Free	Fresh	6	4.99 - 4.99	4.99
			Medium White, 18	Conventional	Fresh	29	3.97 - 3.97	3.97
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	724
Feature Rate (%)	16.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	183	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	13	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	148	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	130	8.99 - 9.59	9.52
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	65	5.99 - 5.99	5.99
			Large White, 20	Conventional	Fresh	71	6.65 - 6.65	6.65
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	114	6.73 - 6.73	6.73

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

Metric	Current Week (CW)
Total Outlets	1,172
Activity Index	60
Feature Rate (%)	3.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Pasture Raised	Fresh	24	9.59 - 9.59	9.59
			Large White, 12	Cage-Free	Fresh	12	3.99 - 3.99	3.99
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Pasture Raised	Fresh	24	6.73 - 6.73	6.73



HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	109
Activity Index	8
Feature Rate (%)	3.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Pasture Raised	Fresh	4	9.59 - 9.59	9.59
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.