



Email us with accessibility issues with this report.

Report for 10/5/2024 - 10/11/2024

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased by 11.3% and the activity index decreased by 54.9%. Feature space for shell eggs decreased across the board with notable decreases in Free Range and USDA Organic, Free Range specials. Large shell eggs continue to make up the bulk of offerings.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	3,200	7,091	
Feature Rate (%)	11.1%	22.4%	

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	Free Range	Fresh			160	4.99		
		Extra Large Brown, 12	Pasture Raised	Fresh	10	8.99	10	8.99		
		Extra Large Brown, 12	USDA Organic	Fresh			259	5.99		
		Extra Large Brown, 12	USDA Organic, Free Range	Fresh			36	5.99		
		Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99	10	8.99		
		Extra Large Brown, 12	Vegetarian-Fed	Fresh	50	3.99				
		Large Brown, 12	Cage-Free	Fresh	18	4.79	198	3.61		
		Large Brown, 12	Conventional	Fresh			17	3.99		
		Large Brown, 12	Free Range	Fresh	523	5.03	1,038	4.51		
		Large Brown, 12	Pasture Raised	Fresh	72	5.66	605	6.58		
		Large Brown, 12	USDA Organic	Fresh	624	4.28	290	5.67		
		Large Brown, 12	USDA Organic, Free Range	Fresh	292	6.50	1,448	5.97		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	103	5.82				
		Large Brown, 12	Vegetarian-Fed	Fresh	18	3.49				
		Large Brown, 18	Cage-Free	Fresh			17	3.99		
Large Brown, 18	Free Range	Fresh	308	6.51	309	7.31				



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, 18	Nutritionally Enhanced (Omega-3)	Fresh	234	4.59	174	4.86		
		Large Brown, 18	USDA Organic	Fresh			353	6.25		
		Large Brown, 18	USDA Organic, Free Range	Fresh			21	10.99		
		Large White, 12	Cage-Free	Fresh	61	2.29	146	3.49		
		Large White, 12	Conventional	Fresh	61	1.98	209	1.55		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	169	4.99	1,180	3.97		
		Large White, 12	Vegetarian-Fed	Fresh			32	2.50		
		Large White, 18	Cage-Free	Fresh	267	4.98	337	4.96		
		Large White, 18	Conventional	Fresh			32	3.50		
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	84	4.08	73	4.99		
		Large White, 60	Conventional	Fresh			28	16.99		
		Medium Brown, 12	USDA Organic, Free Range	Fresh	120	4.99				
		Medium White, 12	Conventional	Fresh			40	1.98		
		Medium White, 18	Conventional	Fresh	28	3.79				
		Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	109	3.69		
Egg Nog, 64 oz	Conventional			Fresh	20	6.49				
Liquid Egg, 32 oz	Conventional			Fresh	19	5.99				
Liquid Egg White, 16 oz	Conventional			Fresh			6	5.39		
Liquid Egg White, 32 oz	Conventional			Fresh			63	5.99		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	1,475
Feature Rate (%)	24.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Vegetarian-Fed	Fresh	47	3.99 - 3.99	3.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	18	4.79 - 4.79	4.79
			Large Brown, 12	Free Range	Fresh	339	4.99 - 6.99	5.23
			Large Brown, 12	Pasture Raised	Fresh	44	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic	Fresh	273	3.99 - 5.99	4.57
			Large Brown, 12	USDA Organic, Free Range	Fresh	66	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	22	5.00 - 7.99	7.58
			Large Brown, 12	Vegetarian-Fed	Fresh	18	3.49 - 3.49	3.49
			Large Brown, 18	Free Range	Fresh	308	5.99 - 6.99	6.51
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	181	4.49 - 4.49	4.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	20	6.49 - 6.49	6.49
			Liquid Egg, 32 oz	Conventional	Fresh	19	5.99 - 5.99	5.99
			Medium Brown, 12	USDA Organic, Free Range	Fresh	120	4.99 - 4.99	4.99

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

Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	392
Feature Rate (%)	5.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Vegetarian-Fed	Fresh	3	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic	Fresh	266	3.99 - 4.99	4.07
			Large Brown, 12	USDA Organic, Free Range	Fresh	38	4.99 - 4.99	4.99
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	17	4.49 - 4.49	4.49
			Large White, 12	Conventional	Fresh	40	1.98 - 1.98	1.98
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	28	4.08 - 4.08	4.08

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

Metric	Current Week (CW)
--------	-------------------



Total Outlets	4,574
Activity Index	457
Feature Rate (%)	8.6%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	63	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	188	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	61	5.00 - 5.00	5.00
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	1	4.49 - 4.49	4.49
			Large White, 12	Cage-Free	Fresh	61	2.29 - 2.29	2.29
			Large White, 12	Conventional	Fresh	21	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	56	4.08 - 4.08	4.08

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	296
Feature Rate (%)	8.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	121	4.48 - 4.48	4.48
			Large Brown, 12	USDA Organic	Fresh	6	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	6	5.00 - 5.00	5.00
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	20	4.49 - 4.49	4.49
			Large White, 18	Cage-Free	Fresh	3	4.97 - 4.97	4.97
			Medium White, 18	Conventional	Fresh	28	3.79 - 3.79	3.79
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	3	4.97 - 4.97	4.97
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	109	3.69 - 3.69	3.69

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
--------	-------------------



Total Outlets	3,507
Activity Index	533
Feature Rate (%)	13.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Pasture Raised	Fresh	16	4.49 - 4.49	4.49
			Large Brown, 12	USDA Organic	Fresh	54	3.99 - 3.99	3.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	14	6.99 - 6.99	6.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	169	4.99 - 4.99	4.99
			Large White, 18	Cage-Free	Fresh	63	4.97 - 4.97	4.97
Shell Egg	AA	Per Carton	Large Brown, 12	USDA Organic	Fresh	19	3.50 - 3.50	3.50
			Large White, 18	Cage-Free	Fresh	198	4.97 - 4.99	4.98

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	47
Feature Rate (%)	3.1%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	10	8.99 - 8.99	8.99
			Extra Large Brown, 12	USDA Organic, Pasture Raised	Fresh	10	8.99 - 8.99	8.99
			Large Brown, 12	Pasture Raised	Fresh	12	5.99 - 5.99	5.99
			Large Brown, 18	Nutritionally Enhanced (Omega-3)	Fresh	15	5.99 - 5.99	5.99

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.