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Report for 4/19/2025 - 4/25/2025

MARKET HIGHLIGHTS

This week in egg retail, the feature rate decreased 1.4% and the activity index decreased 71.5%. Shell egg features remain very light. Large eggs continue to make up the bulk of offerings. Activity remains light in the Midwest and Northwest regions, with very light activity in the Northeast, Southeast, and South Central regions. The Southwest region is notably absent from the report as there were no featured eggs in sampled stores in the region.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,824	24,824	
Activity Index	229	803	
Feature Rate (%)	0.8%	2.2%	

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 White, 12	Vegetarian-Fed	Fresh			61	3.49		
		Jumbo White, 12	Conventional	Fresh			99	3.99		
		Large Brown, 12	Pasture Raised	Fresh	15	7.99	15	7.99		
		Large Brown, 12	USDA Organic	Fresh			15	6.49		
		Large Brown, 12	USDA Organic, Free Range	Fresh	15	6.49				
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69	15	9.69		
		Large White, 12	Cage-Free	Fresh	62	7.99				
		Large White, 12	Conventional	Fresh	21	3.99	295	3.93		
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	3.49				
		Large White, 12	Vegetarian-Fed	Fresh	40	3.98	219	3.99		
		Large White, 18	Conventional	Fresh			18	5.99		
		Medium White, 12	Cage-Free	Fresh			66	4.99		

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



Metric	Current Week (CW)
Total Outlets	4,853
Activity Index	35
Feature Rate (%)	0.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	35	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	53
Feature Rate (%)	0.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	13	7.99 - 7.99	7.99
			Large White, 12	Vegetarian-Fed	Fresh	40	3.98 - 3.98	3.98

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

Metric	Current Week (CW)
Total Outlets	4,639
Activity Index	89
Feature Rate (%)	1.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	7	7.99 - 7.99	7.99
			Large White, 12	Conventional	Fresh	21	3.99 - 3.99	3.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	61	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	7
Feature Rate (%)	0.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 12	Cage-Free	Fresh	7	7.99 - 7.99	7.99



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	6.49 - 6.49	6.49
			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.