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Report for 12/28/2024 - 1/3/2025

**MARKET HIGHLIGHTS**

This week in egg retail, the feature rate decreased 6.0% and the activity index decreased 41.2%. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Activity remains mostly in the northeast and northwest regions with very light activity in the southeast, midwest, south central, and southwest regions.

**NATIONAL**

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	24,443	24,443	
Activity Index	2,326	3,958	
Feature Rate (%)	6.2%	12.2%	

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			166	4.99		
		Extra Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh			84	2.51		
		Jumbo White, 12	Conventional	Fresh			61	2.98		
		Large Brown, 12	Cage-Free	Fresh			346	2.99		
		Large Brown, 12	Free Range	Fresh	380	5.33	381	4.95		
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	2.99				
		Large Brown, 12	Pasture Raised	Fresh	102	6.70	336	5.26		
		Large Brown, 12	USDA Organic	Fresh	268	4.90	37	5.60		
		Large Brown, 12	USDA Organic, Free Range	Fresh	268	4.84	30	6.99		
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	29	8.63	30	8.34		
		Large Brown, 18	Cage-Free	Fresh			17	4.99		
		Large Brown, 18	Free Range	Fresh			30	7.99		
		Large Brown, 18	USDA Organic	Fresh	94	5.99				
		Large White, 12	Cage-Free	Fresh			306	3.96		
		Large White, 12	Conventional	Fresh	94	1.87	94	1.77		
Large White, 18	Conventional	Fresh			29	4.99				
Large White, 30	Conventional	Fresh	160	4.99	160	4.99				



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	Medium Brown, 18	USDA Organic,	Fresh			21	5.99		
		Medium White, 12	Conventional	Fresh			296	2.99		
Egg Products	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	64	3.99	590	3.35		
		Egg Nog, 32 oz	USDA Organic	Fresh			40	5.99		
		Egg Nog, 64 oz	Cage-Free	Fresh			59	6.49		
		Egg Nog, 64 oz	Conventional	Fresh	20	5.99	769	5.50		
		Liquid Egg, 16 oz	Cage-Free	Fresh	76	4.79				
		Liquid Egg, 16 oz	Conventional	Fresh	121	3.48				
		Liquid Egg, 32 oz	Conventional	Fresh	278	5.07				
		Liquid Egg White, 16 oz	Conventional	Fresh	216	3.18				
		Liquid Egg White, 32 oz	Conventional	Fresh	139	5.51	76	7.49		

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

Metric	Current Week (CW)
Total Outlets	4,790
Activity Index	900
Feature Rate (%)	15.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	23	5.49 - 5.49	5.49
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	17	2.99 - 2.99	2.99
			Large Brown, 12	Pasture Raised	Fresh	66	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic	Fresh	241	4.69 - 5.99	4.83
			Large Brown, 12	USDA Organic, Free Range	Fresh	154	4.29 - 5.99	4.81
			Large White, 30	Conventional	Fresh	160	4.99 - 4.99	4.99
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 64 oz	Conventional	Fresh	20	5.99 - 5.99	5.99
			Liquid Egg, 32 oz	Conventional	Fresh	125	4.49 - 5.69	4.66
			Liquid Egg White, 16 oz	Conventional	Fresh	76	3.19 - 3.50	3.43
			Liquid Egg White, 32 oz	Conventional	Fresh	18	5.69 - 5.69	5.69

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



Metric	Current Week (CW)
Total Outlets	6,506
Activity Index	386
Feature Rate (%)	5.0%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	236	5.49 - 5.49	5.49
			Large Brown, 12	USDA Organic	Fresh	12	4.69 - 4.69	4.69
			Large Brown, 12	USDA Organic, Free Range	Fresh	62	4.29 - 5.99	4.37
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 32 oz	Conventional	Fresh	59	4.49 - 4.49	4.49
			Liquid Egg White, 16 oz	Conventional	Fresh	17	3.50 - 3.50	3.50

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

Metric	Current Week (CW)
Total Outlets	4,574
Activity Index	54
Feature Rate (%)	1.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	USDA Organic, Free Range	Fresh	52	5.49 - 5.49	5.49
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	2	3.50 - 3.50	3.50

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

Metric	Current Week (CW)
Total Outlets	3,678
Activity Index	766
Feature Rate (%)	5.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Free Range	Fresh	121	4.98 - 4.98	4.98
			Large Brown, 18	USDA Organic	Fresh	94	5.99 - 5.99	5.99
			Large White, 12	Conventional	Fresh	94	1.87 - 1.87	1.87
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh	121	3.48 - 3.48	3.48
			Liquid Egg, 32 oz	Conventional	Fresh	94	5.99 - 5.99	5.99
			Liquid Egg White, 16 oz	Conventional	Fresh	121	2.98 - 2.98	2.98
			Liquid Egg White, 32 oz	Conventional	Fresh	121	5.48 - 5.48	5.48



**SOUTHWEST REGION (AZ, CA, NV, UT)**

Metric	Current Week (CW)
Total Outlets	3,507
Activity Index	78
Feature Rate (%)	2.2%

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	14	7.49 - 7.49	7.49
Egg Products	Ungraded/Other	Per Carton	Egg Nog, 32 oz	Conventional	Fresh	64	3.99 - 3.99	3.99

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

Metric	Current Week (CW)
Total Outlets	1,194
Activity Index	142
Feature Rate (%)	9.4%

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	Fresh	15	6.29 - 6.29	6.29
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	15	9.69 - 9.69	9.69
Shell Egg	AA	Per Carton	Large Brown, 12	Pasture Raised	Fresh	21	4.89 - 4.89	4.89
Egg Products	Ungraded/Other	Per Carton	Liquid Egg, 16 oz	Cage-Free	Fresh	76	4.79 - 4.79	4.79

**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.