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Advertised Prices for Egg Products at Major Grocery Store Outlets ending during the period of 7/11/2026 to 7/23/2026

The information contained in this report reflects prices advertised by major grocery retailers to consumers through circulars and digital promotions and gathered by USDA through a weekly survey.

MARKET HIGHLIGHTS

This week in egg grocery features, the Feature Rate increased 3.6% and the Activity Index increased 23.5%. Large shell eggs continue to make up the bulk of offerings, primarily with a specialized environment claim. Cage Free increased notably in ad space this week.

NATIONAL

Metric	Current Week (CW)	Previous Week (PW)	Previous Year (PY)
Total Outlets	25,521	25,521	24,824
Activity Index	10,610	8,591	4,388
Feature Rate (%)	25.4%	21.8%	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 Brown, 12	Free Range	Fresh	481	3.99	209	4.36		
		Extra Large Brown, 12	Pasture Raised	Fresh	195	7.99	645	7.64		
		Extra Large White, 12	Conventional	Fresh	73	1.00				
		Extra Large White, 18	Conventional	Fresh			26	1.28		
		Jumbo Brown, 12	Free Range	Fresh			41	3.99		
		Jumbo White, 12	Conventional	Fresh			37	1.67		
		Large Brown, 12	Cage-Free	Fresh	1,330	3.89	338	3.80	233	3.89
		Large Brown, 12	Free Range	Fresh	1,192	4.73	1,145	4.49	13	5.99
		Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	44	3.49	388	4.36		
		Large Brown, 12	Pasture Raised	Fresh	1,049	6.05	598	5.47	171	6.35
		Large Brown, 12	USDA Organic	Fresh	973	5.17	109	4.17	18	4.99
		Large Brown, 12	USDA Organic, Free Range	Fresh	712	5.31	407	6.09	149	5.99
		Large Brown, 12	USDA Organic, Pasture Raised	Fresh	522	7.26	733	6.85		
		Large Brown, 12	Vegetarian- Fed	Fresh	17	3.99	158	3.30	18	3.50
		Large Brown, 18	Free Range	Fresh	88	6.19	597	6.03		
		Large Brown, 18	USDA Organic	Fresh					44	8.99
		Large Brown, 18	USDA Organic, Free Range	Fresh	25	9.99	32	6.99		



Section	Price Unit	Item	Environment	Condition	CW	CW	PW	PW	PY	PY
					Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
Shell Egg	Per Carton	Large White, 12	Cage-Free	Fresh	10	2.79	789	2.14	150	3.77
		Large White, 12	Conventional	Fresh	788	1.00	305	0.93	192	2.50
		Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	297	2.57	741	2.05	442	3.50
		Large White, 12	USDA Organic	Fresh			130	4.99		
		Large White, 12	Vegetarian-Fed	Fresh	15	0.99	72	0.99		
		Large White, 18	Cage-Free	Fresh	1,514	2.04	145	2.96	749	4.28
		Large White, 18	Conventional	Fresh	64	1.50	115	1.99	1,636	3.00
		Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	664	3.46	287	4.48	282	5.23
		Large White, 20	Cage-Free	Fresh			138	1.77		
		Large White, 20	Conventional	Fresh			74	1.65		
		Large White, 30	Conventional	Fresh	26	2.48				
		Large White, 60	Free Range	Fresh	101	14.99				
		Medium Brown, 18	Cage-Free	Fresh					132	5.97
		Medium Brown, 18	USDA Organic	Fresh	39	2.28	39	2.28		
		Medium Brown, 18	USDA Organic, Free Range	Fresh			101	3.99		
		Medium White, 12	Vegetarian-Fed	Fresh					40	2.78
		Medium White, 18	Conventional	Fresh					29	4.47
		Medium White, 18	Vegetarian-Fed	Fresh	197	2.17				
		Medium White, 60	Cage-Free	Fresh	65	6.99	45	4.99		
		Medium White, 60	Conventional	Fresh			74	3.99		
Egg Products	Per Carton	Liquid Egg, 16 oz	Conventional	Fresh					18	4.29
		Liquid Egg, 32 oz	Conventional	Fresh					36	7.74
		Liquid Egg White, 16 oz	Conventional	Fresh	129	3.48			18	4.19
		Liquid Egg White, 32 oz	Conventional	Fresh			73	7.99	18	7.49

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

Metric	Current Week (CW)
Total Outlets	4,963
Activity Index	2,961



Feature Rate (%) 39.9%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	380	3.99 - 3.99	3.99
			Extra Large Brown, 12	Pasture Raised	Fresh	77	7.99 - 7.99	7.99
			Extra Large White, 12	Conventional	Fresh	73	1.00 - 1.00	1.00
			Large Brown, 12	Cage-Free	Fresh	242	2.99 - 4.29	3.39
			Large Brown, 12	Free Range	Fresh	202	3.99 - 6.99	5.51
			Large Brown, 12	Nutritionally Enhanced (Omega-3)	Fresh	44	3.49 - 3.49	3.49
			Large Brown, 12	Pasture Raised	Fresh	296	6.21 - 7.99	6.99
			Large Brown, 12	USDA Organic	Fresh	72	2.99 - 5.99	4.53
			Large Brown, 12	USDA Organic, Free Range	Fresh	73	6.99 - 6.99	6.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	22	5.99 - 5.99	5.99
			Large Brown, 18	Free Range	Fresh	41	6.99 - 6.99	6.99
			Large Brown, 18	USDA Organic, Free Range	Fresh	25	9.99 - 9.99	9.99
			Large White, 12	Conventional	Fresh	505	0.88 - 0.99	0.92
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	134	2.49 - 2.99	2.63
			Large White, 18	Cage-Free	Fresh	74	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	433	2.99 - 4.99	3.33
			Medium White, 18	Vegetarian-Fed	Fresh	104	2.17 - 2.17	2.17
Shell Egg	AA	Per Carton	Large White, 12	Conventional	Fresh	147	1.29 - 1.29	1.29
			Large White, 18	Cage-Free	Fresh	17	3.39 - 3.39	3.39

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

Metric	Current Week (CW)
Total Outlets	6,702
Activity Index	2,308
Feature Rate (%)	17.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Free Range	Fresh	101	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	271	3.00 - 4.29	3.18
			Large Brown, 12	Free Range	Fresh	520	4.49 - 6.99	4.78
			Large Brown, 12	Pasture Raised	Fresh	226	2.99 - 6.21	4.90
			Large Brown, 12	USDA Organic	Fresh	202	2.99 - 3.98	3.91
			Large Brown, 12	USDA Organic, Free Range	Fresh	84	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	416	5.99 - 8.99	7.30
			Large Brown, 18	Free Range	Fresh	47	5.49 - 5.49	5.49
			Large White, 12	Conventional	Fresh	36	0.88 - 0.99	0.92
			Large White, 12	Vegetarian-Fed	Fresh	2	0.99 - 0.99	0.99
			Large White, 18	Cage-Free	Fresh	37	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	101	2.99 - 2.99	2.99
			Large White, 30	Conventional	Fresh	26	2.48 - 2.48	2.48
			Large White, 60	Free Range	Fresh	101	14.99 - 14.99	14.99
			Medium Brown, 18	USDA Organic	Fresh	39	2.28 - 2.28	2.28
			Medium White, 18	Vegetarian-Fed	Fresh	93	2.17 - 2.17	2.17
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	6	3.39 - 3.39	3.39

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

Metric	Current Week (CW)
Total Outlets	4,873
Activity Index	418
Feature Rate (%)	8.4%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	25	3.49 - 4.29	3.71
			Large Brown, 12	Free Range	Fresh	156	4.99 - 4.99	4.99
			Large Brown, 12	Pasture Raised	Fresh	66	6.21 - 6.21	6.21
			Large Brown, 12	USDA Organic	Fresh	9	2.99 - 5.99	3.32
			Large Brown, 12	USDA Organic, Free Range	Fresh	1	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	43	6.99 - 7.99	7.50
			Large White, 12	Vegetarian-Fed	Fresh	13	0.99 - 0.99	0.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large White, 18	Cage-Free	Fresh	7	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	88	3.99 - 3.99	3.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	10	3.39 - 3.39	3.39

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

Metric	Current Week (CW)
Total Outlets	3,951
Activity Index	1,070
Feature Rate (%)	17.7%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	95	4.29 - 4.29	4.29
			Large Brown, 12	Free Range	Fresh	145	3.98 - 4.99	4.09
			Large Brown, 12	Pasture Raised	Fresh	84	3.99 - 6.21	6.13
			Large Brown, 12	USDA Organic	Fresh	138	2.99 - 5.99	5.13
			Large Brown, 12	USDA Organic, Free Range	Fresh	68	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	12	8.99 - 8.99	8.99
			Large White, 12	Conventional	Fresh	100	0.99 - 0.99	0.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	119	1.50 - 1.50	1.50
			Large White, 18	Cage-Free	Fresh	159	1.47 - 2.50	1.80
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	18	4.49 - 4.49	4.49
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	3	1.47 - 1.47	1.47
Egg Products	Ungraded/Other	Per Carton	Liquid Egg White, 16 oz	Conventional	Fresh	129	3.48 - 3.48	3.48

SOUTHWEST REGION (AZ, CA, NV, UT)

Metric	Current Week (CW)
Total Outlets	3,634
Activity Index	2,792
Feature Rate (%)	44.2%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Extra Large Brown, 12	Pasture Raised	Fresh	118	7.99 - 7.99	7.99



Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	355	4.29 - 4.29	4.29
			Large Brown, 12	Free Range	Fresh	169	3.99 - 3.99	3.99
			Large Brown, 12	Pasture Raised	Fresh	313	3.99 - 6.47	5.85
			Large Brown, 12	USDA Organic	Fresh	444	3.99 - 5.99	5.69
			Large Brown, 12	USDA Organic, Free Range	Fresh	378	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	13	5.99 - 5.99	5.99
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	11	5.49 - 5.49	5.49
			Large White, 18	Cage-Free	Fresh	492	1.47 - 2.50	1.99
Shell Egg	AA	Per Carton	Large Brown, 12	Vegetarian-Fed	Fresh	17	3.99 - 3.99	3.99
			Large White, 18	Cage-Free	Fresh	353	1.47 - 3.39	2.16
			Large White, 18	Conventional	Fresh	64	1.50 - 1.50	1.50
			Medium White, 60	Cage-Free	Fresh	65	6.99 - 6.99	6.99

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

Metric	Current Week (CW)
Total Outlets	1,196
Activity Index	987
Feature Rate (%)	47.8%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	307	4.29 - 4.29	4.29
			Large Brown, 12	Pasture Raised	Fresh	60	6.21 - 6.99	6.54
			Large Brown, 12	USDA Organic	Fresh	108	5.99 - 5.99	5.99
			Large Brown, 12	USDA Organic, Free Range	Fresh	108	4.99 - 4.99	4.99
			Large Brown, 12	USDA Organic, Pasture Raised	Fresh	16	6.99 - 6.99	6.99
			Large White, 12	Cage-Free	Fresh	10	2.79 - 2.79	2.79
			Large White, 12	Nutritionally Enhanced (Omega-3)	Fresh	33	4.49 - 5.49	5.16
			Large White, 18	Cage-Free	Fresh	307	1.99 - 1.99	1.99
			Large White, 18	Nutritionally Enhanced (Omega-3)	Fresh	24	4.99 - 4.99	4.99
Shell Egg	AA	Per Carton	Large White, 18	Cage-Free	Fresh	14	2.00 - 3.39	2.30



ALASKA (AK)

Metric	Current Week (CW)
Total Outlets	96
Activity Index	24
Feature Rate (%)	12.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	12	4.29 - 4.29	4.29
			Large White, 18	Cage-Free	Fresh	12	1.99 - 1.99	1.99

HAWAII (HI)

Metric	Current Week (CW)
Total Outlets	106
Activity Index	50
Feature Rate (%)	25.5%

Section	Quality	Price Unit	Item	Environment	Condition	Stores	Price Range	Wtd Avg
Shell Egg	A	Per Carton	Large Brown, 12	Cage-Free	Fresh	23	4.29 - 4.29	4.29
			Large Brown, 12	Pasture Raised	Fresh	4	6.21 - 6.21	6.21
			Large White, 18	Cage-Free	Fresh	23	1.99 - 1.99	1.99

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.