



Eggs in the US

December 2025

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Eggs in the US - Category analysis

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2025 DEVELOPMENTS

Avian flu outbreak disrupts supply and reshapes consumer purchasing patterns

INDUSTRY PERFORMANCE

Policy stalemate leaves eggs vulnerable to recurring outbreaks of avian flu

Pricing and negotiation power boost retail over foodservice

Demographic and lifestyle trends influence egg purchases and consumption

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Climate change creates production challenges

Weather conditions inform production and price volatility

WHAT'S NEXT?

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