

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

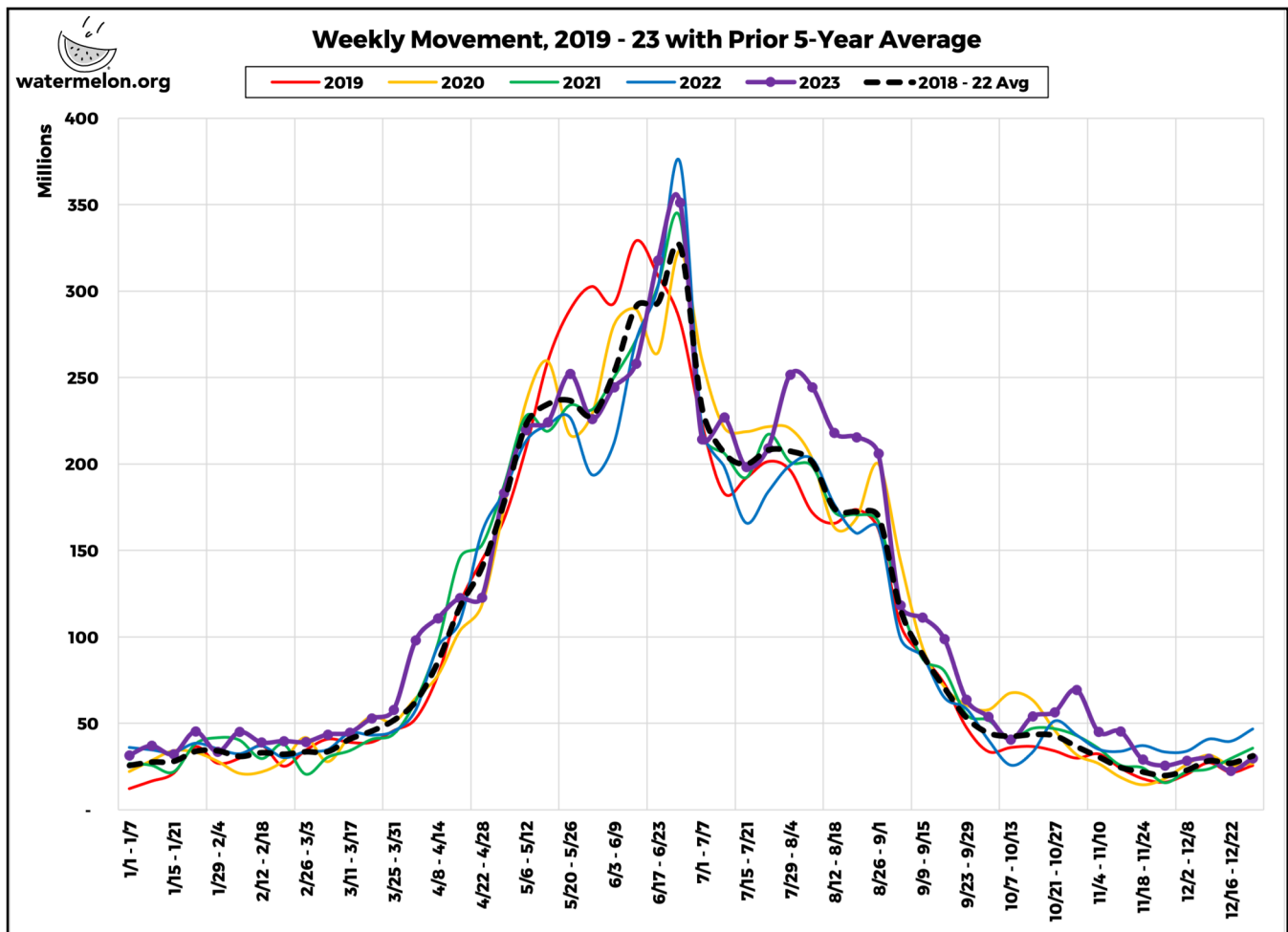
Data current through December 31, 2023

- 2023 closes with a week of above average volume, full year nearly 10% above average
- Final week seedless FOB finished above past years, full year 31% above average

Movement	2023	2022	2023 v 22	2018—22 Avg	2023 v Avg
Last 7 Days	29,850,000	39,920,000	-25.2%	25,136,000	18.8%
Last 30 Days	110,610,000	161,170,000	-31.4%	109,332,000	1.2%
Year to Date	6,181,040,000	5,578,420,000	10.8%	5,633,988,000	9.7%

Movement

- Last month of 2023 was close to average, down more than 31% compared to 2022
- Above average volume most weeks, occasionally by a good deal, especially all of August



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

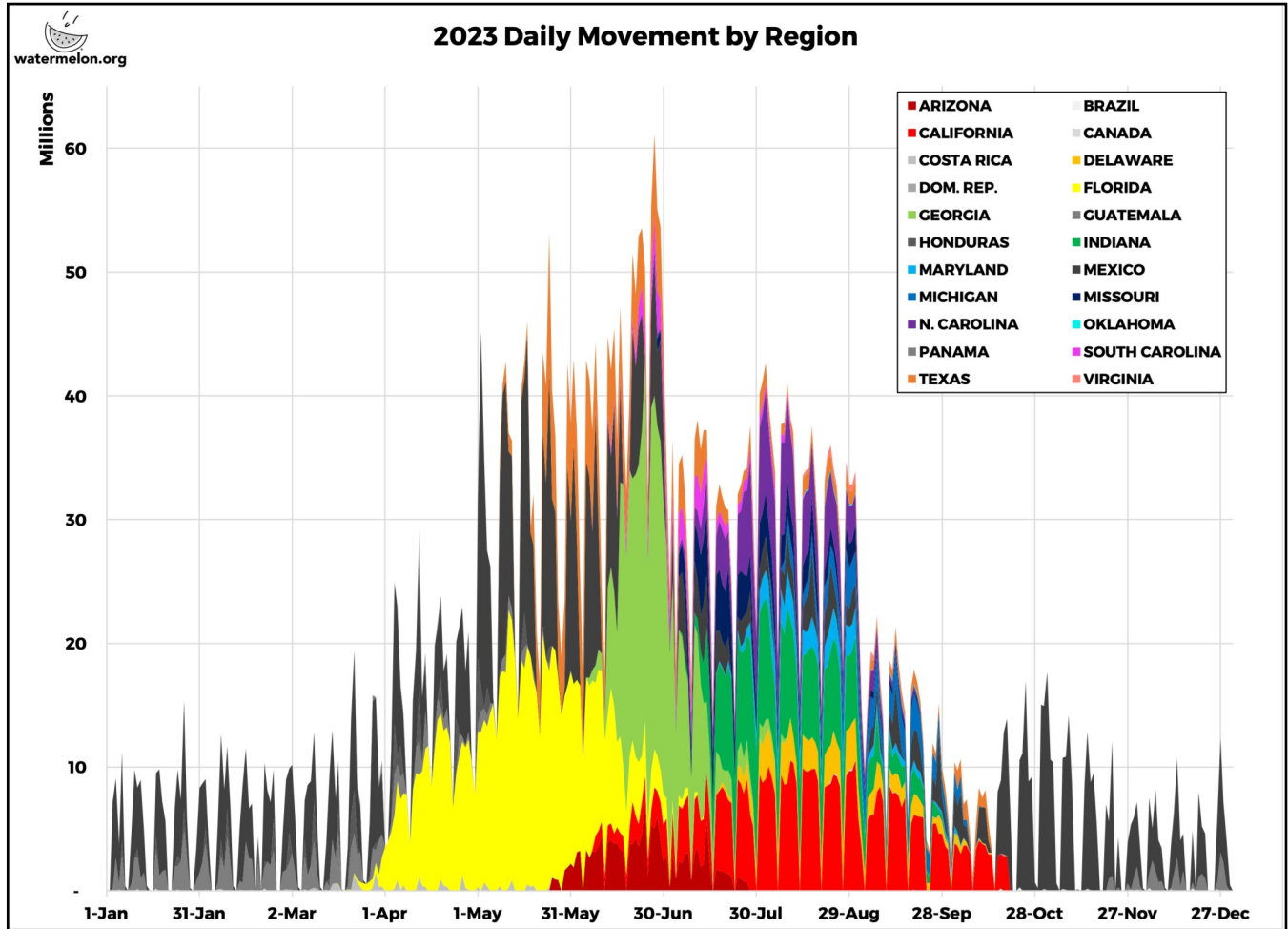
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—2023 vs. 2022

- **Decreasing volume:** Canada, Oklahoma, S. Carolina, Panama
- **Stable volume:** Honduras, Arizona, Maryland, Brazil, Guatemala, Delaware, Michigan, Georgia, Mexico, Virginia, Florida
- **Increasing volume:** Texas, N. Carolina, California, Indiana, Missouri, Dom. Rep, Costa Rica





Last 7 Days Movement:

- Mexico 25% below 2022, 14% above average
- Guatemala 23% below 2022, 61% above average
- Brazil even with 2022, 54% above average
- Dom. Rep. 76% below 2022, even with average
- Honduras has started before end of year in past, but somewhat uncommon

Region	Last 7 Days				
	2023	2022	2023 v 22	2018 - 22 Avg	2023 v Avg
MEXICO	23,300,000	31,270,000	-25%	20,462,000	14%
GUATEMALA	6,380,000	8,320,000	-23%	3,972,000	61%
BRAZIL	120,000	120,000	0%	78,000	54%
DOMINICAN REPUBLIC	50,000	210,000	-76%	50,000	0%
HONDURAS	0	0	NA	574,000	-100%
TEXAS	0	0	NA	0	NA
COSTA RICA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
FLORIDA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
NICARAGUA	0	0	NA	0	NA
Total	29,850,000	39,920,000	-25.2%	25,136,000	18.8%

Region	Last 30 Days				
	2023	2022	2023 v 22	2018 - 22 Avg	2023 v Avg
MEXICO	86,780,000	138,470,000	-37%	93,474,000	-7%
GUATEMALA	23,010,000	19,910,000	16%	14,226,000	62%
BRAZIL	590,000	620,000	-5%	376,000	57%
DOMINICAN REPUBLIC	230,000	730,000	-68%	174,000	32%
HONDURAS	0	0	NA	794,000	-100%
TEXAS	0	1,440,000	-100%	288,000	-100%
COSTA RICA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
FLORIDA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
NICARAGUA	0	0	NA	0	NA
Total	110,610,000	161,170,000	-31.4%	109,332,000	1.2%

Last 30 Days Movement:

- Mexico 37% below 2022, 7% below average
- Guatemala 16% above 2022, 62% above average
- Brazil 5% below 2022, 57% above average
- Dom. Rep. 68% below 2022, 32% above average

Year to Date Movement:

- Mexico 10% above 2022, 9% above average
- Florida 15% above 2022, 13% above average
- California 25% above 2022 and average
- Georgia 6% above 2022, 3% below average
- Indiana 28% above 2022, 8% above average
- Texas 19% above 2022, 15% below average
- N. Carolina 20% above 2022, 48% above average
- Guatemala 1% above 2022, 34% above average
- Missouri 40% above 2022, 23% above average
- Arizona 4% below 2022, 21% above average
- Delaware 2% above 2022, 17% above average
- Michigan 4% above 2022, 12% above average
- Maryland 4% below 2022, 19% above average
- S. Carolina 23% below 2022, 11% below average
- Honduras 12% below 2022, 7% below average

Region	To Date				
	2023	2022	2023 v 22	2018 - 22 Avg	2023 v Avg
MEXICO	1,670,460,000	1,522,130,000	10%	1,528,226,000	9%
FLORIDA	1,045,140,000	911,210,000	15%	928,020,000	13%
CALIFORNIA	634,980,000	507,120,000	25%	506,404,000	25%
GEORGIA	620,600,000	587,950,000	6%	636,908,000	-3%
INDIANA	426,400,000	332,110,000	28%	395,486,000	8%
TEXAS	410,870,000	345,070,000	19%	482,854,000	-15%
NORTH CAROLINA	277,490,000	231,560,000	20%	187,206,000	48%
GUATEMALA	196,580,000	195,300,000	1%	146,248,000	34%
MISSOURI	175,990,000	125,730,000	40%	143,316,000	23%
ARIZONA	159,950,000	166,740,000	-4%	132,420,000	21%
DELAWARE	147,420,000	143,840,000	2%	125,844,000	17%
MICHIGAN	119,720,000	114,610,000	4%	107,308,000	12%
MARYLAND	91,640,000	95,520,000	-4%	76,698,000	19%
SOUTH CAROLINA	85,340,000	110,520,000	-23%	95,778,000	-11%
HONDURAS	68,780,000	77,840,000	-12%	73,778,000	-7%
COSTA RICA	17,620,000	9,880,000	78%	15,750,000	12%
VIRGINIA	13,840,000	12,500,000	11%	16,388,000	-16%
PANAMA	6,680,000	8,210,000	-19%	2,820,000	137%
DOMINICAN REPUBLIC	3,740,000	2,650,000	41%	744,000	403%
OKLAHOMA	3,720,000	6,360,000	-42%	13,358,000	-72%
BRAZIL	2,900,000	2,990,000	-3%	1,220,000	138%
CANADA	1,180,000	4,500,000	-74%	1,142,000	3%
ALABAMA	0	0	NA	10,012,000	-100%
MISSISSIPPI	0	0	NA	5,576,000	-100%
NICARAGUA	0	0	NA	14,000	-100%
Total	6,181,040,000	5,578,420,000	10.8%	5,633,518,000	9.7%



Seedless FOB Pricing

- Annual average higher than past years continuing jump initiated around July of 2022
- Back above average following November dip

Seedless FOB	2023	2022	2018—22
Last 7 Days	\$0.387	\$0.363	\$0.354
Last 30 Days	\$0.343	\$0.360	\$0.328
Year to Date	\$0.284	\$0.259	\$0.217

