

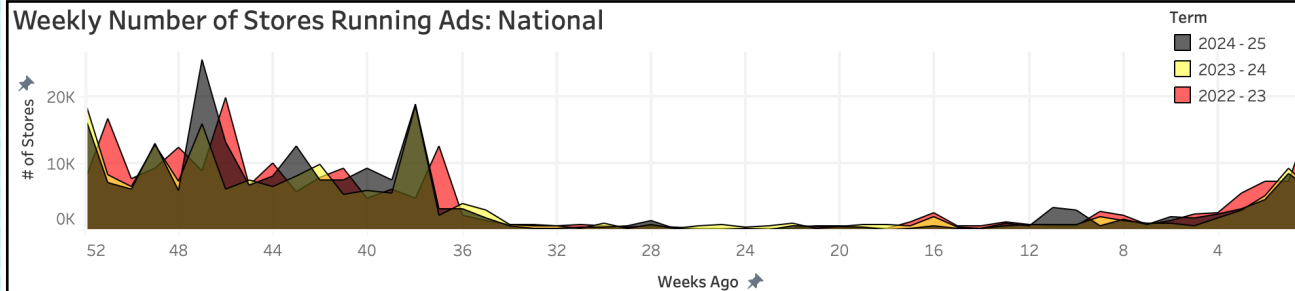
Retail Ad Report

Compiled by the National Watermelon Promotion Board

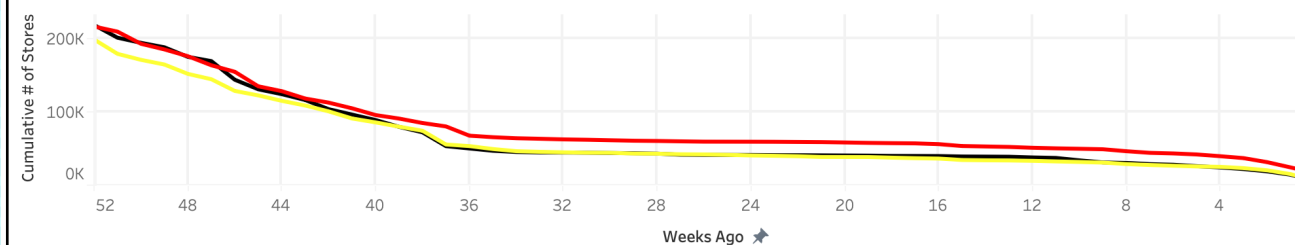


Data current through May 16, 2025

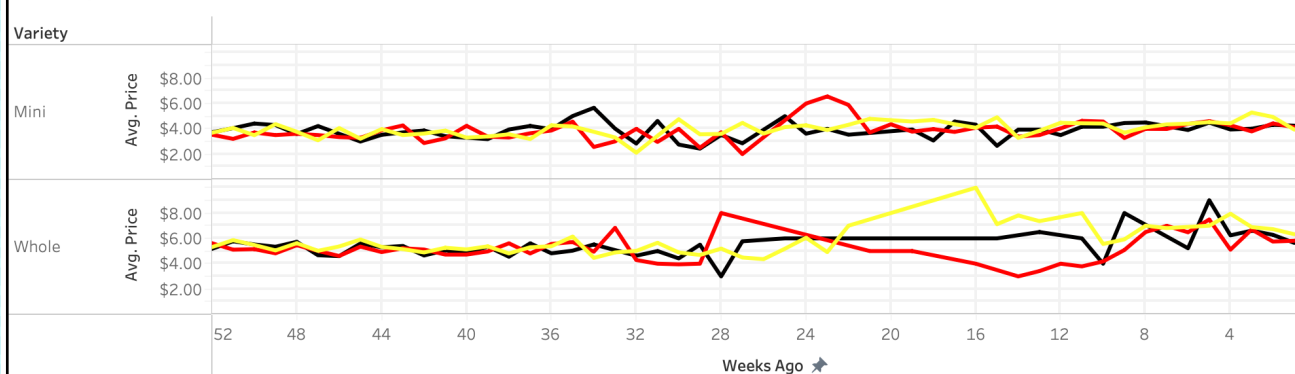
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

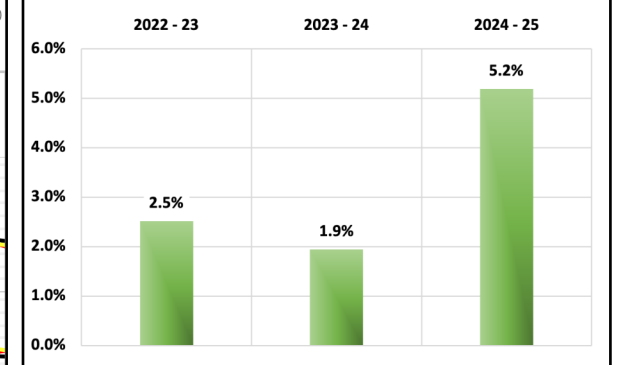


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	216,982	199,300	219,073
Seedless	\$ 5.19	\$ 5.85	\$ 5.46
Mini	\$ 3.84	\$ 3.98	\$ 3.88
Organic Seedless	\$ 7.62	\$ 8.10	\$ 9.10
Organic Mini	\$ 5.33	\$ 5.17	\$ 4.90

Percent of Ads for Organic: National



[Specialty Crops Market News](#) surveys more than 500 retailers, comprising over 29,000 individual stores, with online weekly advertised features. Information represents advertised prices for watermelon at major retail supermarket outlets. Each term looks backward over the preceding 52-week period with page one focusing on national figures. The map on page two allows for easy comparisons, while subsequent pages detail each region.

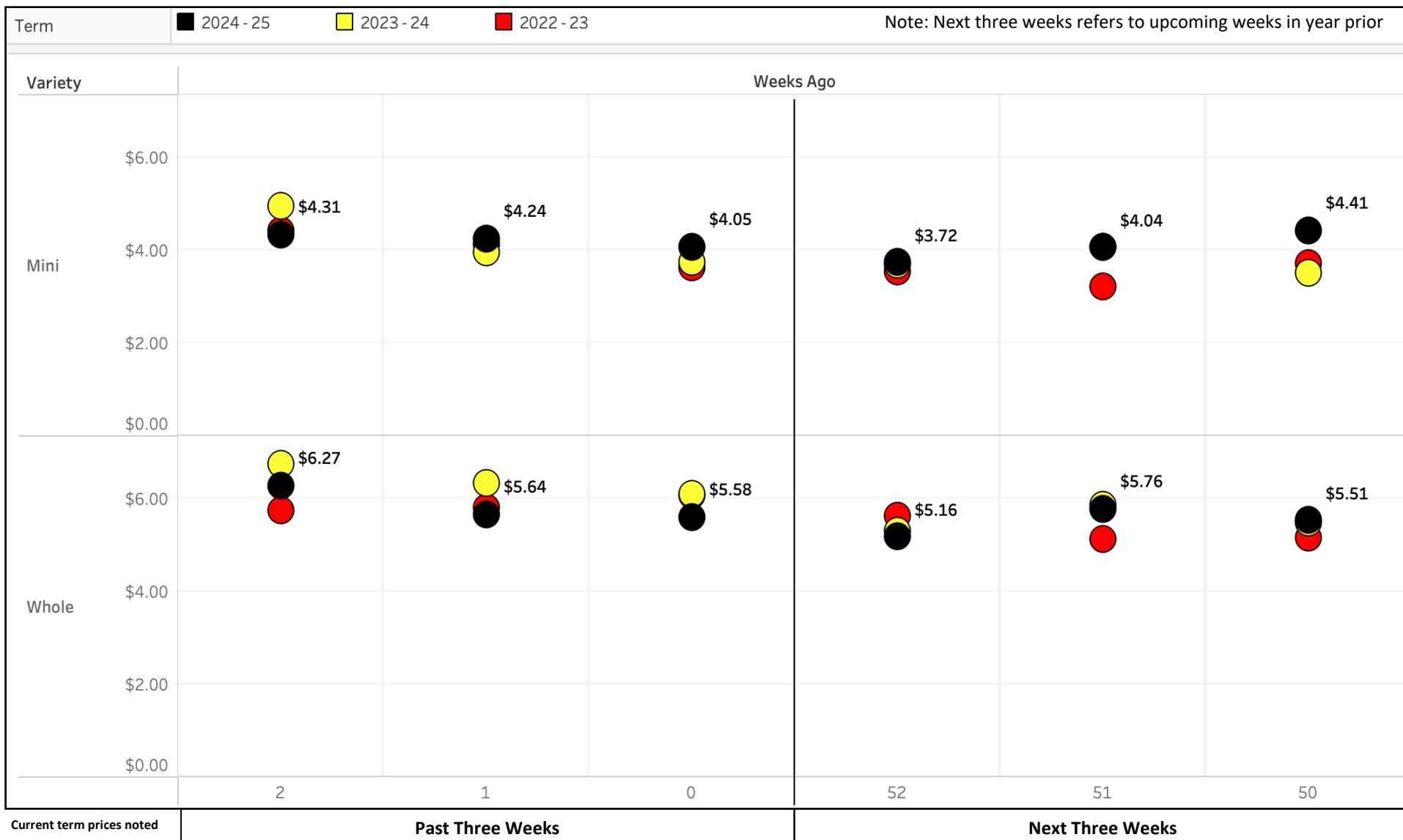
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

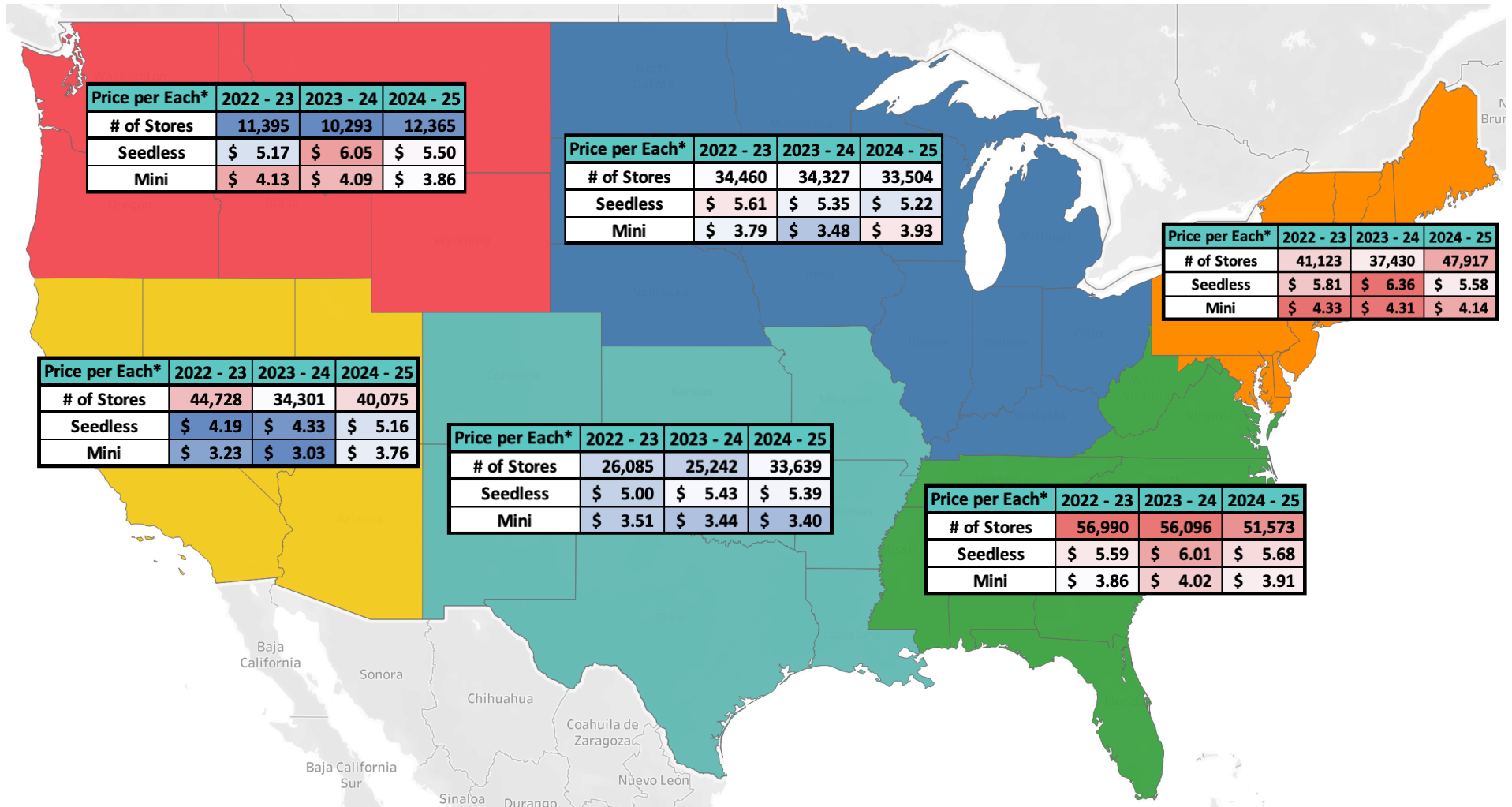
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	7956	\$ 6.30	\$4.07	6354	\$ 6.67	\$4.25	2195	\$ 6.10	\$3.96	5519	\$ 5.78	\$3.51	10329	\$ 6.04	\$4.43	7505	\$ 3.72	\$3.23	39673	\$ 5.91	\$3.97
2023-24	3594	\$ 6.76	\$3.69	4976	\$ 6.92	\$4.34	729	\$ 6.77	\$4.12	3530	\$ 6.22	\$3.51	7640	\$ 6.87	\$4.90	4129	\$ 6.05	\$3.39	25128	\$ 6.78	\$4.46
2024-25	4328	\$ 5.81	\$4.43	4863	\$ 6.45	\$4.25	1193	\$ 6.19	\$4.04	4310	\$ 5.80	\$3.74	4541	\$ 6.17	\$4.20	5083	\$ 4.98	\$4.32	24318	\$ 6.06	\$4.11

Although included in # of Stores, organic prices omitted from average. Sum of number of stores may not equal National due to exclusion of Hawai'i and Alaska.

National Weekly Average Dollar per Each, Past Three Weeks & Next Three to Come



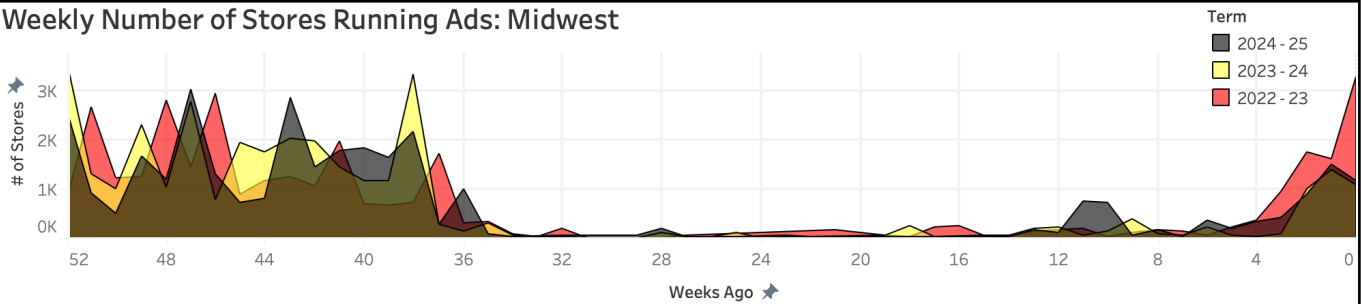
Regional Map



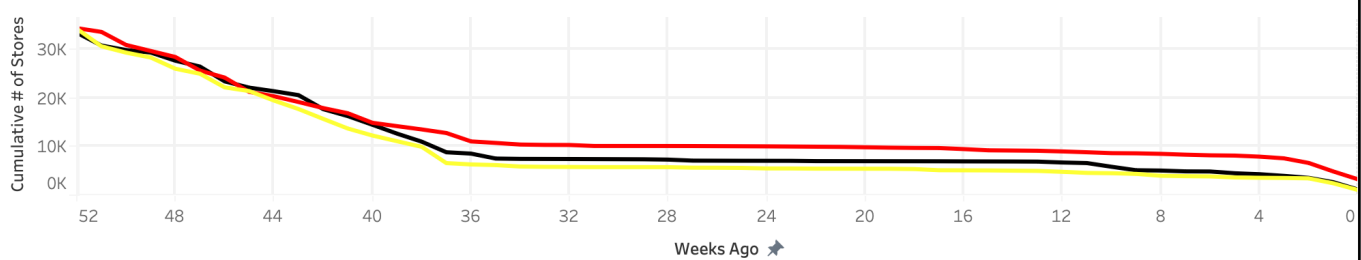
* Although included in # of Stores, organic prices omitted from average.

Midwest

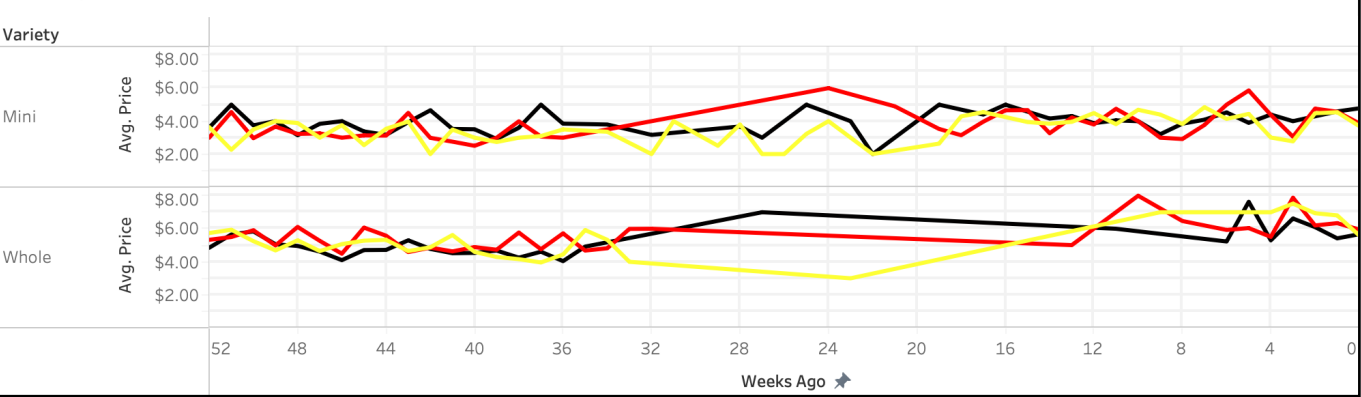
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

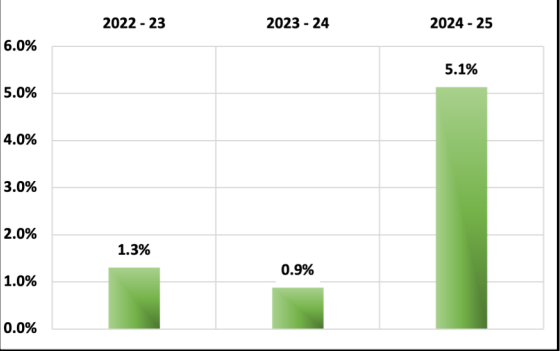


Weekly Average Price for Mini and Seedless Watermelon: Midwest



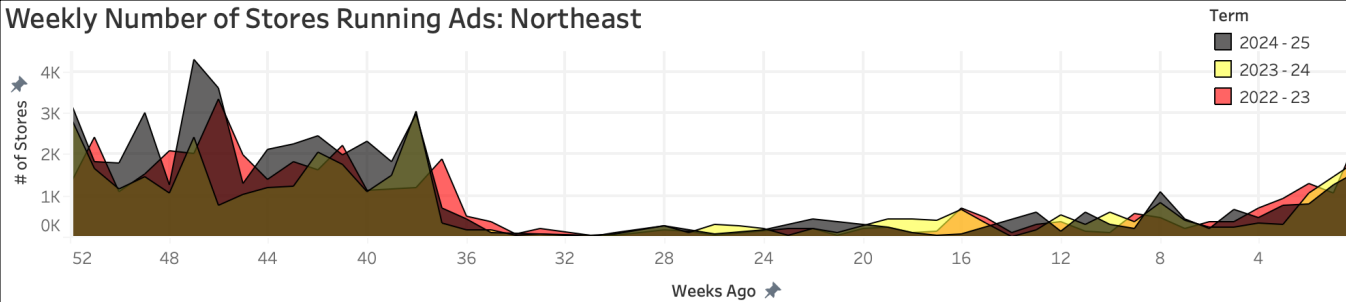
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	34,460	34,327	33,504
Seedless	\$ 5.61	\$ 5.35	\$ 5.22
Mini	\$ 3.79	\$ 3.48	\$ 3.93
Organic Seedless	\$ 7.99	NA	\$ 5.99
Organic Mini	\$ 4.97	\$ 4.54	\$ 4.96

Percent of Ads for Organic: Midwest

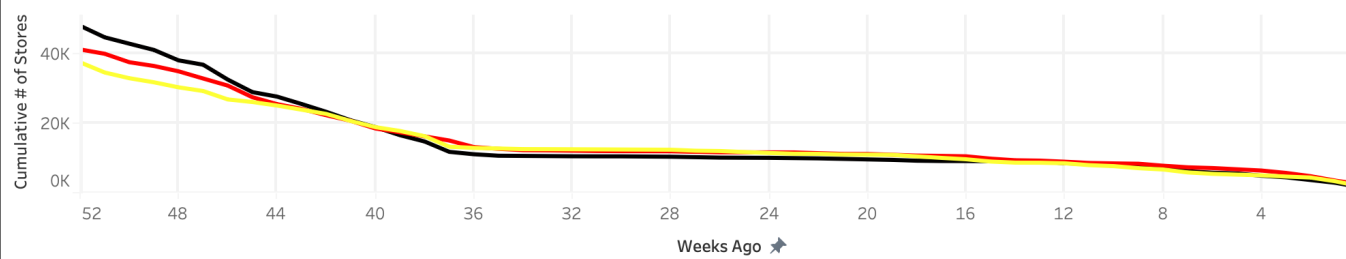


Northeast

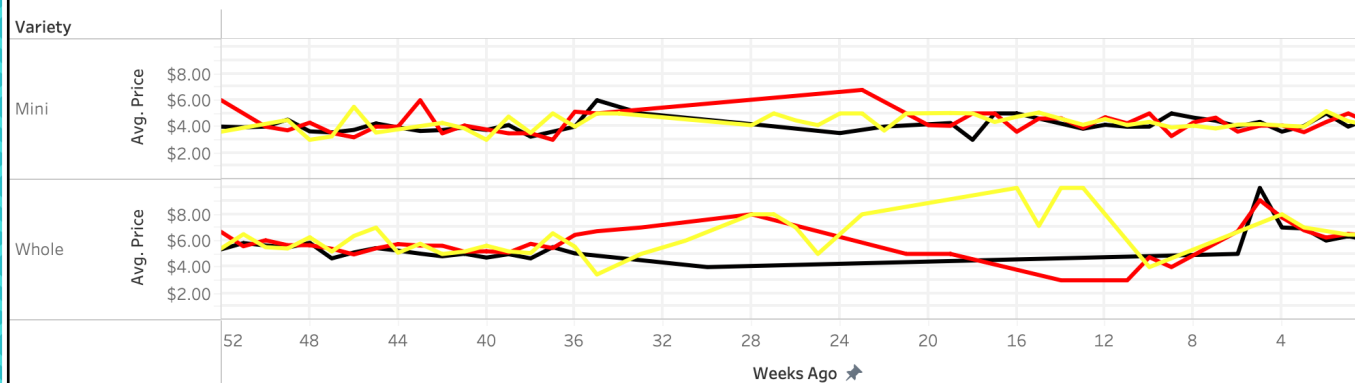
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

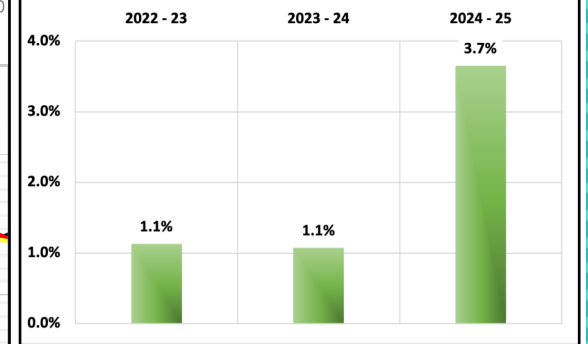


Weekly Average Price for Mini and Seedless Watermelon: Northeast

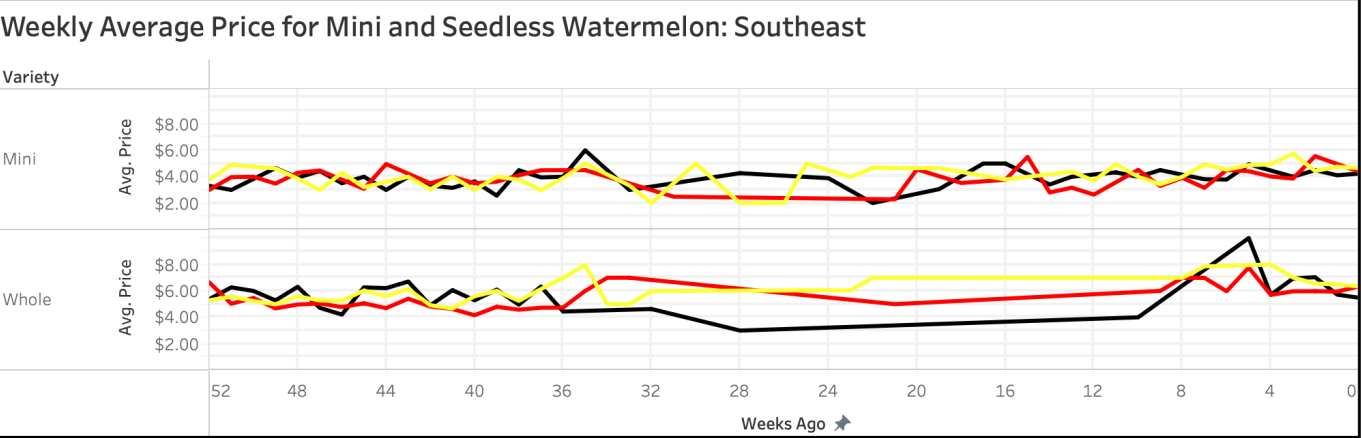
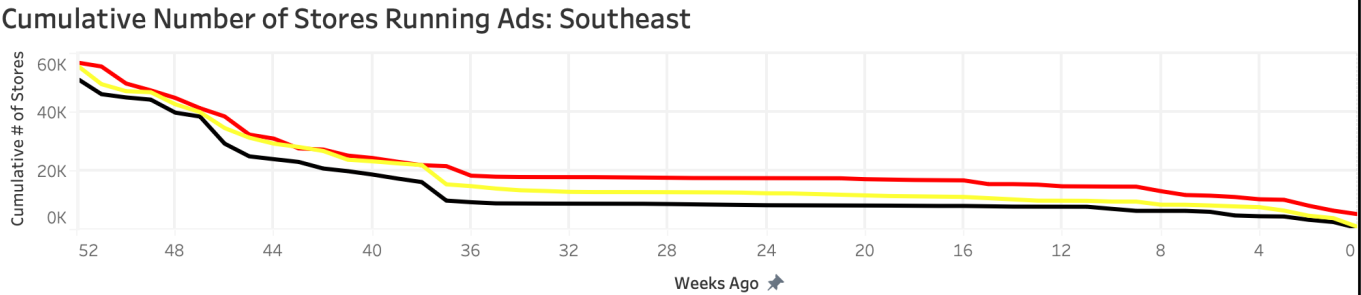
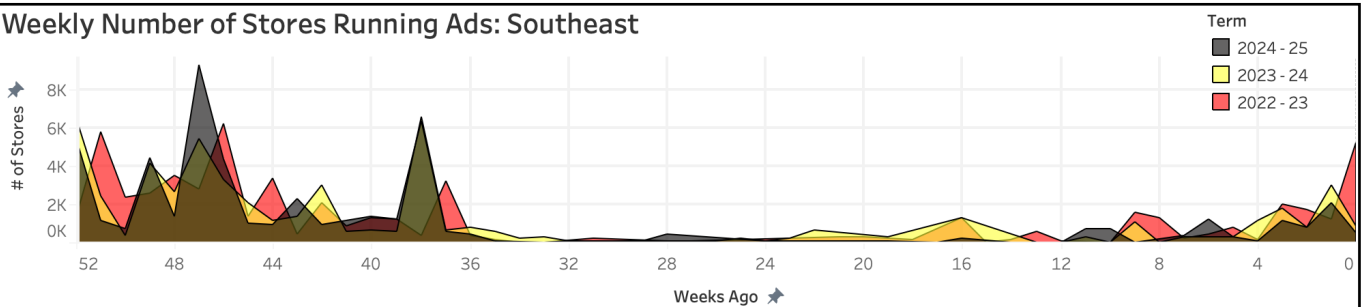


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	41,123	37,430	47,917
Seedless	\$ 5.81	\$ 6.36	\$ 5.58
Mini	\$ 4.33	\$ 4.31	\$ 4.14
Organic Seedless	\$ 8.99	\$ 8.70	\$ 9.56
Organic Mini	\$ 6.12	\$ 5.49	\$ 5.30

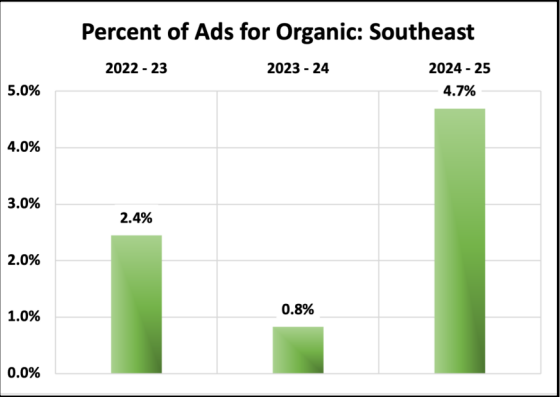
Percent of Ads for Organic: Northeast



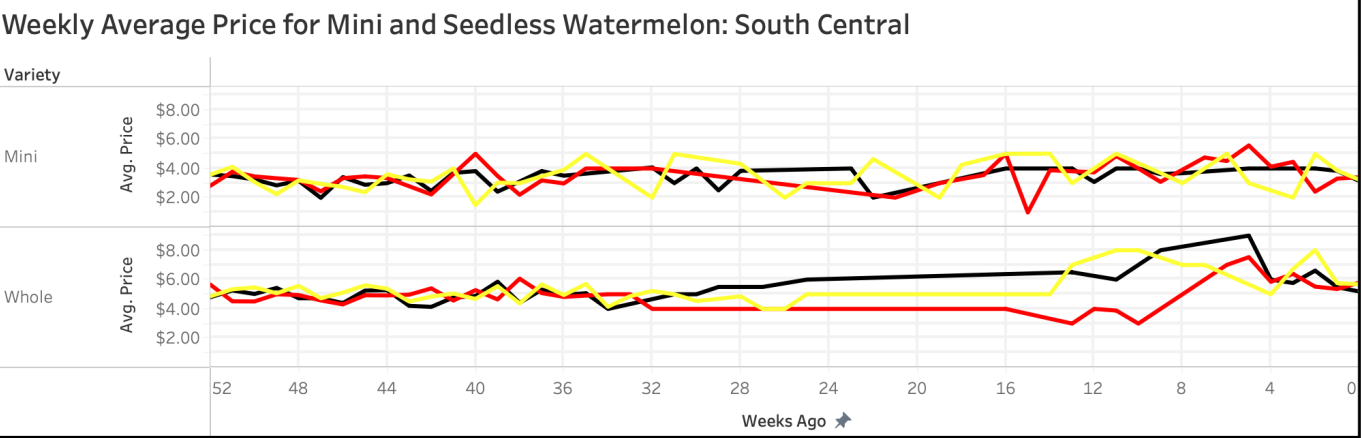
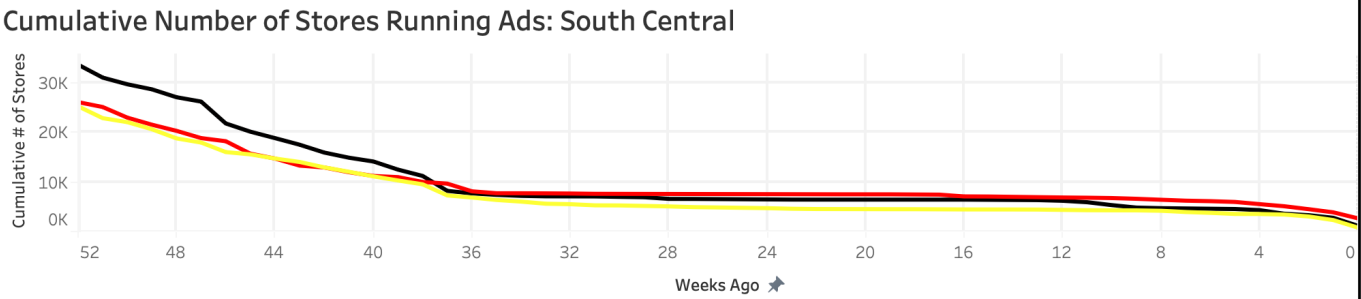
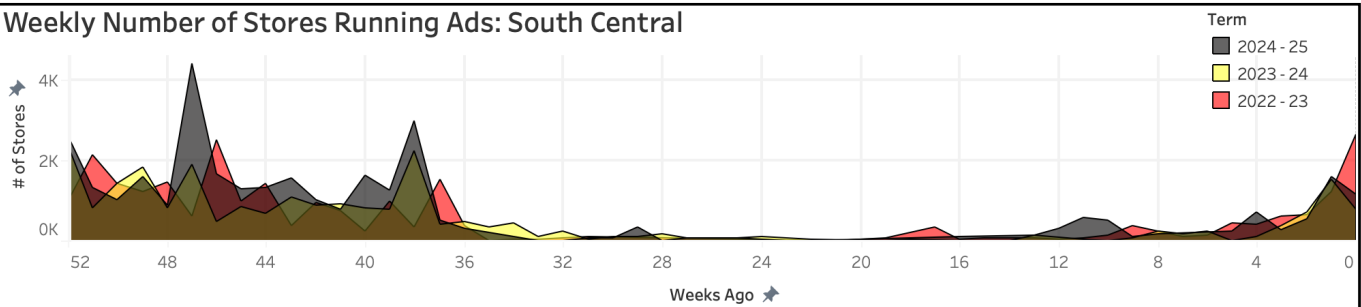
Southeast



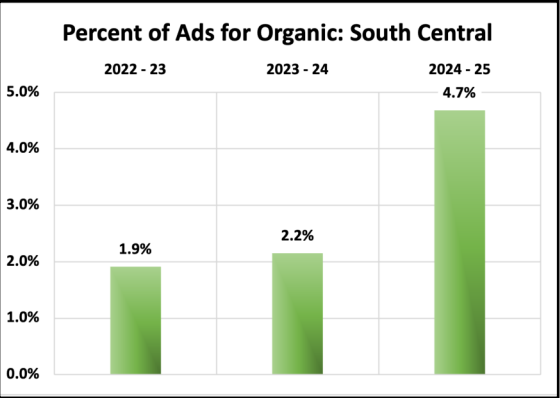
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	56,990	56,096	51,573
Seedless	\$ 5.59	\$ 6.01	\$ 5.68
Mini	\$ 3.86	\$ 4.02	\$ 3.91
Organic Seedless	\$ 4.74	NA	NA
Organic Mini	\$ 4.79	\$ 4.72	\$ 4.86



South Central

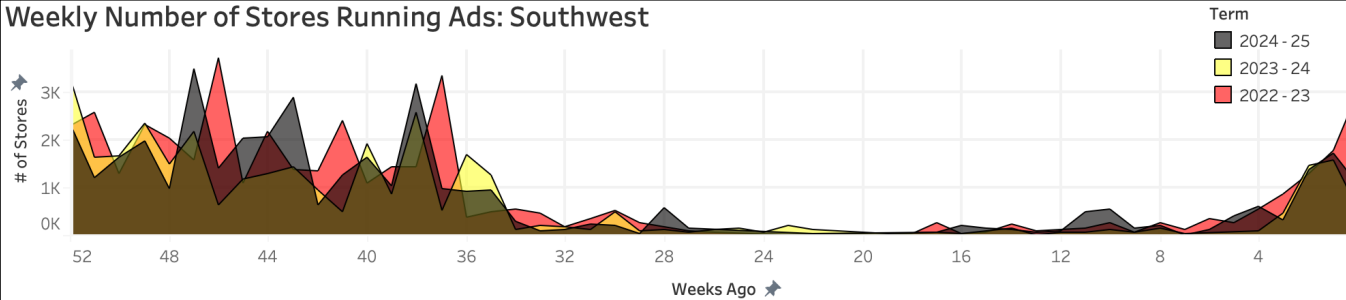


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	26,085	25,242	33,639
Seedless	\$ 5.00	\$ 5.43	\$ 5.39
Mini	\$ 3.51	\$ 3.44	\$ 3.40
Organic Seedless	NA	NA	\$ 6.49
Organic Mini	\$ 4.76	\$ 5.14	\$ 5.09

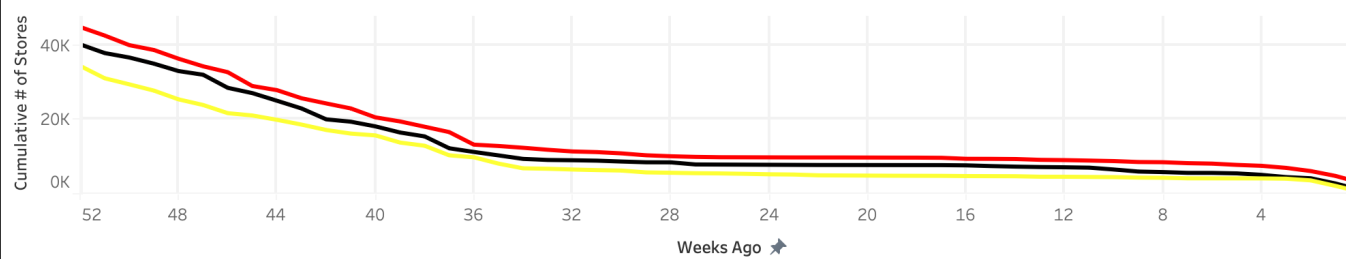


Southwest

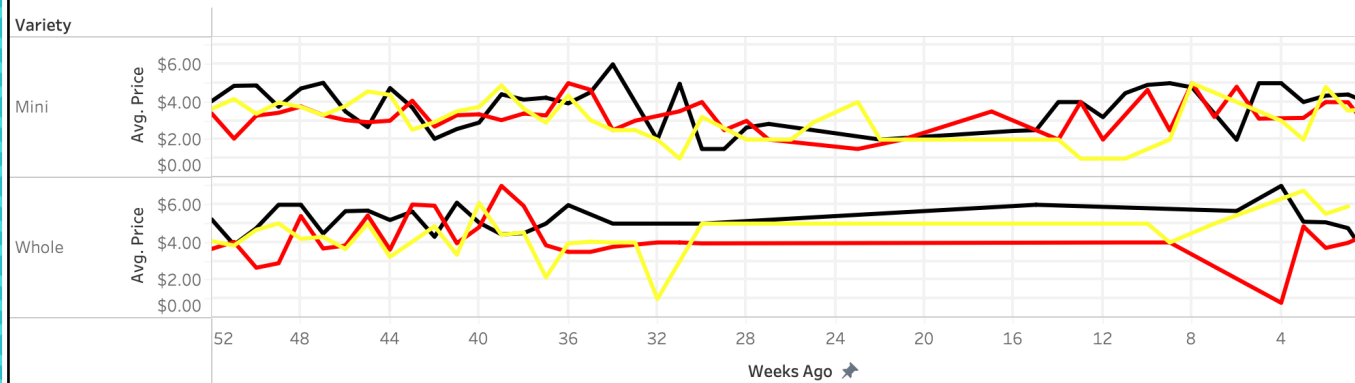
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

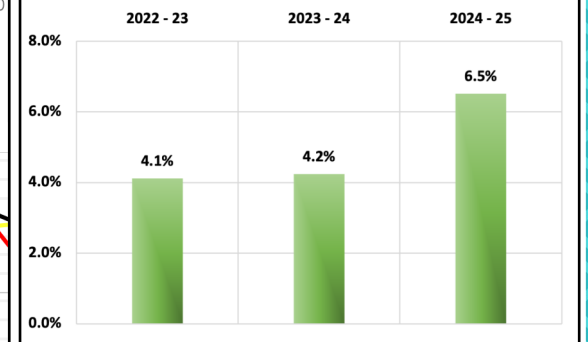


Weekly Average Price for Mini and Seedless Watermelon: Southwest

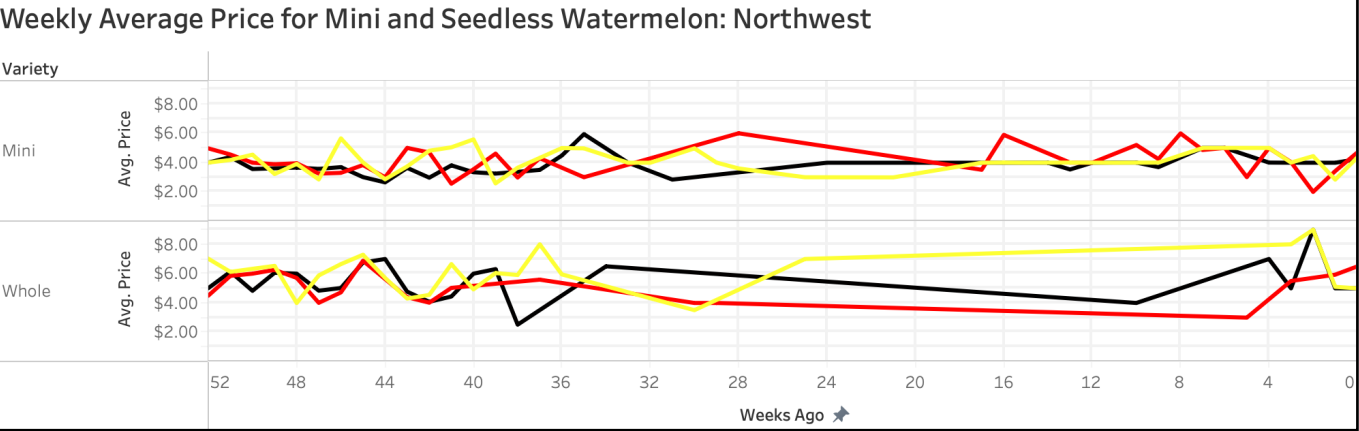
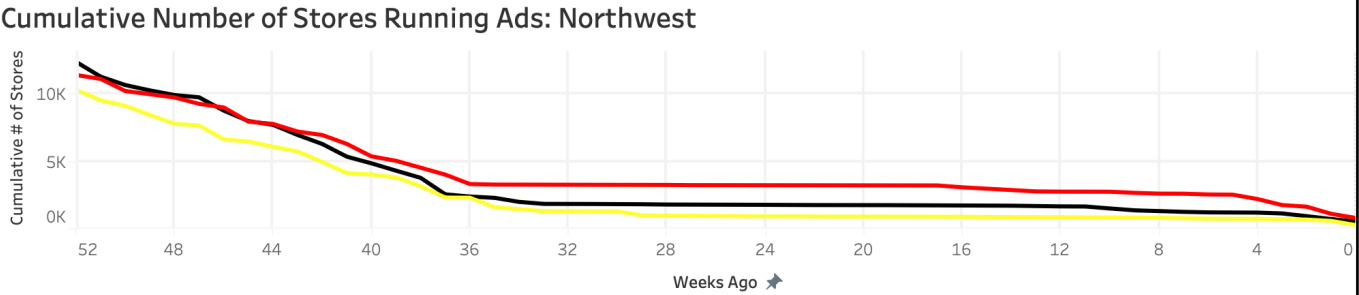
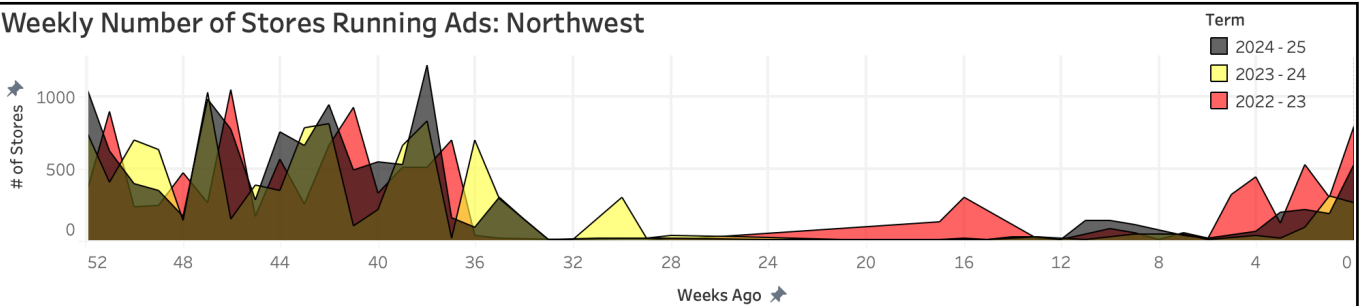


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	44,728	34,301	40,075
Seedless	\$ 4.19	\$ 4.33	\$ 5.16
Mini	\$ 3.23	\$ 3.03	\$ 3.76
Organic Seedless	\$ 6.99	\$ 5.99	\$ 7.19
Organic Mini	\$ 4.78	\$ 5.24	\$ 5.15

Percent of Ads for Organic: Southwest



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	11,395	10,293	12,365
Seedless	\$ 5.17	\$ 6.05	\$ 5.50
Mini	\$ 4.13	\$ 4.09	\$ 3.86
Organic Seedless	NA	\$ 5.98	\$ 9.03
Organic Mini	\$ 5.44	\$ 5.41	\$ 5.31

