

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

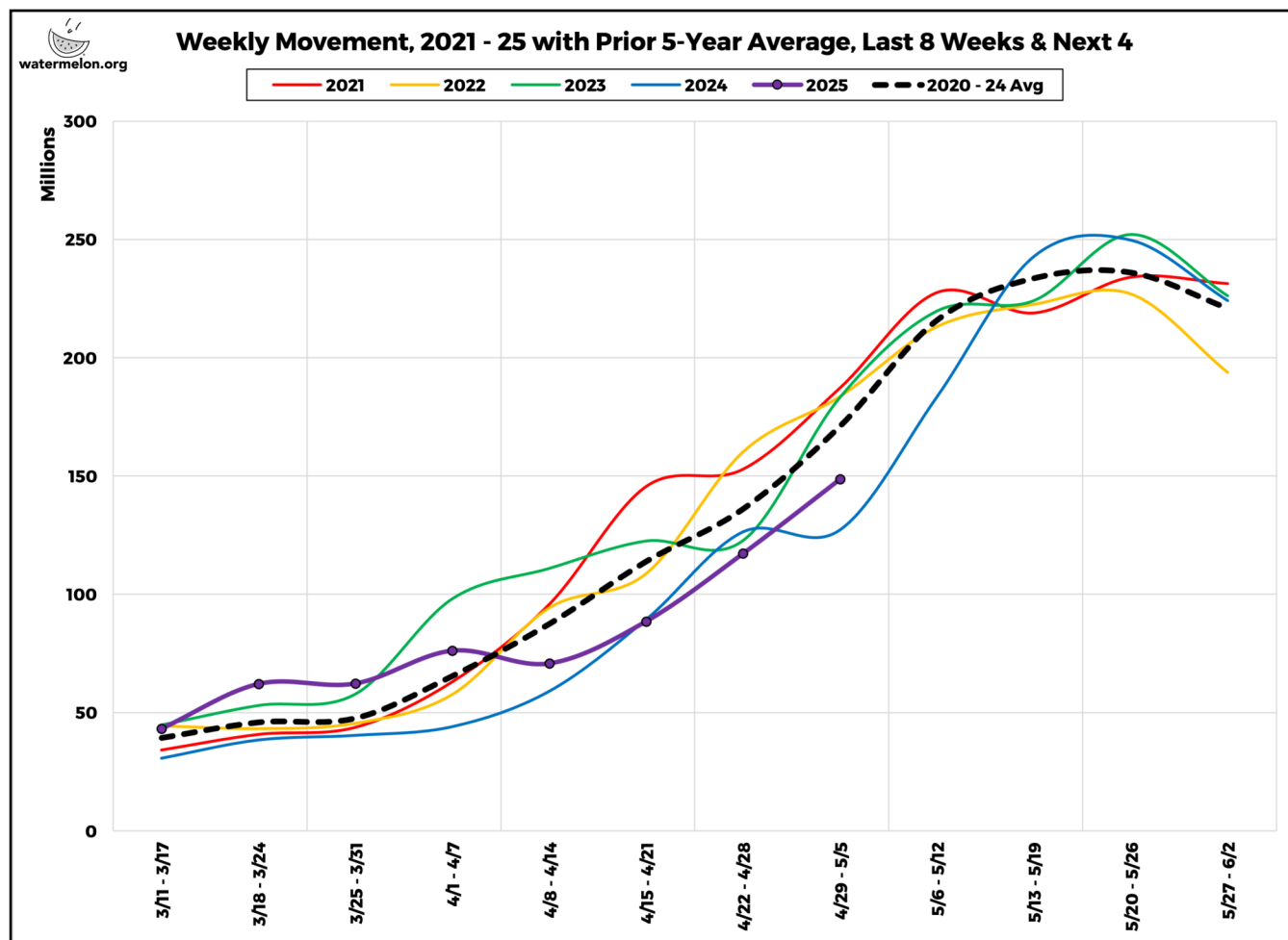
Data current through May 6, 2025

- Preliminary data shows volume picking up to help slim the gap with average
- Weekly seedless FOB remains above average and at similar levels as last year for same week

Movement	2025	2024	2025 v 24	2020—24 Avg	2025 v Avg
Last 7 Days	155,875,366	137,186,857	13.6%	179,788,911	-13.3%
Last 30 Days	466,399,265	432,338,860	7.9%	550,602,600	-15.3%
Year to Date	1,115,320,498	972,471,349	14.7%	1,082,816,537	3.0%

Movement

- Second straight week with no adjustments to previously released data
- Movement continues to look stronger than last year, but both lighter than average



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

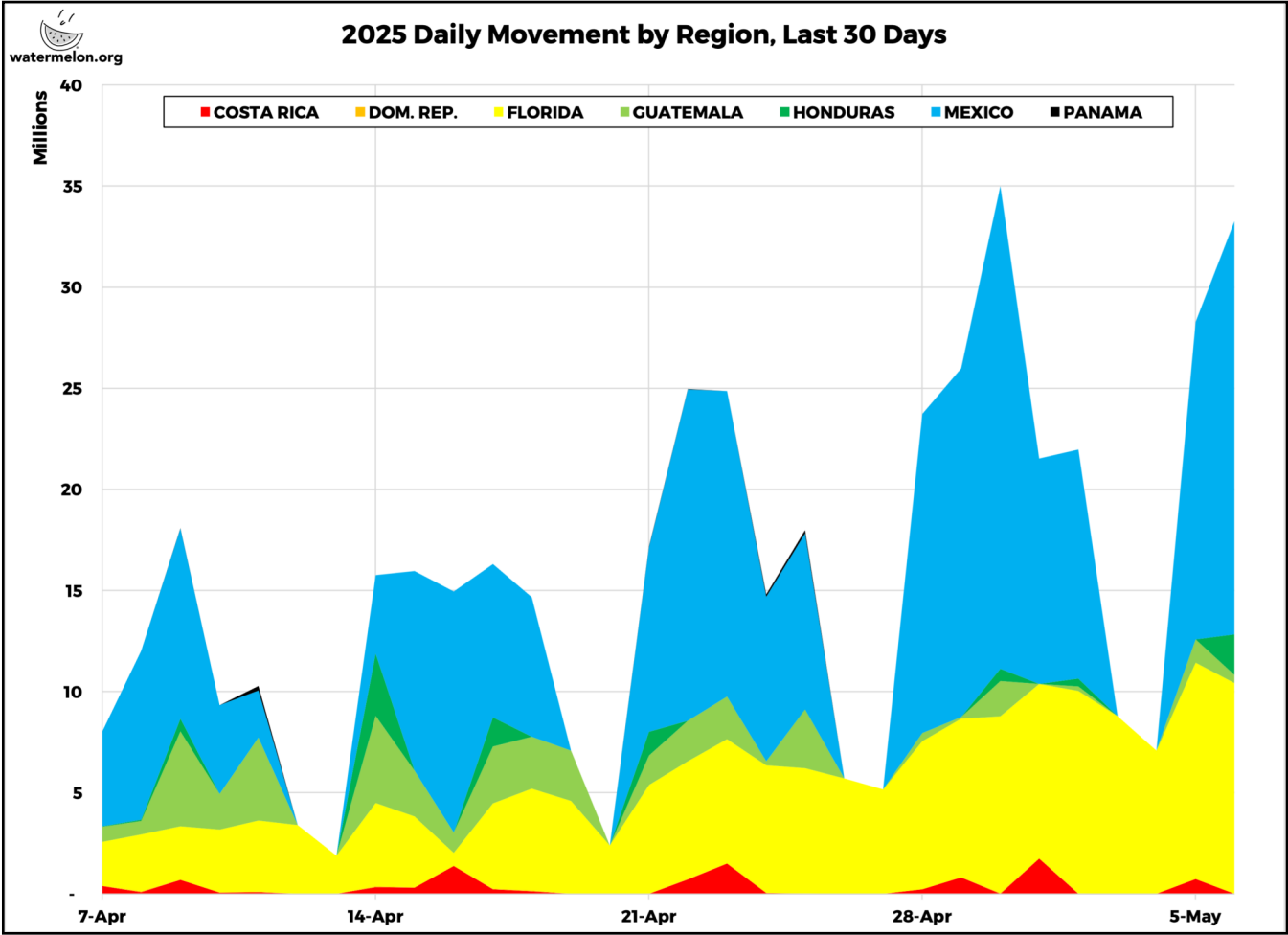
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—Last Week vs. Prior

- **Decreasing volume:** Guatemala, Panama
- **Stable volume:** Costa Rica
- **Increasing volume:** Dominican Republic, Florida, Honduras, Mexico



Last 7 Days Movement:

- Mexico 27% above 2024, 6% above average
- Florida 1% below 2024, 29% below average
- Guatemala 6% above 2024, 28% above average
- Honduras well above 2024, 49% below average
- Costa Rica 44% above 2024, 52% above average
- Dom. Rep. 9% below 2024, 54% above average
- Panama 95% below 2024 and average

Region	Last 7 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	82,433,243	65,058,851	27%	77,821,862	6%
FLORIDA	64,405,175	65,092,000	-1%	90,192,640	-29%
GUATEMALA	3,516,423	3,328,592	6%	2,753,403	28%
HONDURAS	3,009,573	373,892	705%	5,922,739	-49%
COSTA RICA	2,453,519	1,698,048	44%	1,618,572	52%
DOM. REP.	44,563	49,199	-9%	29,003	54%
PANAMA	12,870	266,275	-95%	234,235	-95%
TEXAS	0	1,320,000	-100%	1,216,457	-100%
BRAZIL	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
Total	155,875,366	137,186,857	13.6%	179,788,911	-13.3%

Region	Last 30 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	242,231,132	212,036,774	14%	252,800,078	-4%
FLORIDA	164,421,130	177,680,000	-7%	246,081,360	-33%
GUATEMALA	40,110,030	28,157,928	42%	21,201,393	89%
HONDURAS	9,441,036	5,140,621	84%	21,659,791	-56%
COSTA RICA	9,380,878	6,710,307	40%	5,331,651	76%
PANAMA	590,462	1,124,928	-48%	1,766,492	-67%
DOM. REP.	224,597	168,302	33%	116,054	94%
TEXAS	0	1,320,000	-100%	1,645,781	-100%
BRAZIL	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
Total	466,399,265	432,338,860	7.9%	550,602,600	-15.3%

Last 30 Days Movement:

- Mexico 14% above 2024, 4% below average
- Florida 7% below 2024, 33% below average
- Guatemala 42% above 2024, 89% above average
- Honduras 84% above 2024, 56% below average
- Costa Rica 40% above 2024, 76% above average
- Panama 48% below 2024, 67% below average
- Dom. Rep. 33% above 2024, 94% above average

Year to Date Movement:

- Mexico 22% above 2024, 8% above average
- Guatemala 15% above 2024, 50% above average
- Florida 5% below 2024, 33% below average
- Honduras 13% above 2024, 26% below average
- Costa Rica 14% above 2024, 78% above average
- Brazil well above 2024, 98% above average
- Panama 18% below 2024, 67% below average
- Dom. Rep. 39% below 2024, 37% above average

Region	To Date				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	624,027,893	511,804,604	22%	576,313,432	8%
GUATEMALA	238,998,228	207,894,119	15%	159,625,683	50%
FLORIDA	172,452,045	180,720,000	-5%	258,815,760	-33%
HONDURAS	48,567,537	42,930,060	13%	65,665,568	-26%
COSTA RICA	26,957,749	23,732,042	14%	15,136,671	78%
BRAZIL	1,898,875	627,694	203%	959,367	98%
PANAMA	1,240,070	1,519,767	-18%	3,796,584	-67%
DOM. REP.	1,178,101	1,923,027	-39%	857,684	37%
TEXAS	0	1,320,000	-100%	1,645,781	-100%
CANADA	0	36	-100%	7	-100%
GEORGIA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
Total	1,115,320,498	972,471,349	14.7%	1,082,816,537	3.0%

Seedless FOB Pricing

- In line with 2024, both below '23, all three above average
- Decline has been more gentle than some past years, starting to reach point when price tends to level off

Seedless FOB	2025	2024	2020-24
Last 7 Days	\$0.253	\$0.255	\$0.229
Last 30 Days	\$0.287	\$0.319	\$0.276
Year to Date	\$0.338	\$0.407	\$0.330

