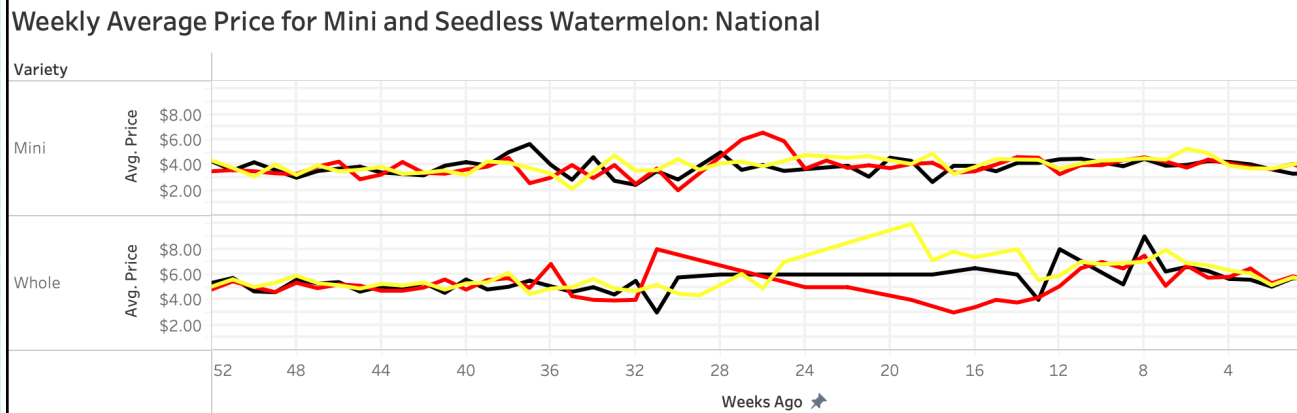
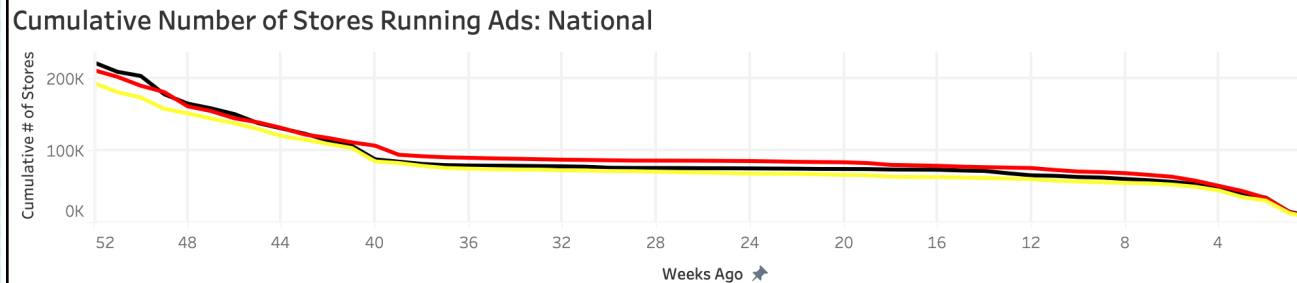
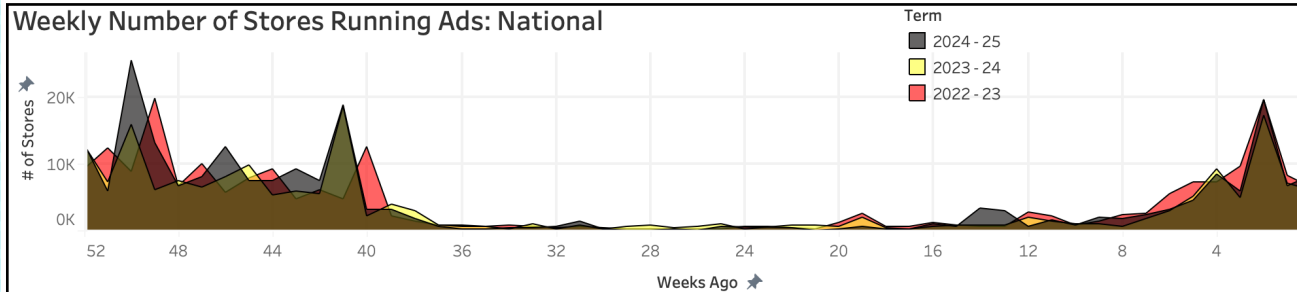


Retail Ad Report

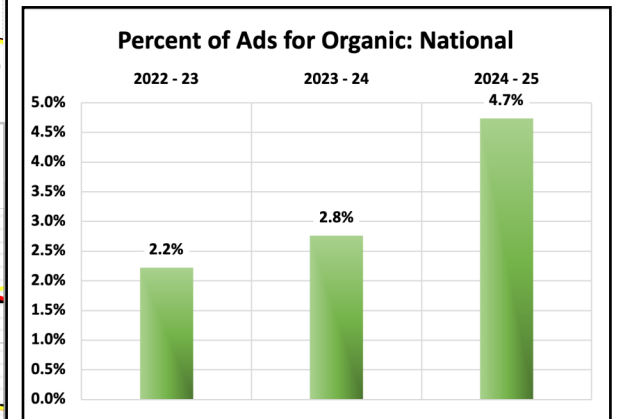
Compiled by the National Watermelon Promotion Board



Data current through June 6, 2025



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	212,486	194,563	223,248
Seedless	\$ 5.20	\$ 5.85	\$ 5.46
Mini	\$ 3.86	\$ 4.00	\$ 3.84
Organic Seedless	\$ 6.25	\$ 9.09	\$ 8.77
Organic Mini	\$ 5.37	\$ 5.21	\$ 4.92



[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.

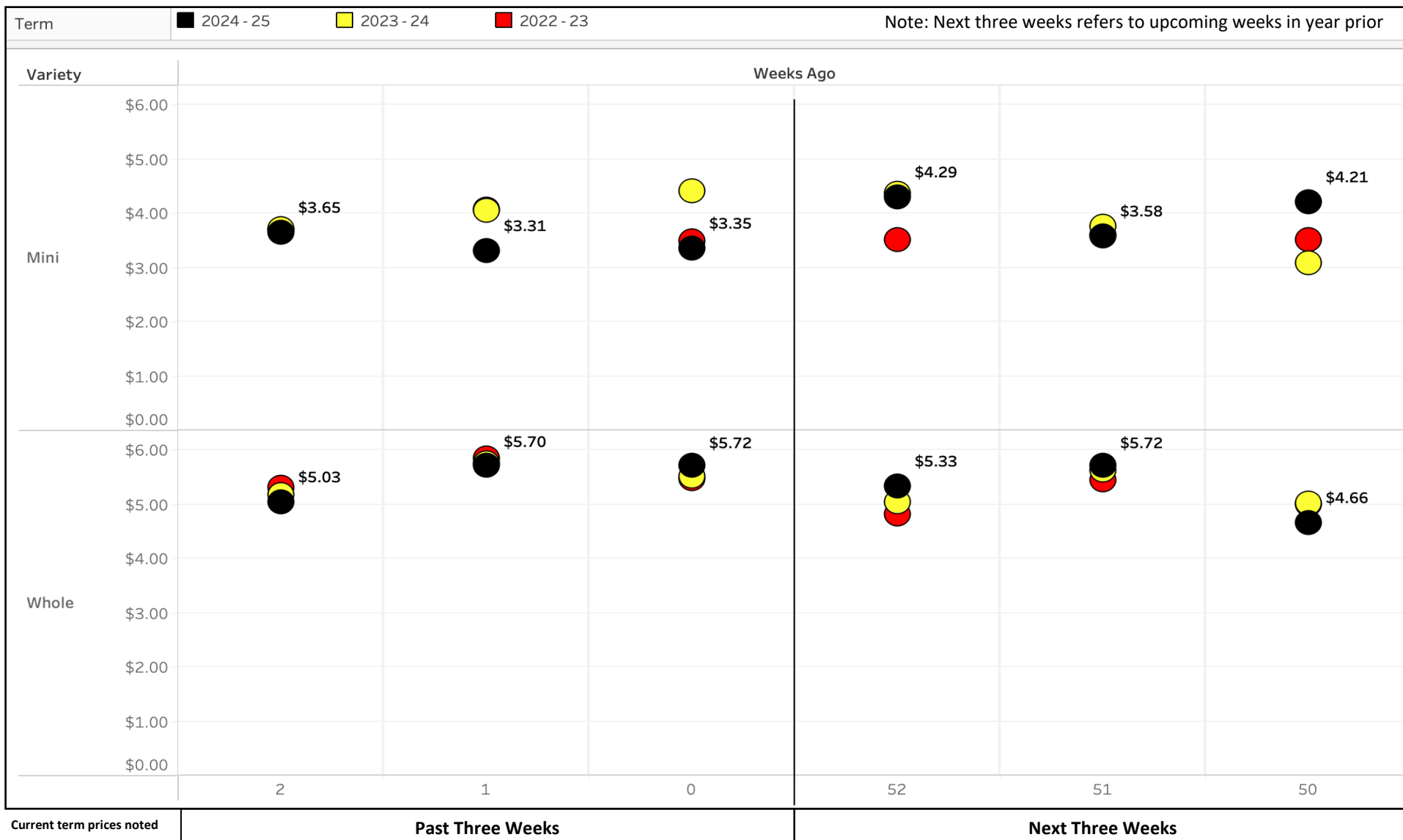
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

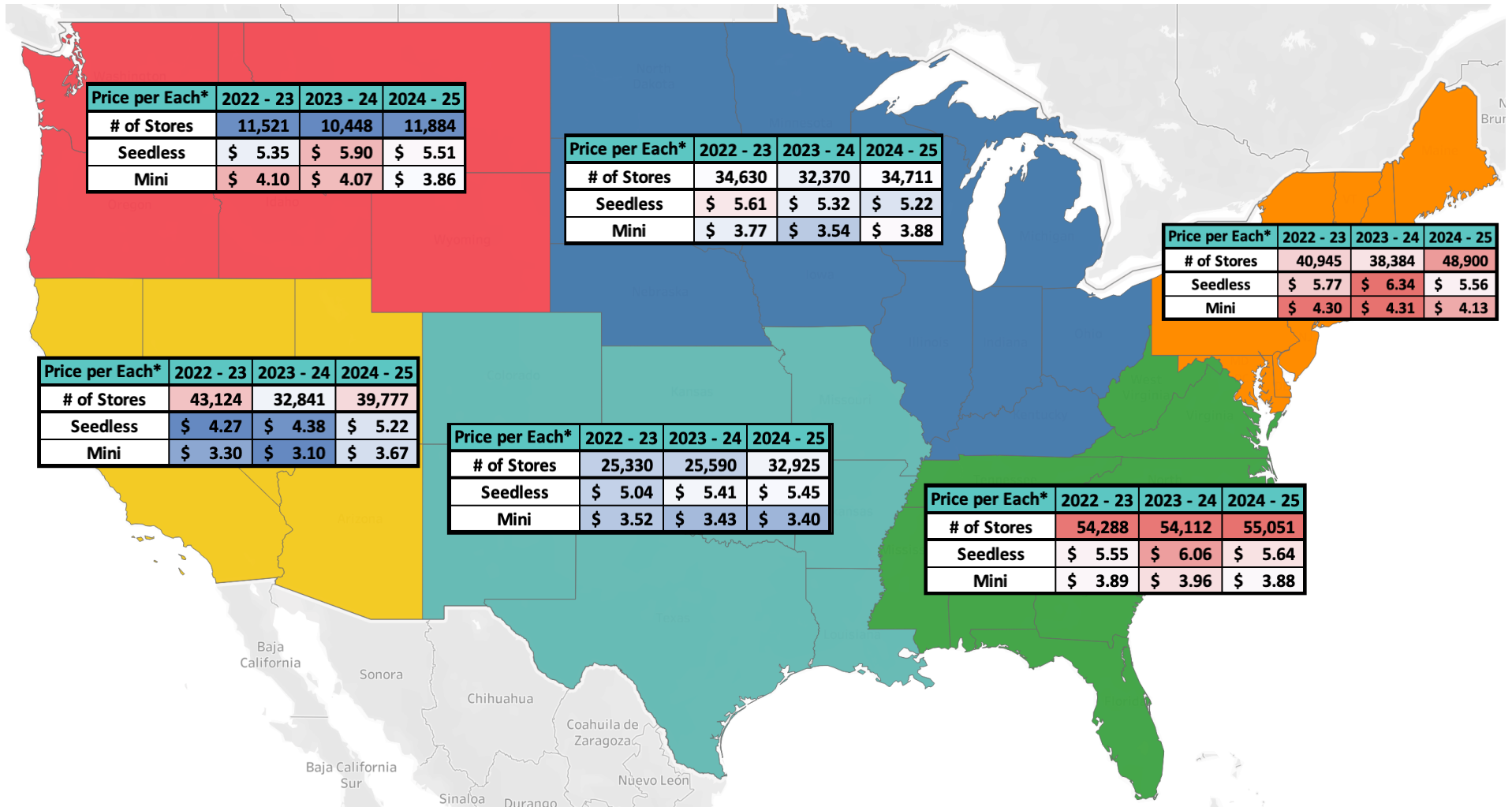
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	9779	\$ 5.83	\$3.68	8026	\$ 6.10	\$4.53	2652	\$ 6.67	\$4.19	7662	\$ 5.56	\$3.37	13249	\$ 5.76	\$4.29	9372	\$ 4.30	\$3.50	51163	\$ 5.78	\$3.83
2023-24	6436	\$ 5.74	\$4.11	9968	\$ 5.93	\$4.08	2608	\$ 5.20	\$3.82	7284	\$ 5.29	\$3.47	11150	\$ 6.09	\$3.92	7308	\$ 4.93	\$4.19	44754	\$ 5.76	\$3.97
2024-25	7968	\$ 5.51	\$3.87	10758	\$ 5.72	\$4.00	2348	\$ 5.17	\$4.02	7025	\$ 5.53	\$3.42	13299	\$ 5.56	\$3.50	7667	\$ 4.49	\$3.70	49065	\$ 5.53	\$3.72

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

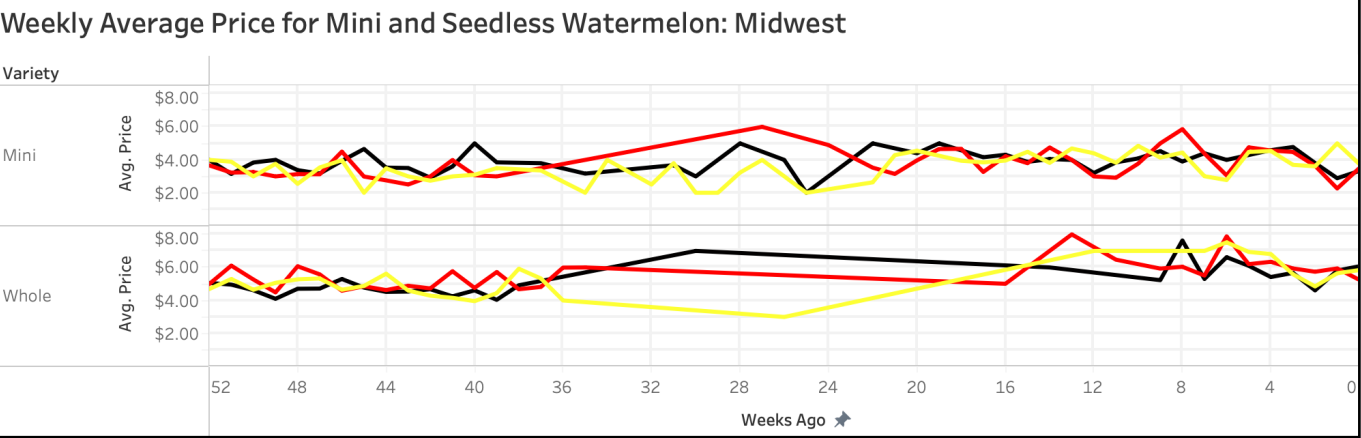
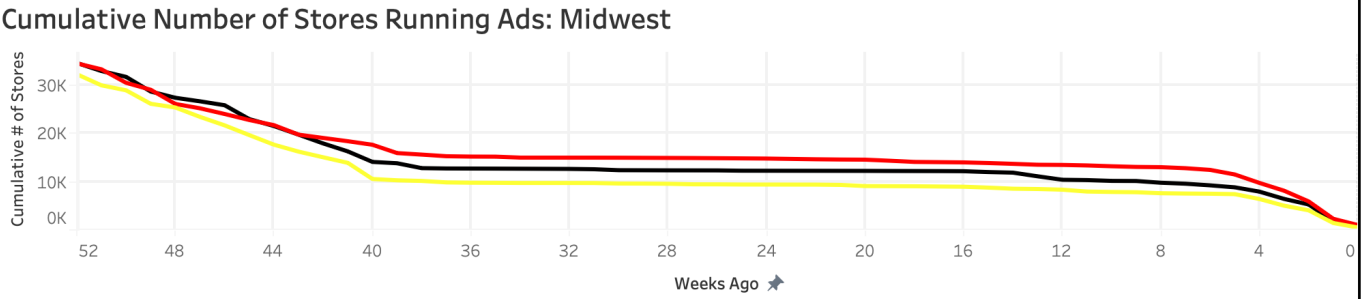
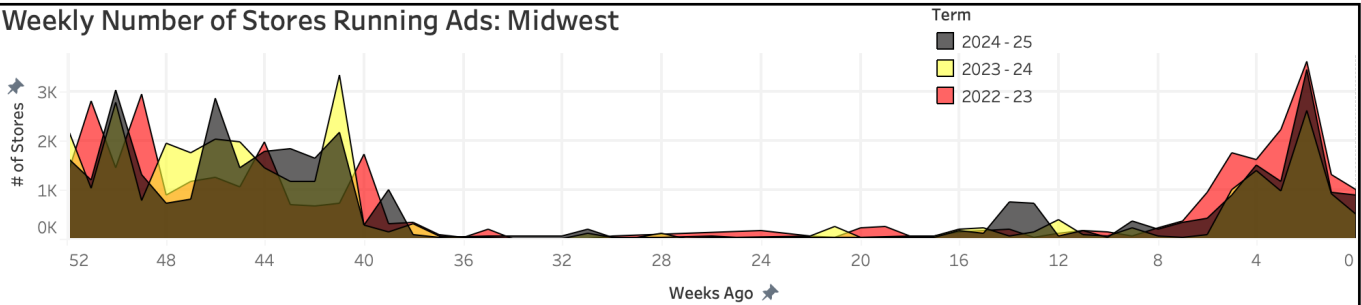


Regional Map

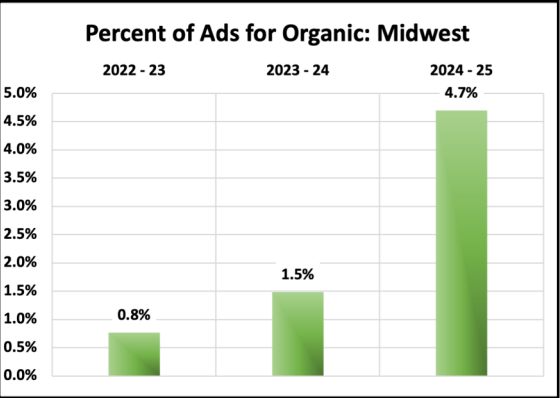


* Although included in # of Stores, organic prices omitted from average.

Midwest

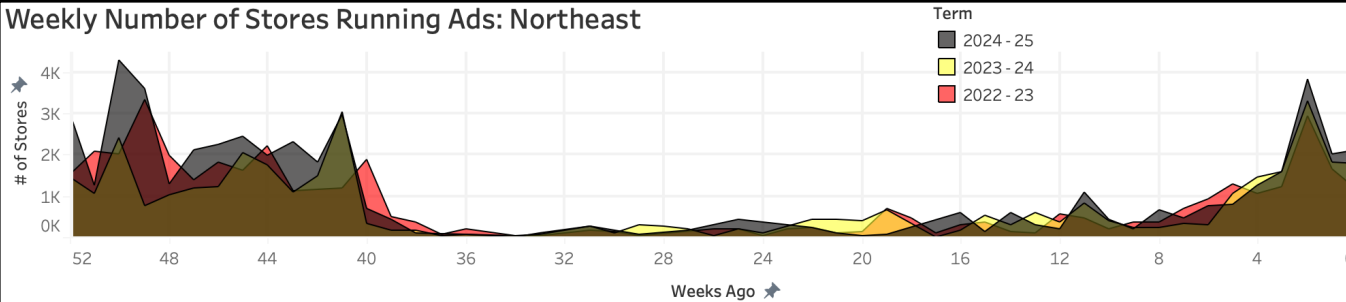


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	34,630	32,370	34,711
Seedless	\$ 5.61	\$ 5.32	\$ 5.22
Mini	\$ 3.77	\$ 3.54	\$ 3.88
Organic Seedless	NA	NA	\$ 5.99
Organic Mini	\$ 4.88	\$ 5.06	\$ 4.98

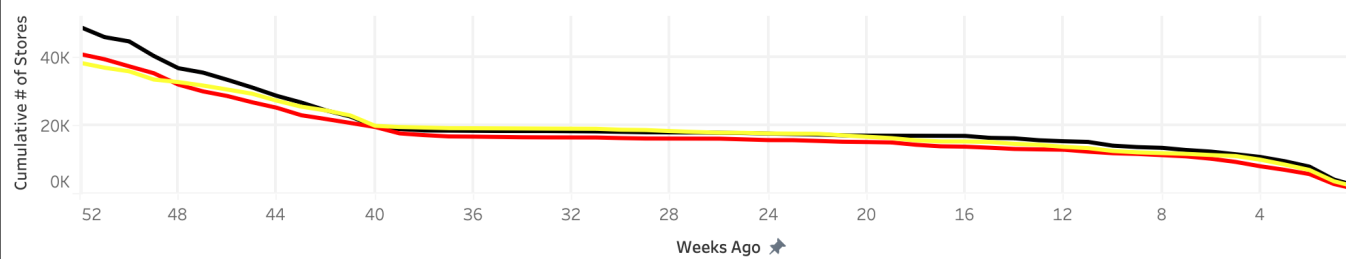


Northeast

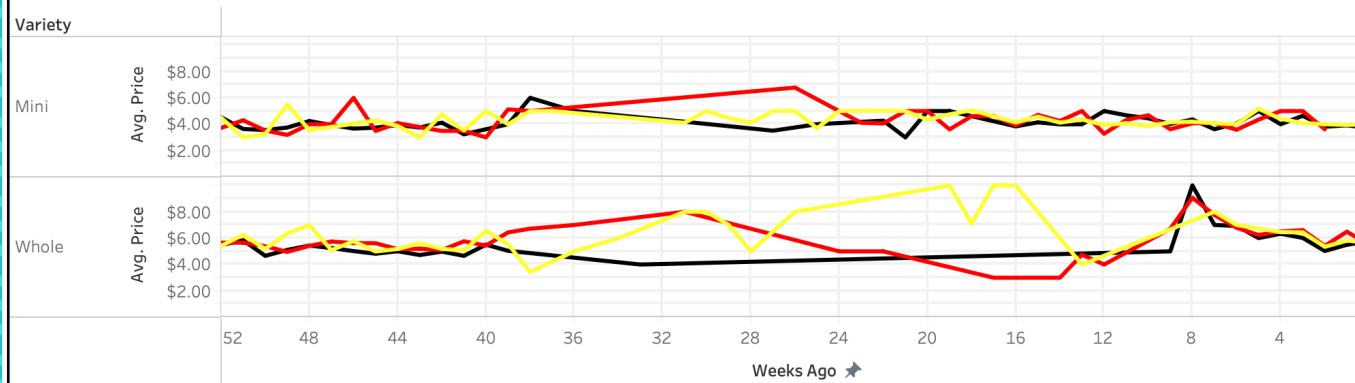
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

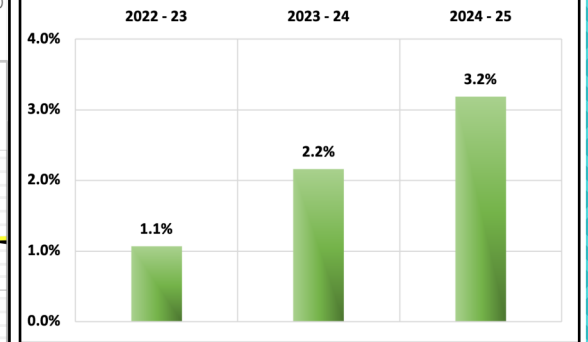


Weekly Average Price for Mini and Seedless Watermelon: Northeast



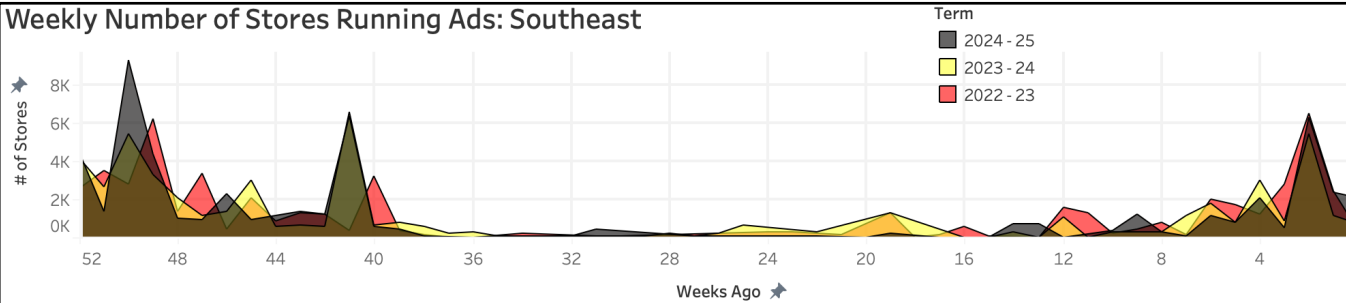
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	40,945	38,384	48,900
Seedless	\$ 5.77	\$ 6.34	\$ 5.56
Mini	\$ 4.30	\$ 4.31	\$ 4.13
Organic Seedless	\$ 7.99	\$ 9.43	\$ 9.24
Organic Mini	\$ 6.04	\$ 5.38	\$ 5.33

Percent of Ads for Organic: Northeast

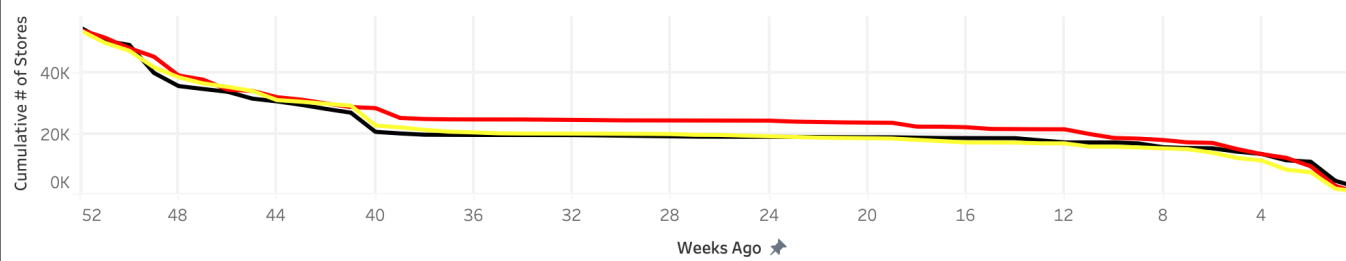


Southeast

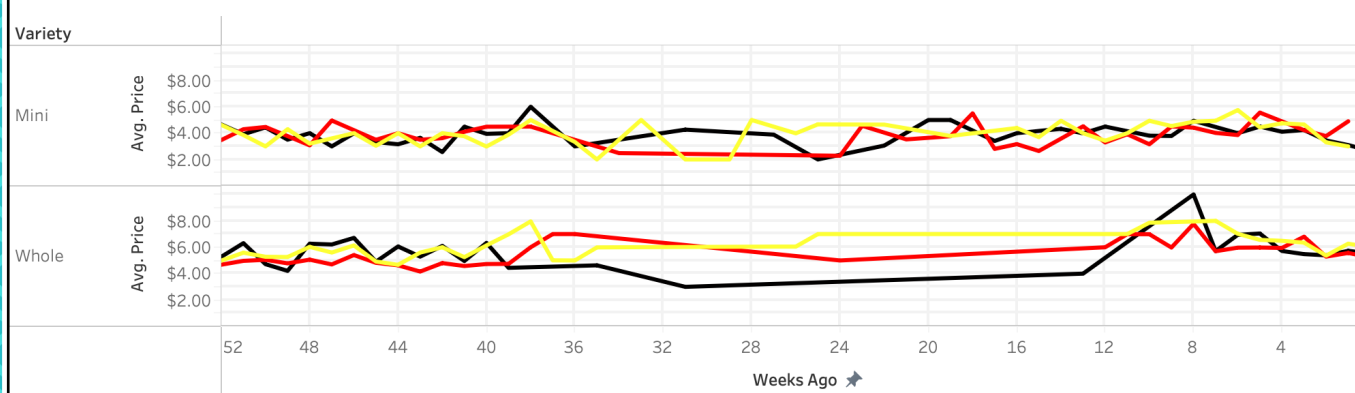
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

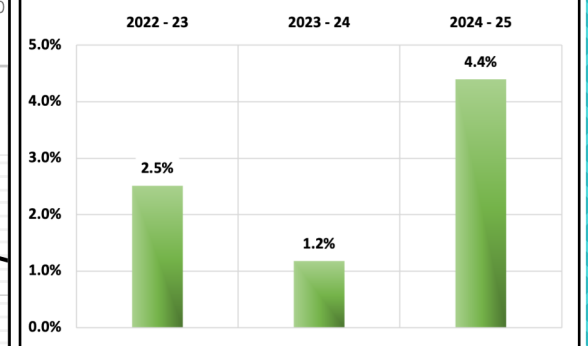


Weekly Average Price for Mini and Seedless Watermelon: Southeast



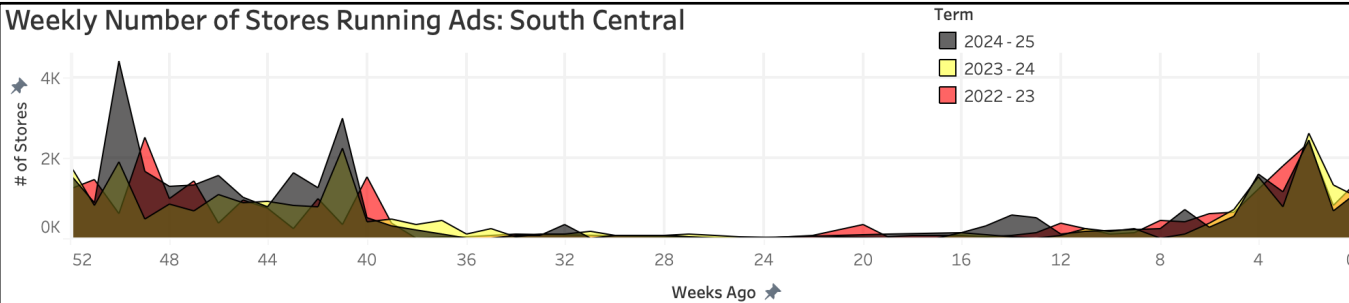
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	54,288	54,112	55,051
Seedless	\$ 5.55	\$ 6.06	\$ 5.64
Mini	\$ 3.89	\$ 3.96	\$ 3.88
Organic Seedless	\$ 4.74	NA	NA
Organic Mini	\$ 4.99	\$ 4.78	\$ 4.90

Percent of Ads for Organic: Southeast

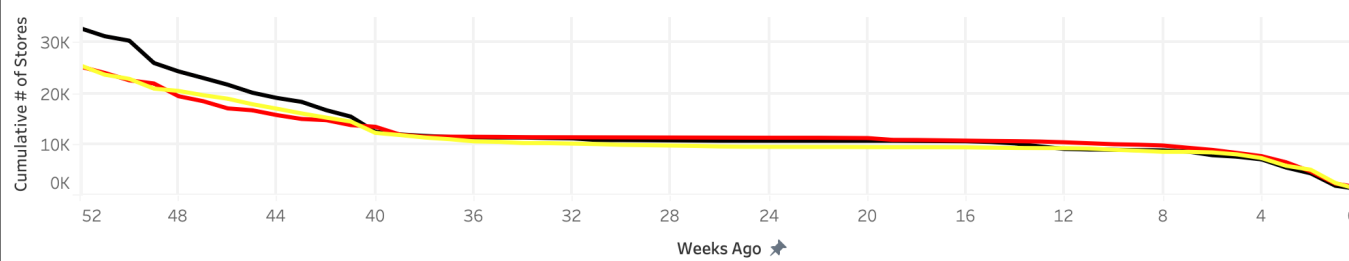


South Central

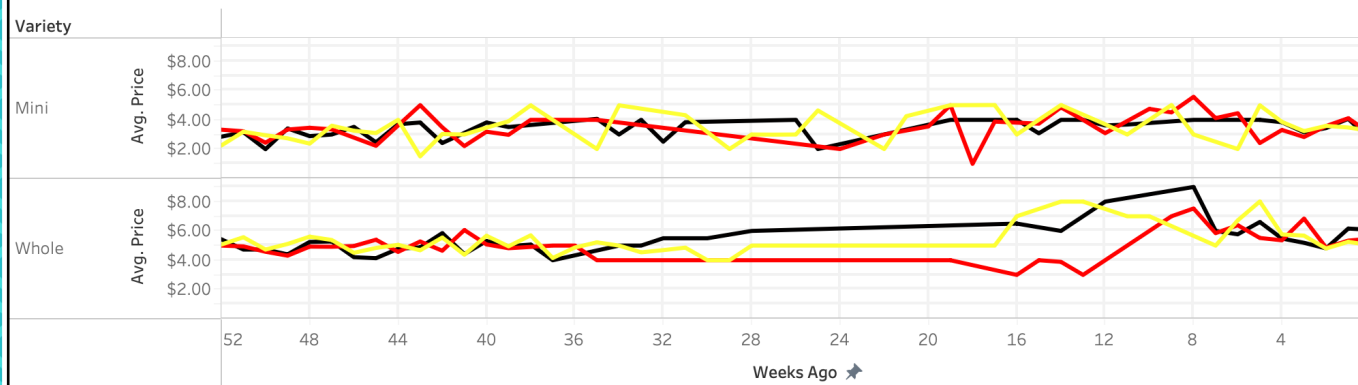
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

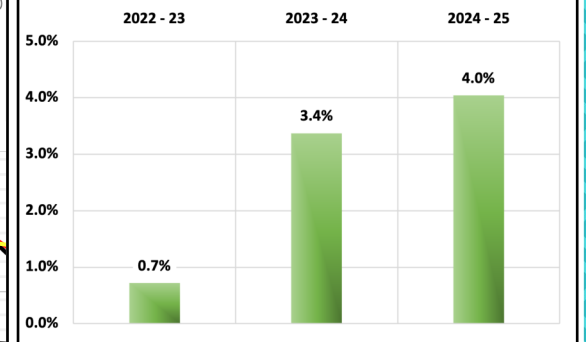


Weekly Average Price for Mini and Seedless Watermelon: South Central

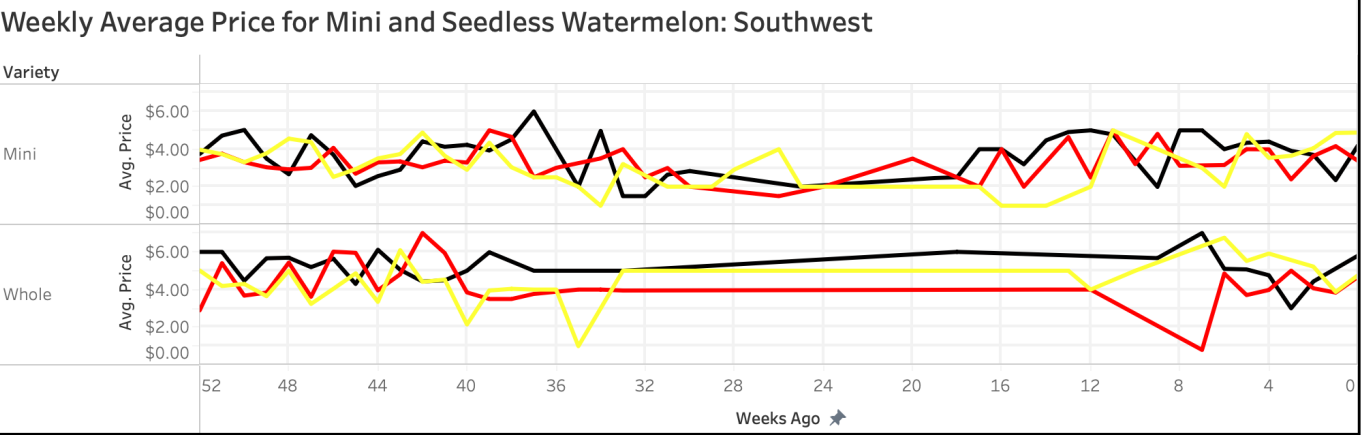
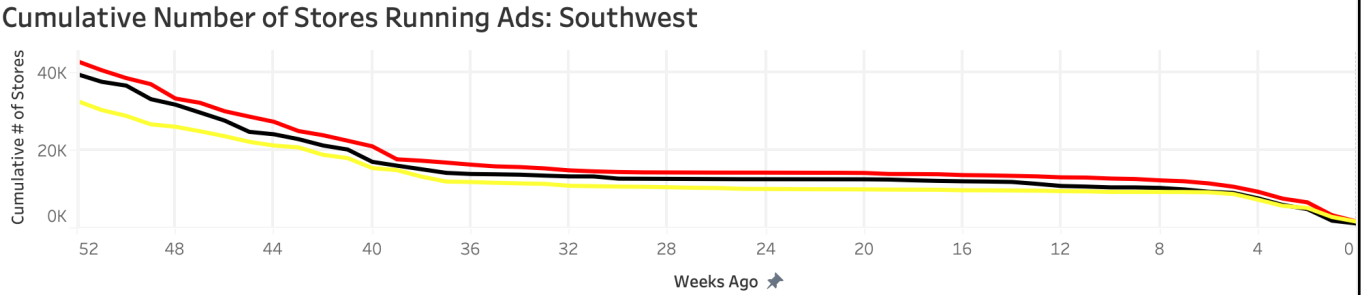
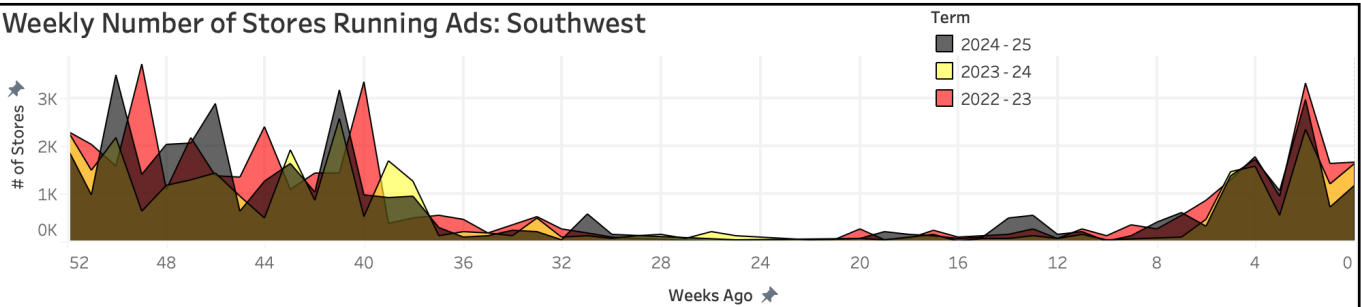


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	25,330	25,590	32,925
Seedless	\$ 5.04	\$ 5.41	\$ 5.45
Mini	\$ 3.52	\$ 3.43	\$ 3.40
Organic Seedless	NA	NA	\$ 6.49
Organic Mini	\$ 4.77	\$ 5.22	\$ 5.06

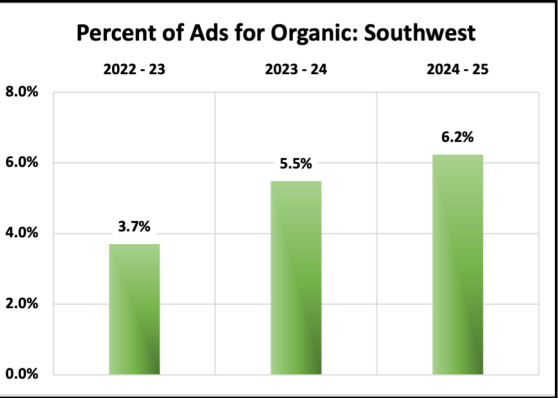
Percent of Ads for Organic: South Central



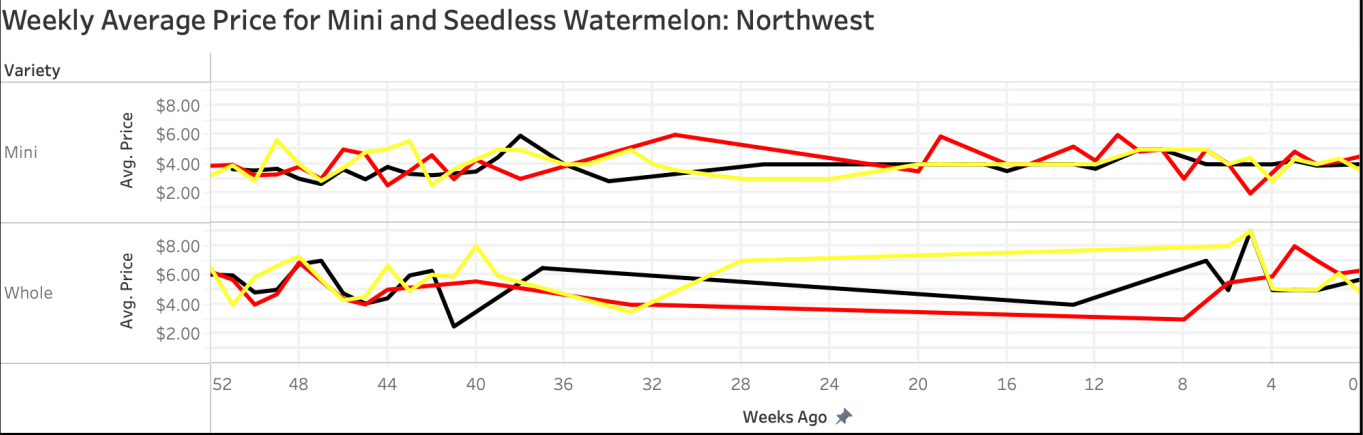
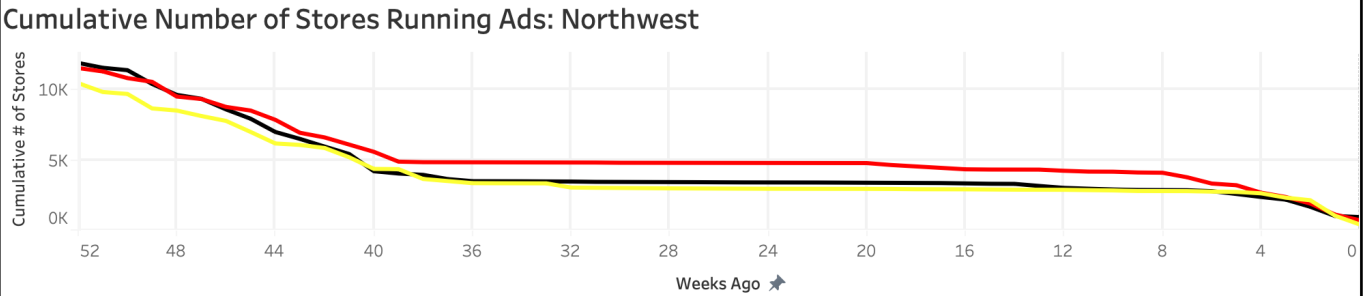
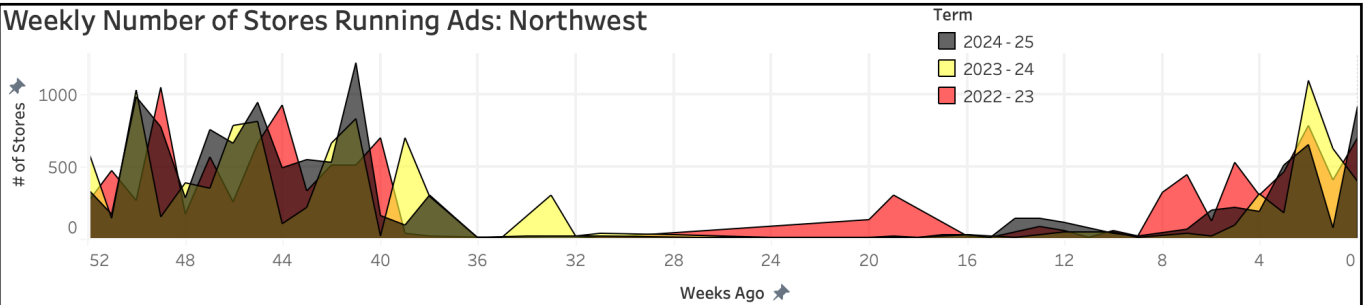
Southwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	43,124	32,841	39,777
Seedless	\$ 4.27	\$ 4.38	\$ 5.22
Mini	\$ 3.30	\$ 3.10	\$ 3.67
Organic Seedless	\$ 6.99	\$ 5.99	\$ 7.19
Organic Mini	\$ 4.91	\$ 5.19	\$ 5.25



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	11,521	10,448	11,884
Seedless	\$ 5.35	\$ 5.90	\$ 5.51
Mini	\$ 4.10	\$ 4.07	\$ 3.86
Organic Seedless	\$ 5.98	NA	\$ 9.03
Organic Mini	\$ 5.61	\$ 5.14	\$ 5.34

