

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

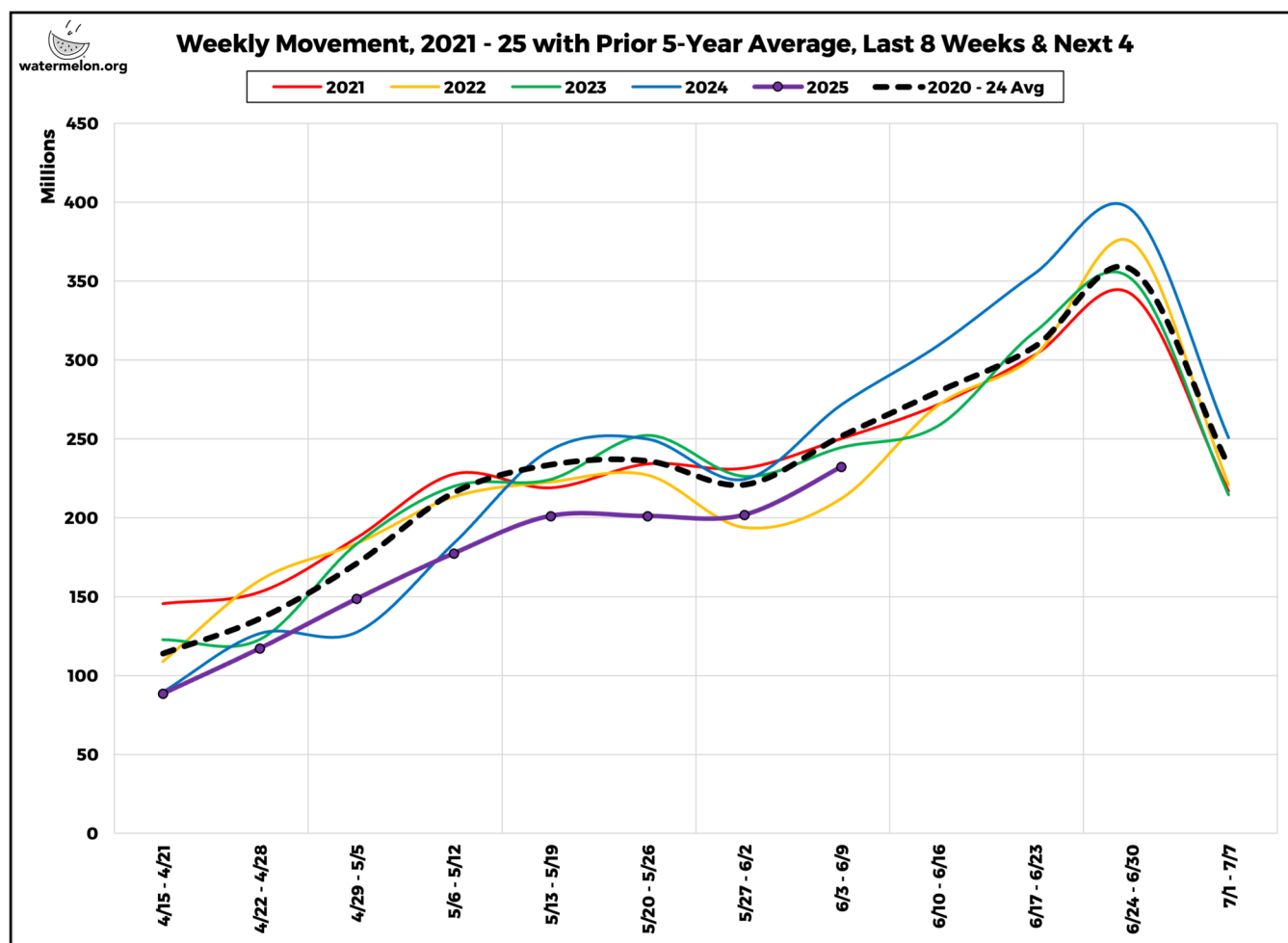
Data current through June 10, 2025

- The data indicates volume picked up in past week, though remained below average
- Weekly seedless FOB slipped a little lower, though appears skewed by a single market

Movement	2025	2024	2025 v 24	2020—24 Avg	2025 v Avg
Last 7 Days	217,711,620	279,791,624	-22.2%	256,133,274	-15.0%
Last 30 Days	897,392,006	1,049,708,379	-14.5%	1,014,898,320	-11.6%
Year to Date	2,125,937,324	2,163,347,153	-1.7%	2,249,066,182	-5.5%

Movement

- Starting to head into 4th of July ramp up, past week closed some of the gap to average
- Last 30 days over 100M pounds lower than average



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

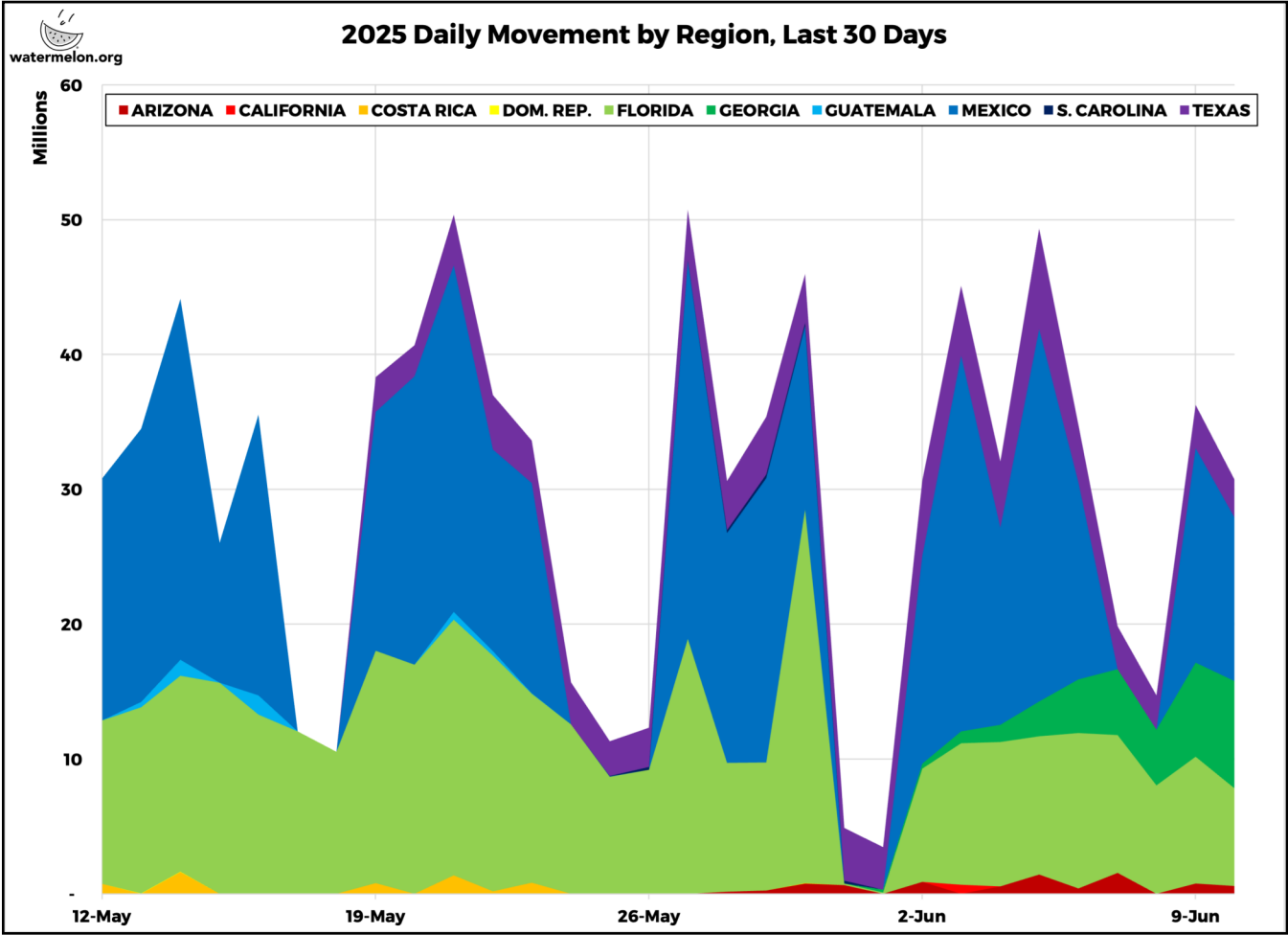
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—Last Week vs. Prior

- **Decreasing volume:** Dominican Republic
- **Stable volume:** Florida, Mexico, Texas
- **Increasing volume:** Arizona, Georgia



Last 7 Days Movement:

- Mexico 6% below 2024, 29% above average
- Florida 41% below 2024, 38% below average
- Georgia 93% above 2024, 54% above average
- Texas 22% above 2024, 17% below average
- Arizona 82% below 2024, 72% below average
- Dom. Rep. 50% above 2024, 9% above average
- No reports from CA & SC in past week

Region	Last 7 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	84,918,535	90,399,172	-6%	65,814,621	29%
FLORIDA	67,476,900	113,408,000	-41%	108,354,400	-38%
GEORGIA	31,736,775	16,440,000	93%	20,553,980	54%
TEXAS	28,360,000	23,240,000	22%	34,149,296	-17%
ARIZONA	5,212,130	28,259,590	-82%	18,906,458	-72%
DOM. REP.	7,280	4,862	50%	6,697	9%
CALIFORNIA	0	4,880,000	-100%	6,258,025	-100%
SOUTH CAROLINA	0	3,160,000	-100%	2,056,000	-100%
ALABAMA	0	0 NA		32,000	-100%
COSTA RICA	0	0 NA		1,797	-100%
GUATEMALA	0	0 NA		0 NA	
PANAMA	0	0 NA		0 NA	
HONDURAS	0	0 NA		0 NA	
BRAZIL	0	0 NA		0 NA	
CANADA	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	
MISSISSIPPI	0	0 NA		0 NA	
Total	217,711,620	279,791,624	-22.2%	256,133,274	-15.0%

Region	Last 30 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	399,435,324	350,339,561	14%	317,313,026	26%
FLORIDA	359,392,050	522,374,000	-31%	497,241,880	-28%
TEXAS	86,028,000	110,808,650	-22%	122,662,864	-30%
GEORGIA	33,192,775	16,640,000	99%	21,638,300	53%
ARIZONA	7,902,550	38,010,512	-79%	35,500,279	-78%
COSTA RICA	5,501,329	897,164	513%	987,696	457%
GUATEMALA	3,957,874	1,061,713	273%	1,677,048	136%
SOUTH CAROLINA	1,220,000	4,440,000	-73%	2,512,000	-51%
CALIFORNIA	654,400	4,880,000	-87%	13,595,977	-95%
DOM. REP.	107,704	233,727	-54%	77,826	38%
HONDURAS	0	23,052	-100%	1,626,191	-100%
PANAMA	0	0 NA		33,231	-100%
ALABAMA	0	0 NA		32,000	-100%
BRAZIL	0	0 NA		0 NA	
VIRGINIA	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	
DELAWARE	0	0 NA		0 NA	
CANADA	0	0 NA		0 NA	
Total	897,392,006	1,049,708,379	-14.5%	1,014,898,320	-11.6%

Last 30 Days Movement:

- Mexico 14% above 2024, 26% above average
- Florida 31% below 2024, 28% below average
- Texas 22% below 2024, 30% below average
- Georgia 99% above 2024, 53% above average
- Arizona 79% below 2024, 78% below average
- Costa Rica well above 2024 and average
- Guatemala well above 2024 and average
- S. Carolina 73% below 2024, 51% below average
- California 87% below 2024, 95% below average
- Dom. Rep. 54% below 2024, 38% above average

Year to Date Movement:

- Mexico 16% above 2024, 12% above average
- Florida 23% below 2024, 29% below average
- Guatemala 16% above 2024, 50% above average
- Texas 29% below 2024, 34% below average
- Honduras 13% above 2024, 29% below average
- Costa Rica 35% above 2024, well above average
- Georgia 99% above 2024, 53% above average
- Arizona 79% below 2024, 78% below average
- Brazil well above 2024, 98% above average
- Dom. Rep. 39% below 2024, 40% above average
- Panama 18% below 2024, 68% below average
- S. Carolina 73% below 2024, 51% below average
- California 87% below 2024, 95% below average

Region	To Date				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	1,074,119,622	923,363,785	16%	956,624,079	12%
FLORIDA	591,667,945	772,168,000	-23%	835,292,440	-29%
GUATEMALA	243,750,488	210,184,839	16%	162,962,443	50%
TEXAS	86,028,000	120,768,650	-29%	130,009,113	-34%
HONDURAS	48,567,537	43,078,848	13%	68,043,799	-29%
COSTA RICA	34,383,068	25,508,268	35%	16,921,006	103%
GEORGIA	33,192,775	16,640,000	99%	21,638,300	53%
ARIZONA	7,902,550	38,010,512	-79%	35,500,279	-78%
BRAZIL	1,898,875	627,694	203%	959,367	98%
DOM. REP.	1,311,994	2,156,754	-39%	936,790	40%
PANAMA	1,240,070	1,519,767	-18%	3,832,582	-68%
SOUTH CAROLINA	1,220,000	4,440,000	-73%	2,512,000	-51%
CALIFORNIA	654,400	4,880,000	-87%	13,801,977	-95%
ALABAMA	0	0 NA		32,000	-100%
CANADA	0	36	-100%	7	-100%
INDIANA	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	
MARYLAND	0	0 NA		0 NA	
VIRGINIA	0	0 NA		0 NA	
OKLAHOMA	0	0 NA		0 NA	
MISSISSIPPI	0	0 NA		0 NA	
Total	2,125,937,324	2,163,347,153	-1.7%	2,249,066,182	-5.5%

Seedless FOB Pricing

- Past full week below recent past years
- Most recent days ranging between \$0.15 and \$0.20 per pound for most reporting regions, Nogales lower of late

Seedless FOB	2025	2024	2020-24
Last 7 Days	\$0.149	\$0.205	\$0.226
Last 30 Days	\$0.199	\$0.233	\$0.230
Year to Date	\$0.274	\$0.313	\$0.278

