

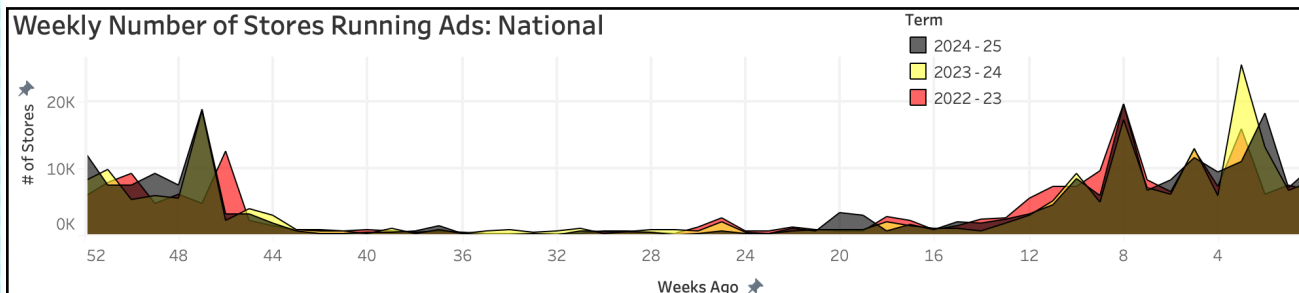
Retail Ad Report

Compiled by the National Watermelon Promotion Board

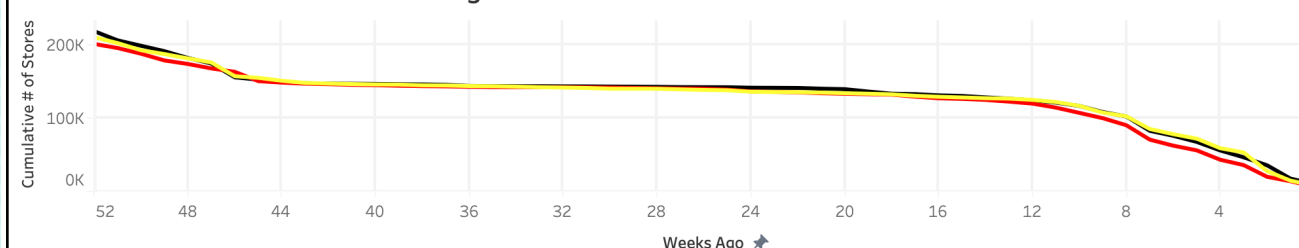


Data current through July 18, 2025

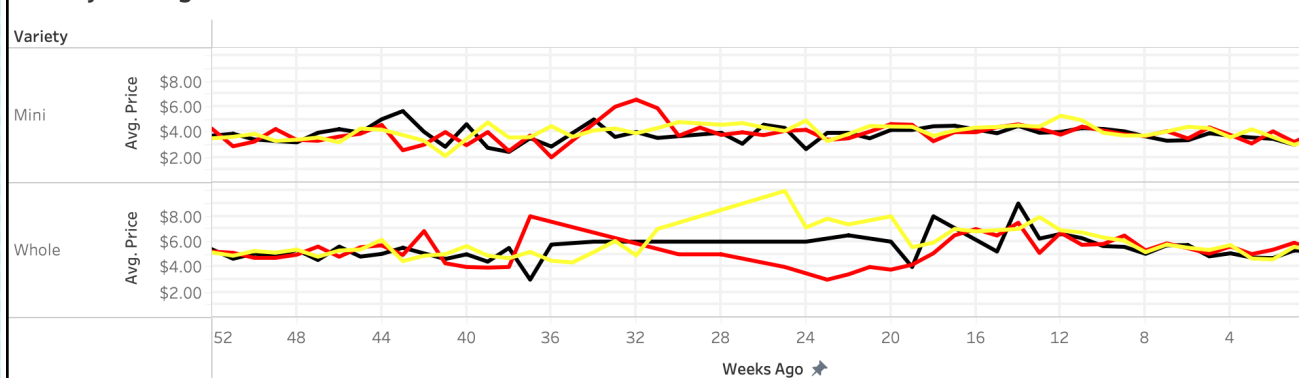
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

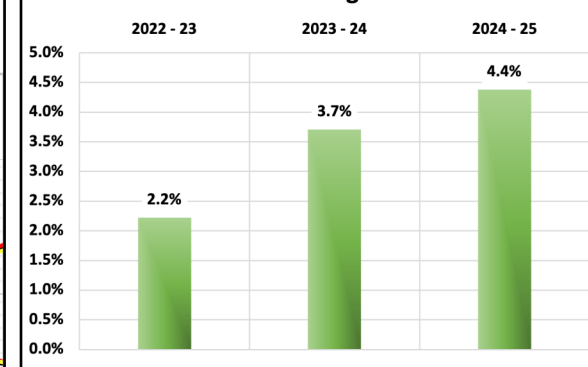


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	201,399	210,562	218,825
Seedless	\$ 5.25	\$ 5.83	\$ 5.43
Mini	\$ 3.89	\$ 3.99	\$ 3.83
Organic Seedless	\$ 7.93	\$ 8.30	\$ 8.53
Organic Mini	\$ 5.27	\$ 5.18	\$ 5.06

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.

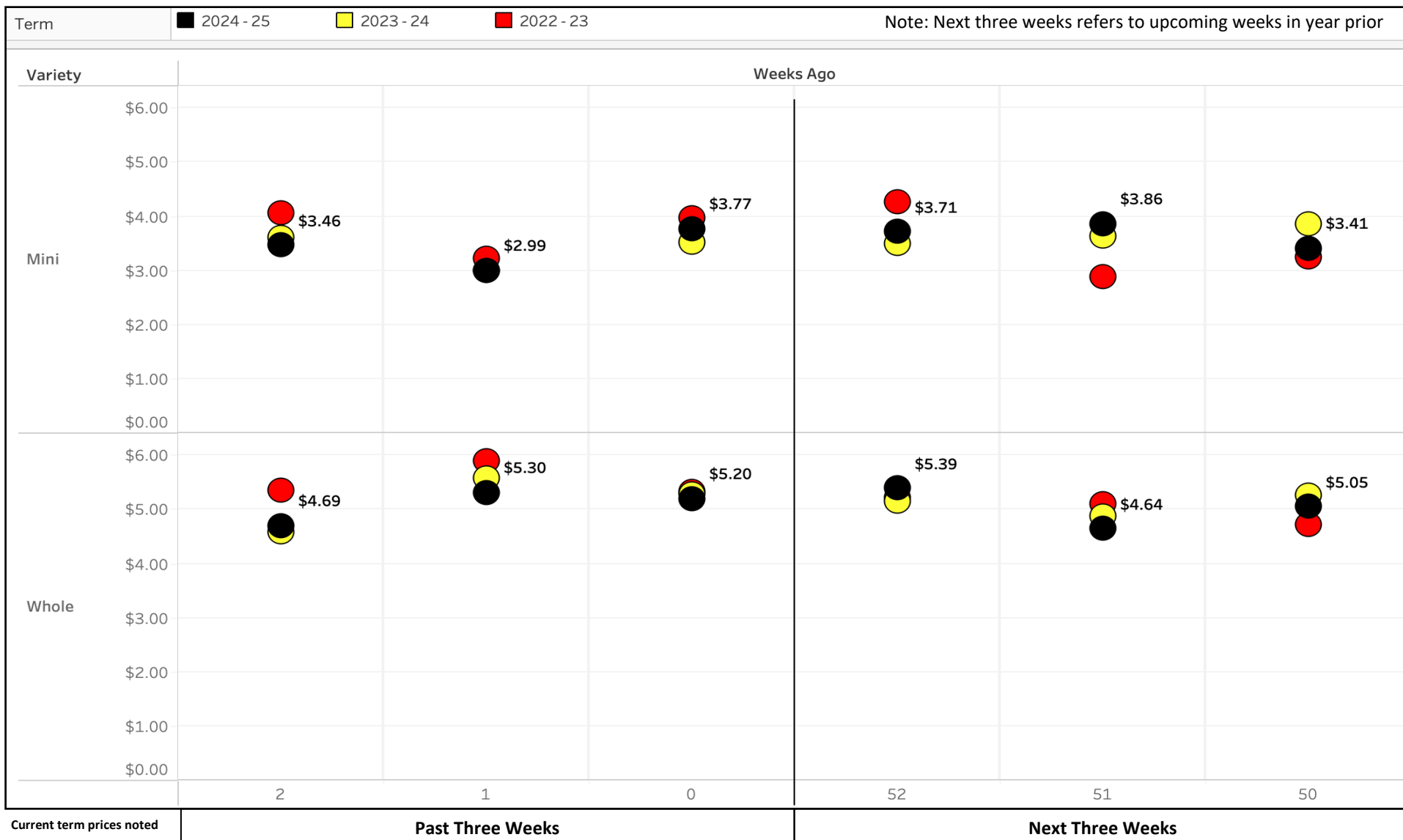
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

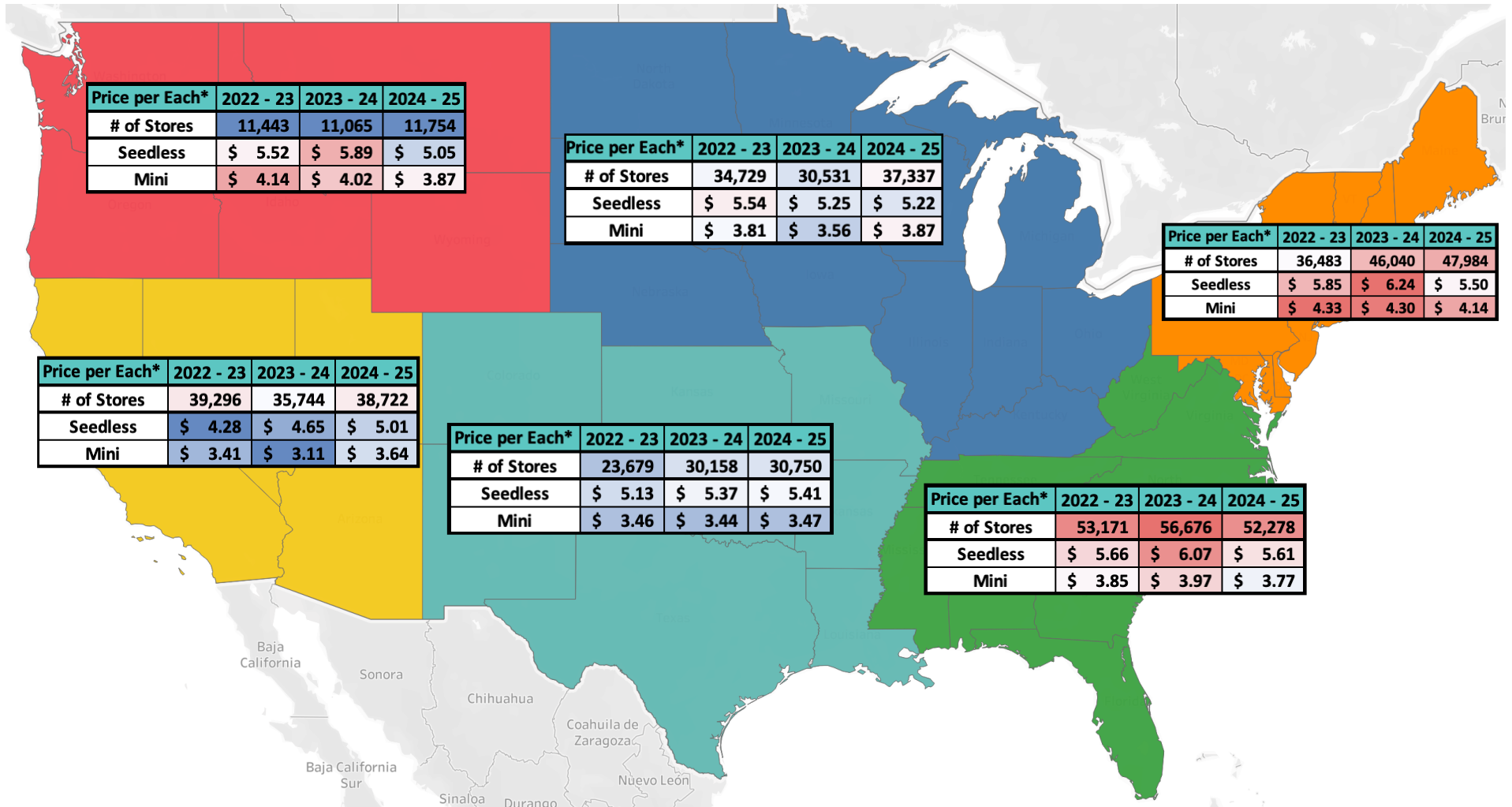
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	8317	\$ 5.12	\$3.34	6418	\$ 5.97	\$3.82	2057	\$ 5.90	\$3.85	4750	\$ 5.27	\$2.96	14550	\$ 5.54	\$3.58	6762	\$ 4.07	\$3.94	43254	\$ 5.44	\$3.62
2023-24	7105	\$ 4.61	\$3.50	12530	\$ 5.25	\$3.82	2961	\$ 5.91	\$3.31	9571	\$ 4.87	\$2.88	16795	\$ 5.53	\$3.76	10033	\$ 5.39	\$4.12	58995	\$ 5.17	\$3.58
2024-25	8606	\$ 4.69	\$3.18	11965	\$ 5.09	\$3.97	2626	\$ 4.38	\$3.37	7388	\$ 4.75	\$3.25	15663	\$ 5.38	\$3.14	9718	\$ 4.55	\$3.78	55966	\$ 5.00	\$3.50

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

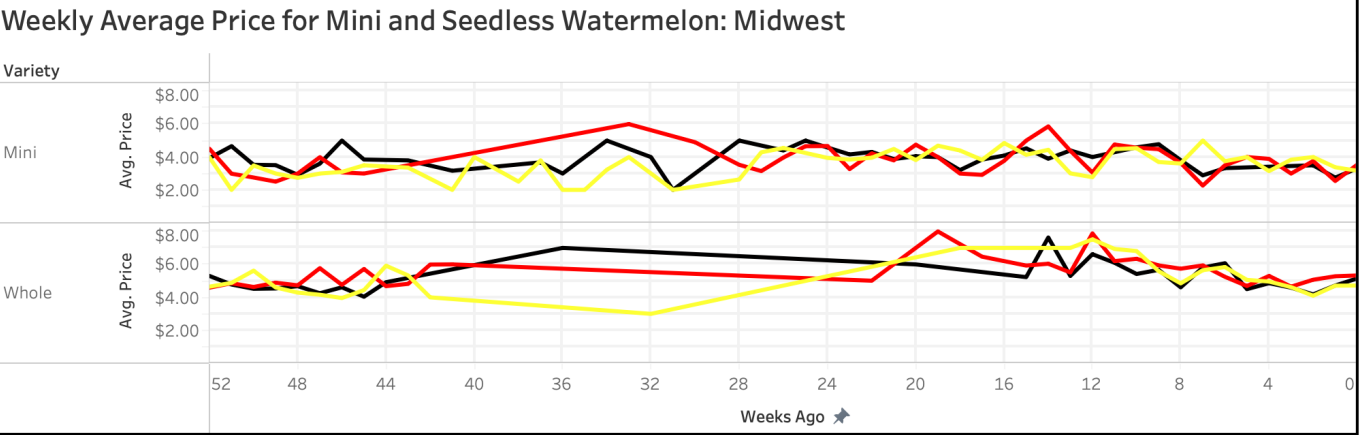
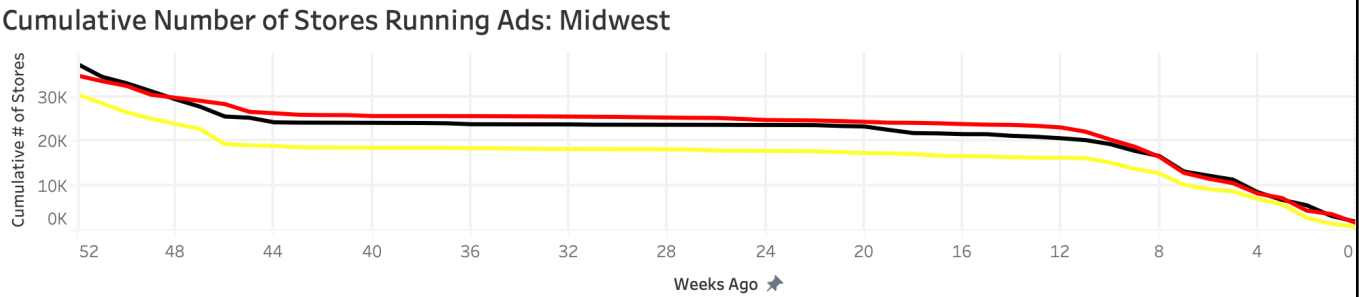
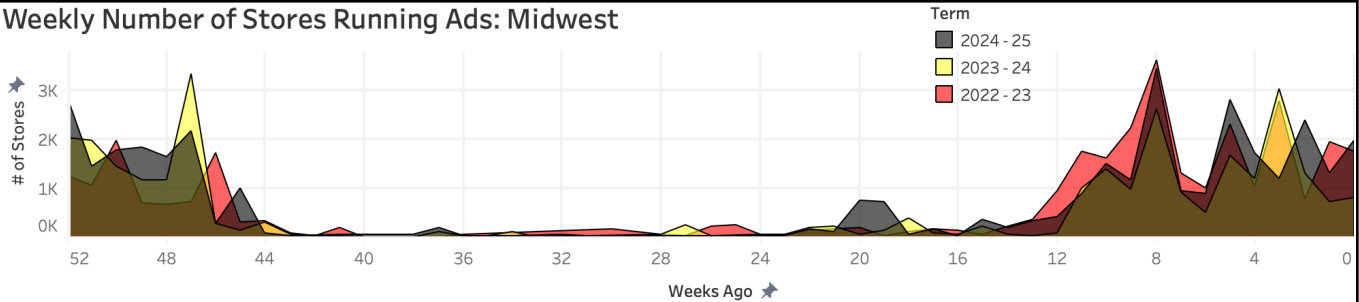


Regional Map

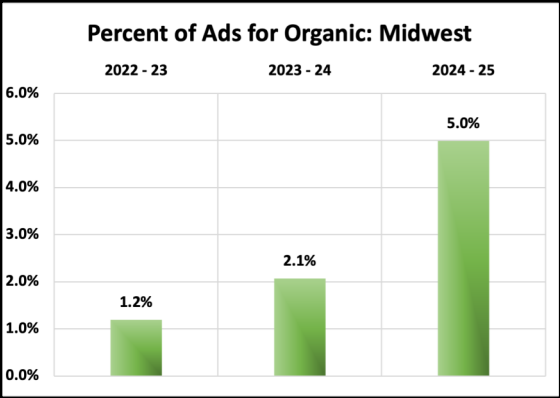


* Although included in # of Stores, organic prices omitted from average.

Midwest

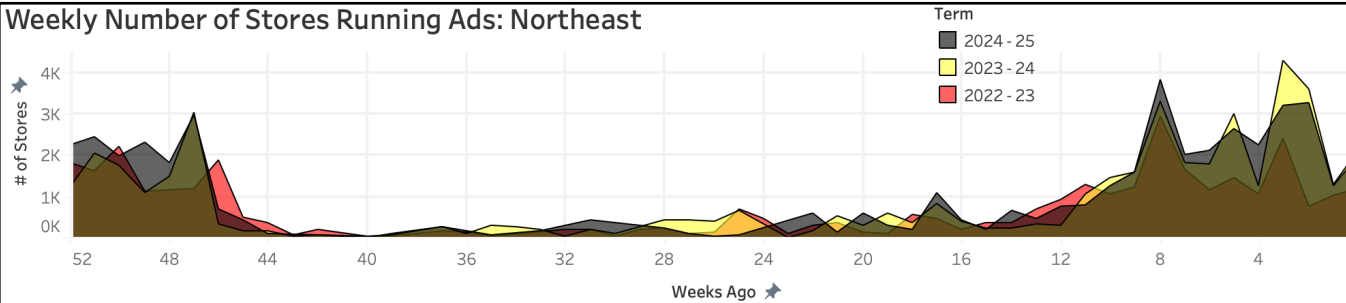


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	34,729	30,531	37,337
Seedless	\$ 5.54	\$ 5.25	\$ 5.22
Mini	\$ 3.81	\$ 3.56	\$ 3.87
Organic Seedless	NA	\$ 5.99	\$ 7.99
Organic Mini	\$ 4.71	\$ 5.11	\$ 5.10

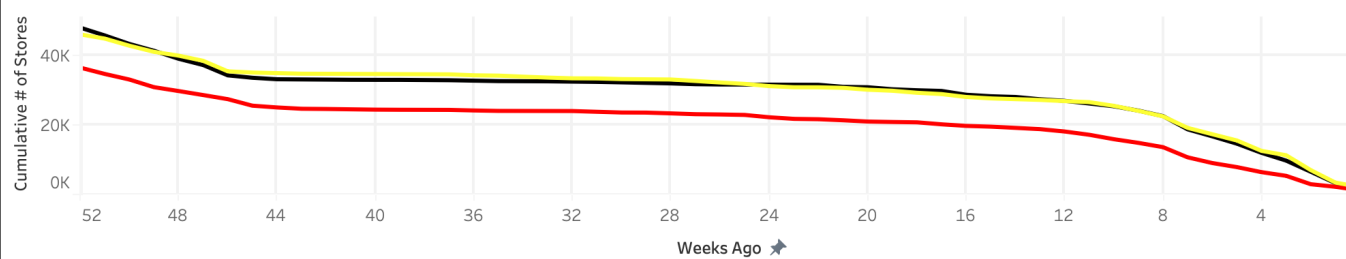


Northeast

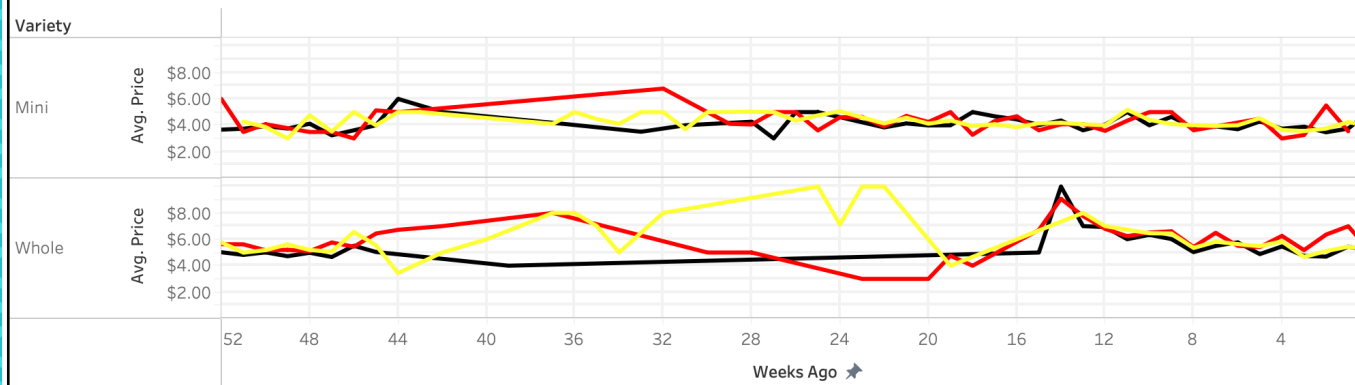
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

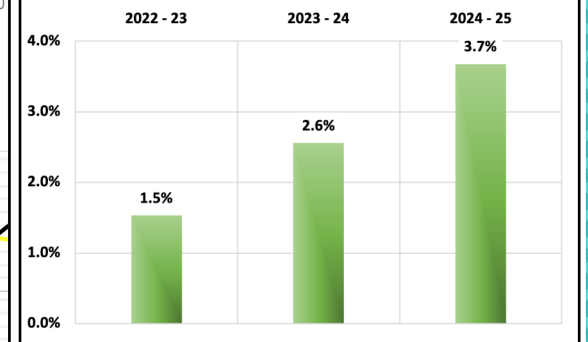


Weekly Average Price for Mini and Seedless Watermelon: Northeast



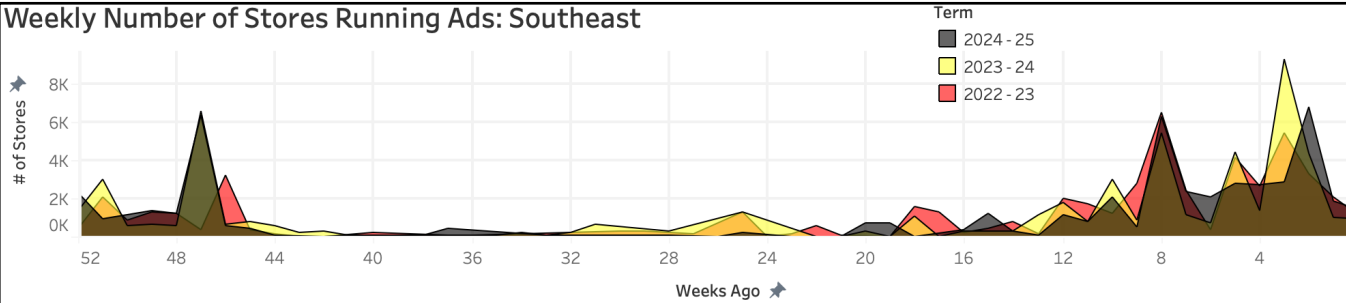
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	36,483	46,040	47,984
Seedless	\$ 5.85	\$ 6.24	\$ 5.50
Mini	\$ 4.33	\$ 4.30	\$ 4.14
Organic Seedless	\$ 9.59	\$ 8.62	\$ 10.99
Organic Mini	\$ 5.77	\$ 5.23	\$ 5.45

Percent of Ads for Organic: Northeast

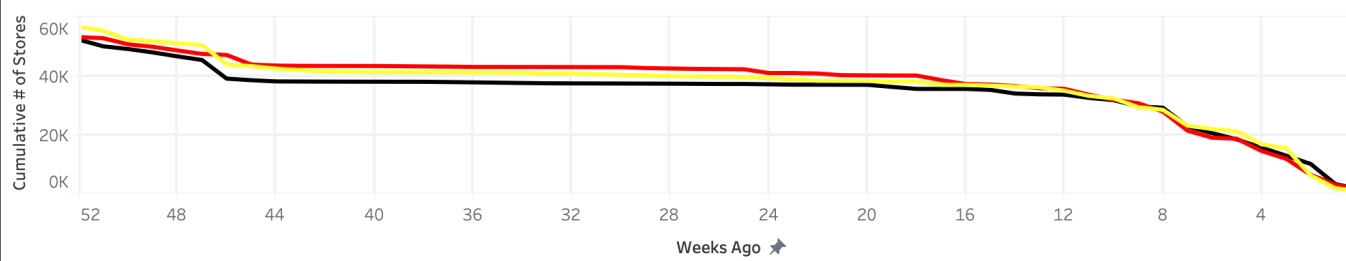


Southeast

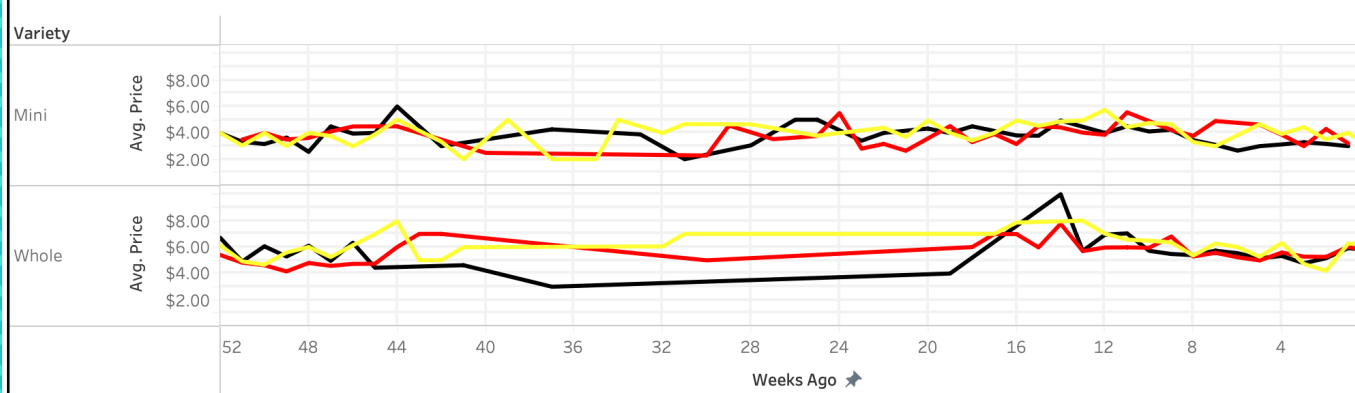
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

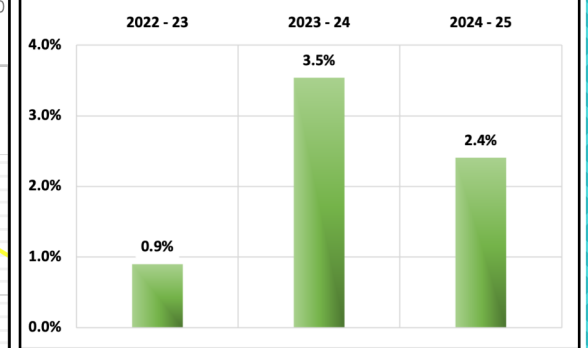


Weekly Average Price for Mini and Seedless Watermelon: Southeast



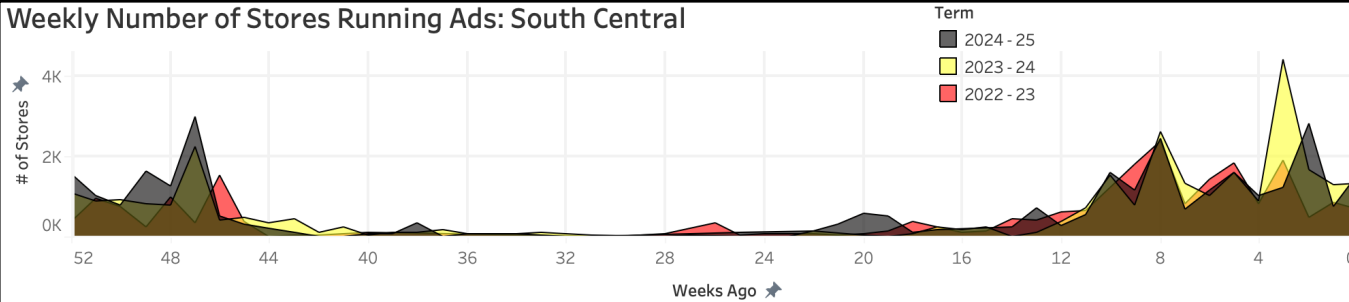
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	53,171	56,676	52,278
Seedless	\$ 5.66	\$ 6.07	\$ 5.61
Mini	\$ 3.85	\$ 3.97	\$ 3.77
Organic Seedless	\$ 3.49	NA	NA
Organic Mini	\$ 4.93	\$ 4.60	\$ 5.21

Percent of Ads for Organic: Southeast

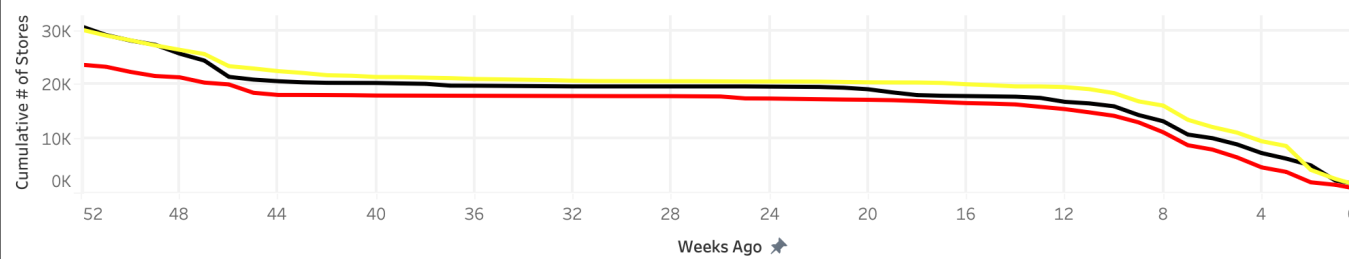


South Central

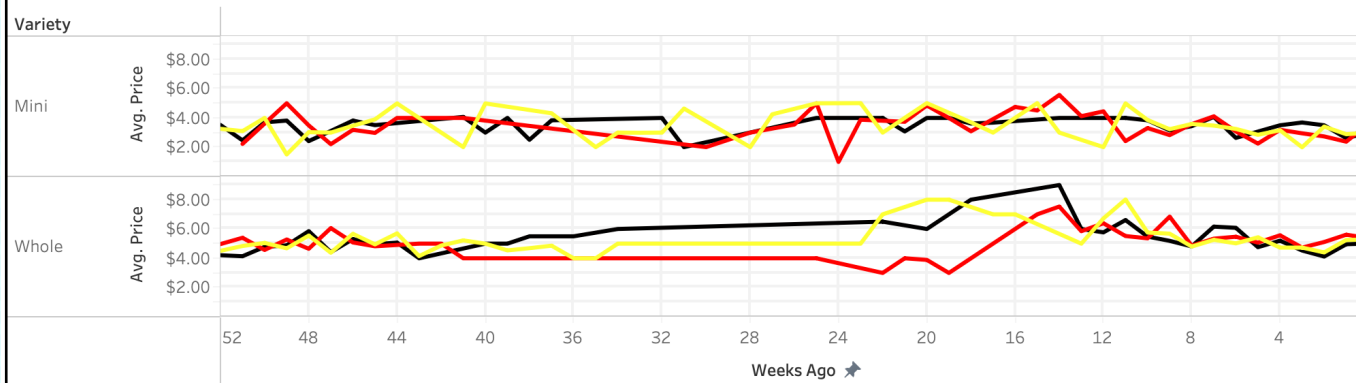
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

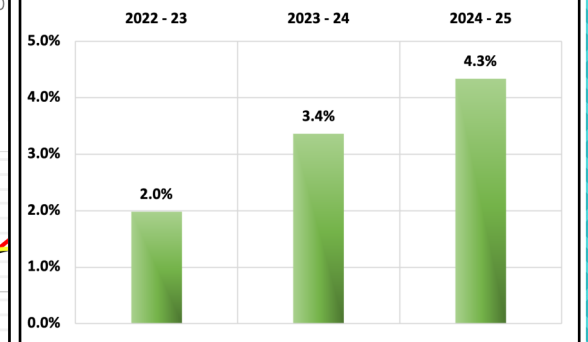


Weekly Average Price for Mini and Seedless Watermelon: South Central



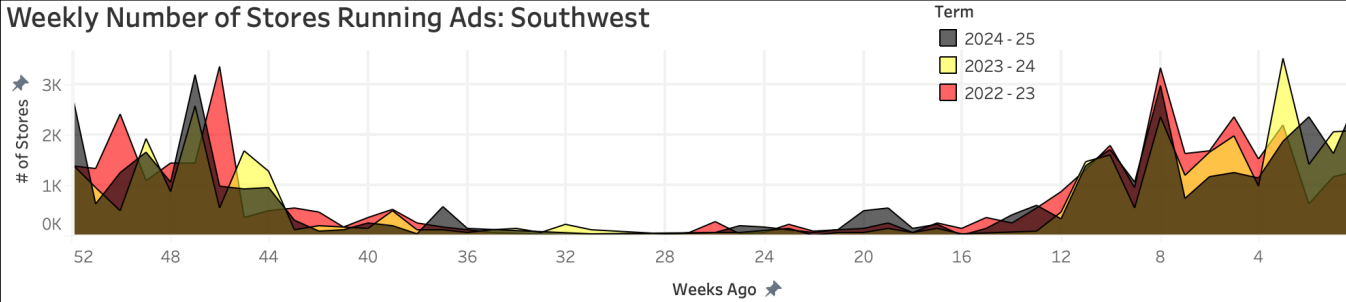
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	23,679	30,158	30,750
Seedless	\$ 5.13	\$ 5.37	\$ 5.41
Mini	\$ 3.46	\$ 3.44	\$ 3.47
Organic Seedless	NA	\$ 4.98	\$ 7.99
Organic Mini	\$ 4.89	\$ 5.37	\$ 5.21

Percent of Ads for Organic: South Central

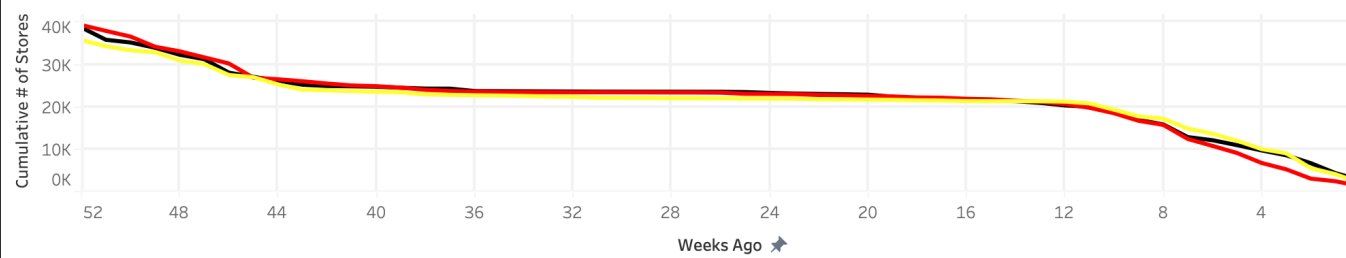


Southwest

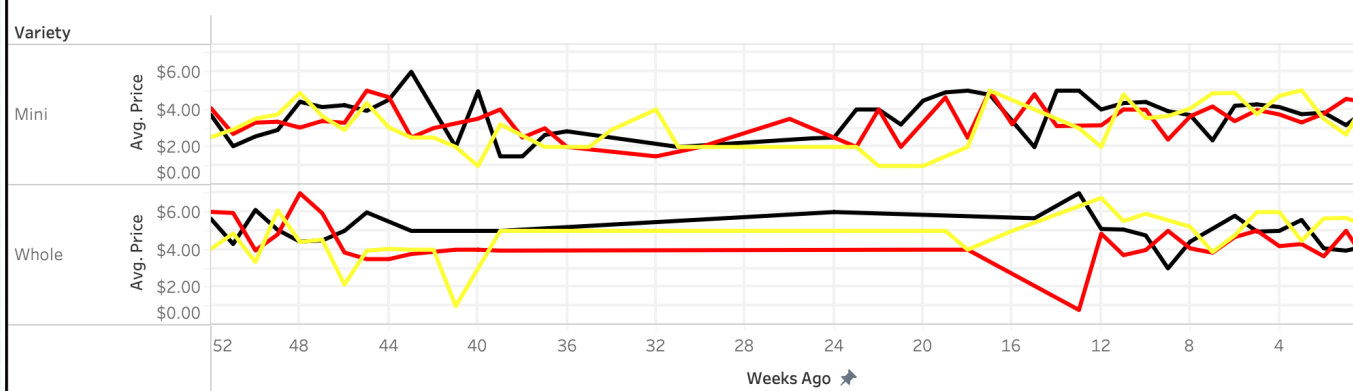
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

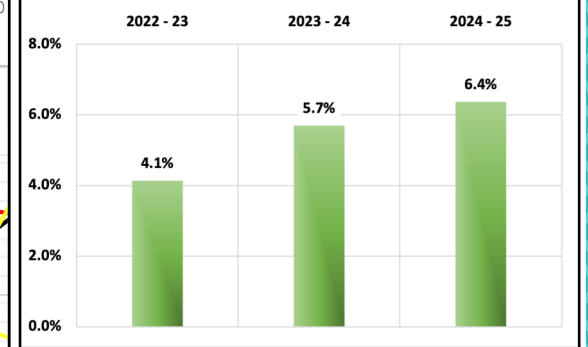


Weekly Average Price for Mini and Seedless Watermelon: Southwest

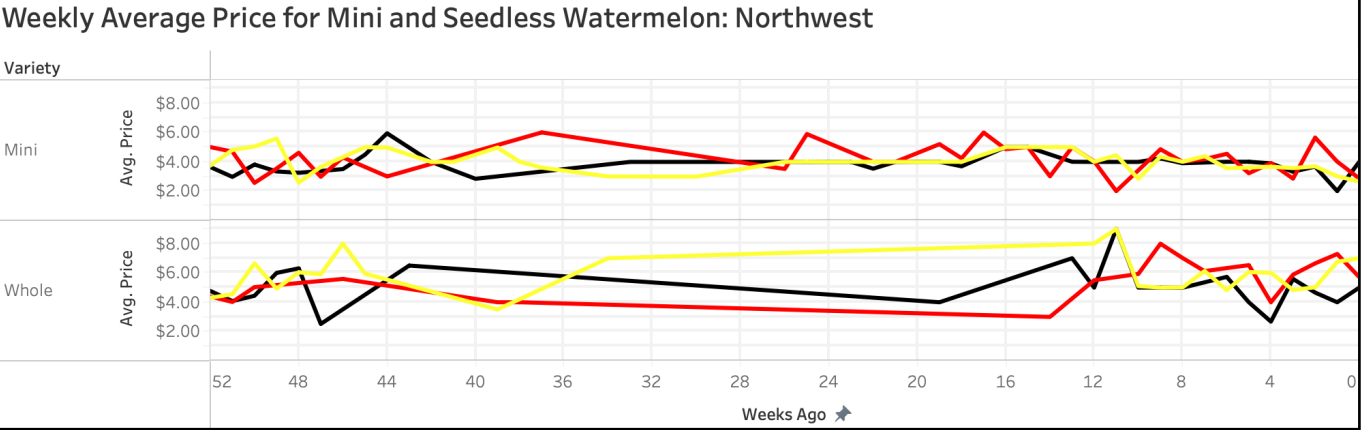
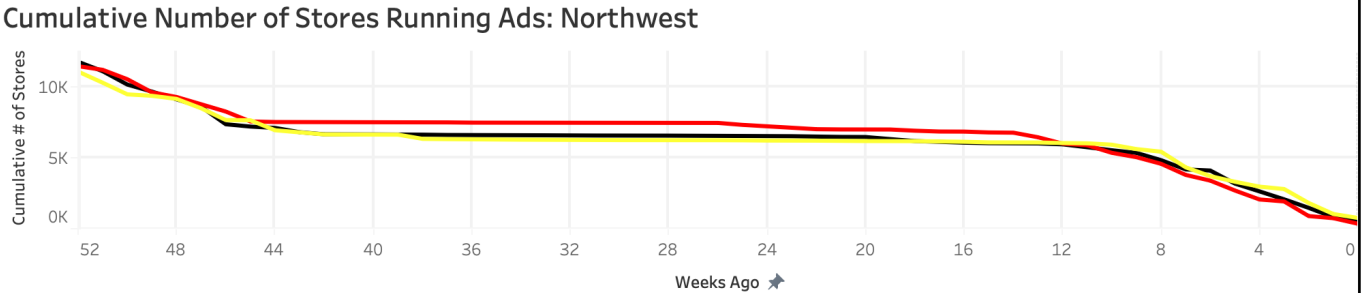
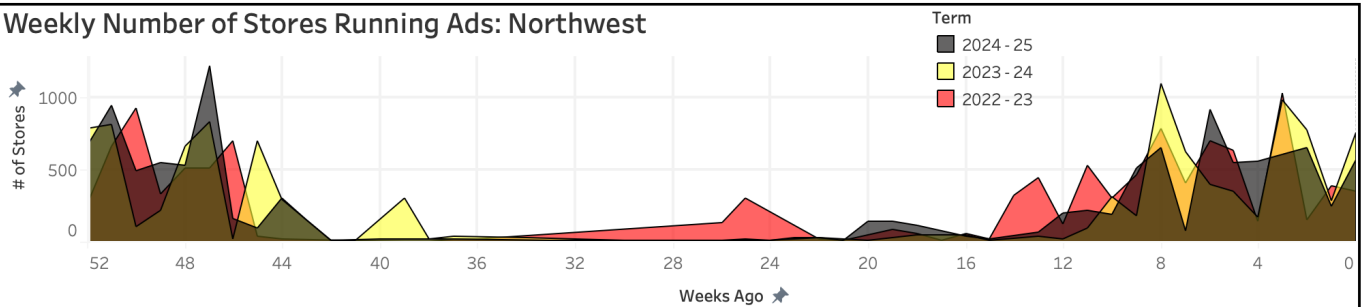


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	39,296	35,744	38,722
Seedless	\$ 4.28	\$ 4.65	\$ 5.01
Mini	\$ 3.41	\$ 3.11	\$ 3.64
Organic Seedless	\$ 5.99	NA	\$ 7.19
Organic Mini	\$ 4.89	\$ 5.29	\$ 5.19

Percent of Ads for Organic: Southwest



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	11,443	11,065	11,754
Seedless	\$ 5.52	\$ 5.89	\$ 5.05
Mini	\$ 4.14	\$ 4.02	\$ 3.87
Organic Seedless	\$ 5.98	NA	\$ 9.03
Organic Mini	\$ 5.84	\$ 5.17	\$ 5.34

