

Retail Scan Data

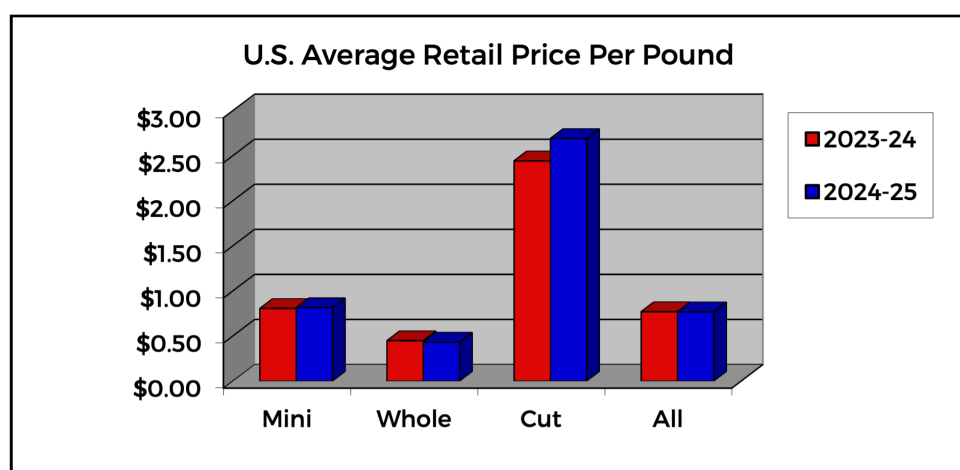
Compiled by the National Watermelon Promotion Board



Data current through
June 15, 2025

Retail Sales in Pounds				
Category	2023-24	2024-25	% Change	2024-25 Sales Share
Mini	324,084,110	321,248,358	-0.9%	9.2%
Whole	2,620,722,590	2,694,367,050	2.8%	77.4%
Cut	496,731,575	463,956,637	-6.6%	13.3%
Total	3,441,538,274	3,479,572,045	1.1%	100.0%

Retail Price per Pound		
Category	2023-24	2024-25
Mini	\$0.81	\$0.81
Whole	\$0.45	\$0.43
Cut	\$2.44	\$2.69
All	\$0.77	\$0.77



Regional Price Per Pound			
Region	Whole \$/Lb	Cut \$/Lb	Mini \$/Lb
California 2023-24	\$0.49	\$2.22	\$0.86
California 2024-25	\$0.49	\$2.50	\$0.94
Great Lakes 2023-24	\$0.46	\$3.37	\$0.69
Great Lakes 2024-25	\$0.44	\$3.55	\$0.65
Midsouth 2023-24	\$0.41	\$2.85	\$0.75
Midsouth 2024-25	\$0.40	\$3.02	\$0.74
Northeast 2023-24	\$0.44	\$2.11	\$0.92
Northeast 2024-25	\$0.41	\$2.28	\$0.91
Plains 2023-24	\$0.44	\$2.83	\$0.88
Plains 2024-25	\$0.41	\$2.66	\$0.85
Southcentral 2023-24	\$0.45	\$1.91	\$0.79
Southcentral 2024-25	\$0.43	\$2.39	\$0.79
Southeast 2023-24	\$0.45	\$2.94	\$0.82
Southeast 2024-25	\$0.44	\$2.88	\$0.83
West 2023-24	\$0.46	\$2.06	\$0.76
West 2024-25	\$0.45	\$2.70	\$0.79

The information shown throughout is derived from retail scan data supplied by Circana. It represents the universe of traditional grocery stores with sales of \$2M or more per year excluding some supercenters covering roughly 85% of the retail universe. This data reflects the 52-week period ending June 15, 2025 versus the prior 52 weeks.

For questions or expanded information reach out to:

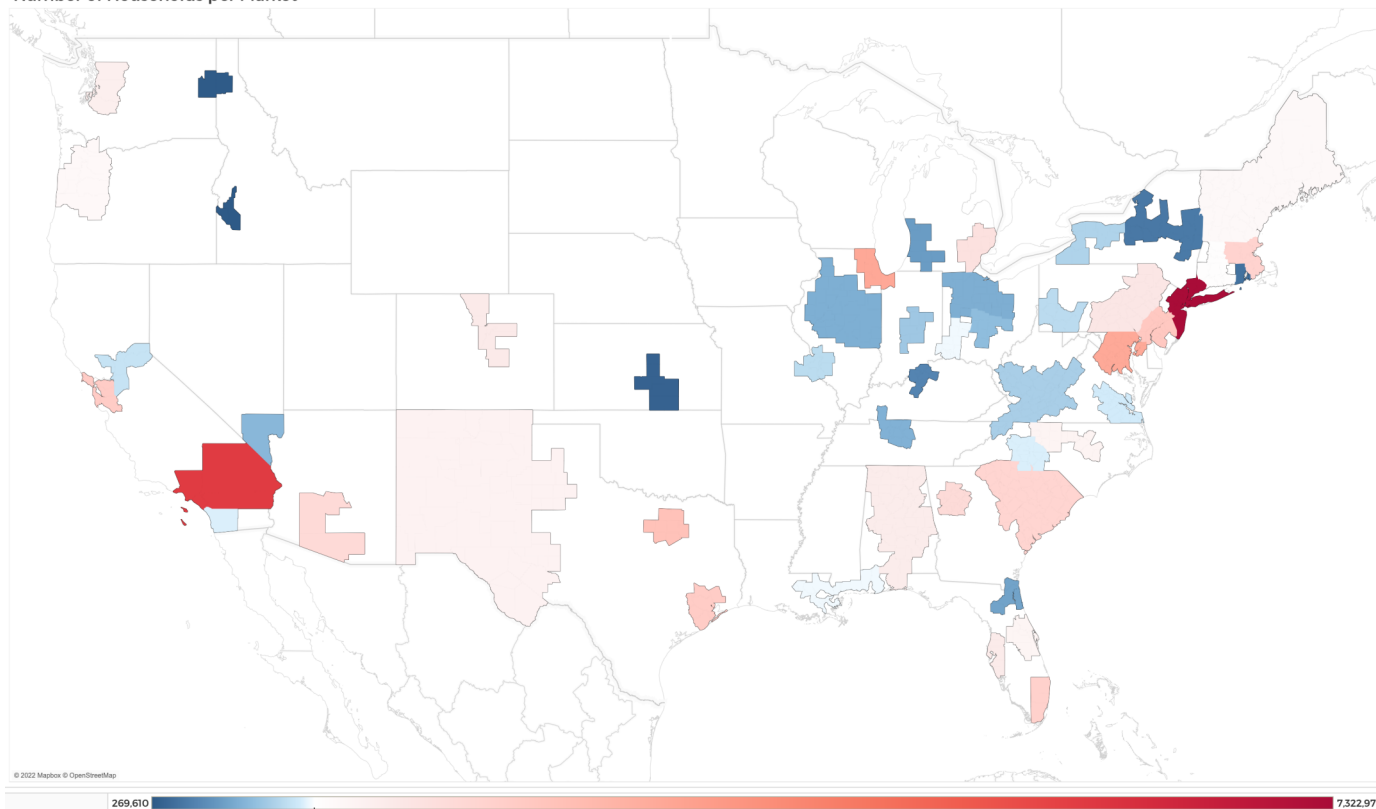
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Scanner Data Regions



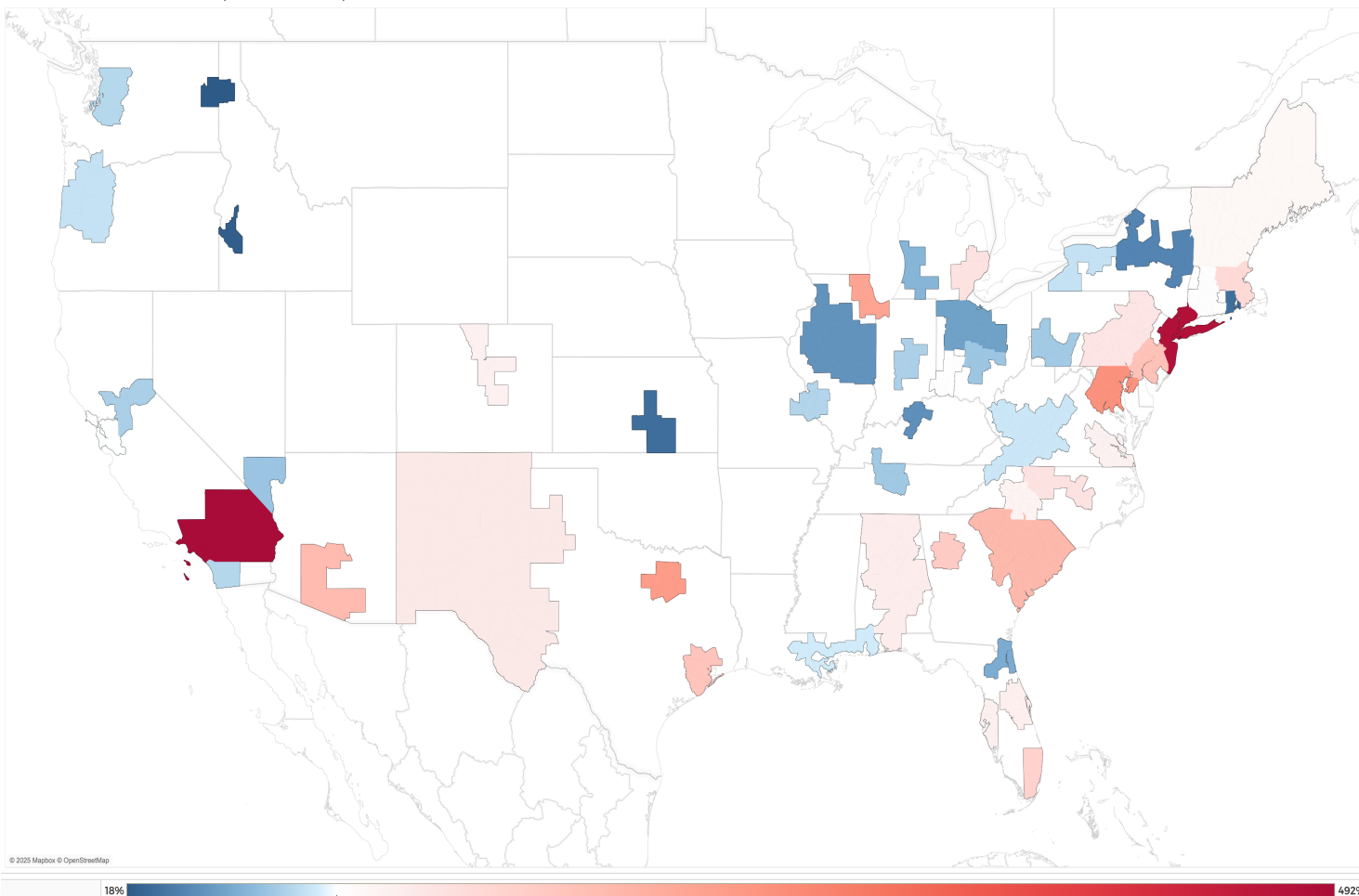
Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2023-24	220,245,444	53,166,466	61,289,209	334,701,120
California 2024-25	241,516,702	48,667,892	60,216,011	350,400,604
Percent Growth	9.7%	-8.5%	-1.8%	4.7%
2024-25 % of Total	68.9%	13.9%	17.2%	100.0%
Great Lakes 2023-24	402,119,145	34,998,852	41,512,251	478,630,248
Great Lakes 2024-25	406,091,836	34,922,581	46,096,123	487,110,540
Percent Growth	1.0%	-0.2%	11.0%	1.8%
2024-25 % of Total	83.4%	7.2%	9.5%	100.0%
Midsouth 2023-24	406,042,634	52,445,178	39,474,657	497,962,469
Midsouth 2024-25	417,167,683	51,526,099	39,105,938	507,799,720
Percent Growth	2.7%	-1.8%	-0.9%	2.0%
2024-25 % of Total	82.2%	10.1%	7.7%	100.0%
Northeast 2023-24	416,178,025	94,286,908	42,458,019	552,922,952
Northeast 2024-25	447,235,851	87,372,751	39,826,126	574,434,728
Percent Growth	7.5%	-7.3%	-6.2%	3.9%
2024-25 % of Total	77.9%	15.2%	6.9%	100.0%
Plains 2023-24	203,121,454	18,230,897	12,153,392	233,505,744
Plains 2024-25	213,520,305	19,008,785	12,411,833	244,940,923
Percent Growth	5.1%	4.3%	2.1%	4.9%
2024-25 % of Total	87.2%	7.8%	5.1%	100.0%
Southcentral 2023-24	334,913,533	85,490,826	26,881,201	447,285,560
Southcentral 2024-25	328,567,018	71,714,388	27,406,799	427,688,205
Percent Growth	-1.9%	-16.1%	2.0%	-4.4%
2024-25 % of Total	76.8%	16.8%	6.4%	100.0%
Southeast 2023-24	359,735,112	101,111,550	46,462,956	507,309,618
Southeast 2024-25	351,411,675	107,640,503	42,912,522	501,964,700
Percent Growth	-2.3%	6.5%	-7.6%	-1.1%
2024-25 % of Total	70.0%	21.4%	8.5%	100.0%
West 2023-24	278,367,241	57,000,897	53,852,425	389,220,563
West 2024-25	288,855,980	43,103,639	52,273,005	385,232,624
Percent Growth	3.8%	-24.4%	-1.1%	-1.0%
2024-25 % of Total	75.0%	11.2%	13.8%	100.0%

Number of Households per Market



Market	Population	Households	Market	Population	Households
NEW YORK	19,959,514	7,322,976	HARTFORD/SPRINGFIELD	3,246,920	1,266,721
LOS ANGELES	17,923,688	5,828,361	NEW ORLEANS/MOBILE	3,138,652	1,210,254
CHICAGO	9,024,641	3,326,661	SACRAMENTO	3,105,662	1,097,351
BALTIMORE/WASHINGTON	8,747,475	3,302,814	CINCINNATI/DAYTON	3,057,108	1,211,497
DALLAS/FT. WORTH	7,387,718	2,673,203	CHARLOTTE	3,022,109	1,166,045
HOUSTON	6,974,818	2,431,415	RICHMOND/NORFOLK	3,005,465	1,146,783
PHILADELPHIA	6,677,352	2,523,950	ST. LOUIS	2,635,048	1,052,009
SAN FRANCISCO	6,614,206	2,424,893	PITTSBURGH	2,483,334	1,050,493
MIAMI/FT. LAUDERDALE	6,115,693	2,311,762	BUFFALO/ROCHESTER	2,465,162	1,003,811
BOSTON	5,816,699	2,252,721	INDIANAPOLIS	2,394,786	933,721
SOUTH CAROLINA	5,685,393	2,211,278	ROANOKE	2,374,132	975,483
ATLANTA	5,581,621	2,061,905	LAS VEGAS	2,267,612	833,639
PHOENIX/TUCSON	5,551,224	2,078,257	COLUMBUS	2,186,812	865,297
DETROIT	4,860,654	1,906,690	NASHVILLE	2,065,127	795,655
HARRISBURG/SCRANTON	4,574,232	1,779,694	TOLEDO	1,992,358	777,879
DENVER	4,313,555	1,698,222	PEORIA/SPRINGFIELD	1,952,702	782,525
BIRMINGHAM/MONTGOMERY	4,204,001	1,655,159	JACKSONVILLE	1,829,816	716,122
WEST TEX/NEW MEXICO	4,134,572	1,509,632	GRAND RAPIDS	1,775,105	673,617
TAMPA	4,020,265	1,677,147	LOUISVILLE	1,318,292	527,730
SEATTLE	3,959,531	1,580,072	SYRACUSE	1,152,592	453,783
RALEIGH/GREENSBORO	3,763,913	1,481,572	ALBANY	1,142,493	465,633
ORLANDO	3,758,407	1,460,241	PROVIDENCE	1,060,757	416,922
PORTLAND	3,512,264	1,376,992	WICHITA	831,372	322,437
NEW ENGLAND	3,402,121	1,386,532	BOISE	743,617	269,610
SAN DIEGO	3,313,042	1,167,276	SPOKANE	694,837	275,315

Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



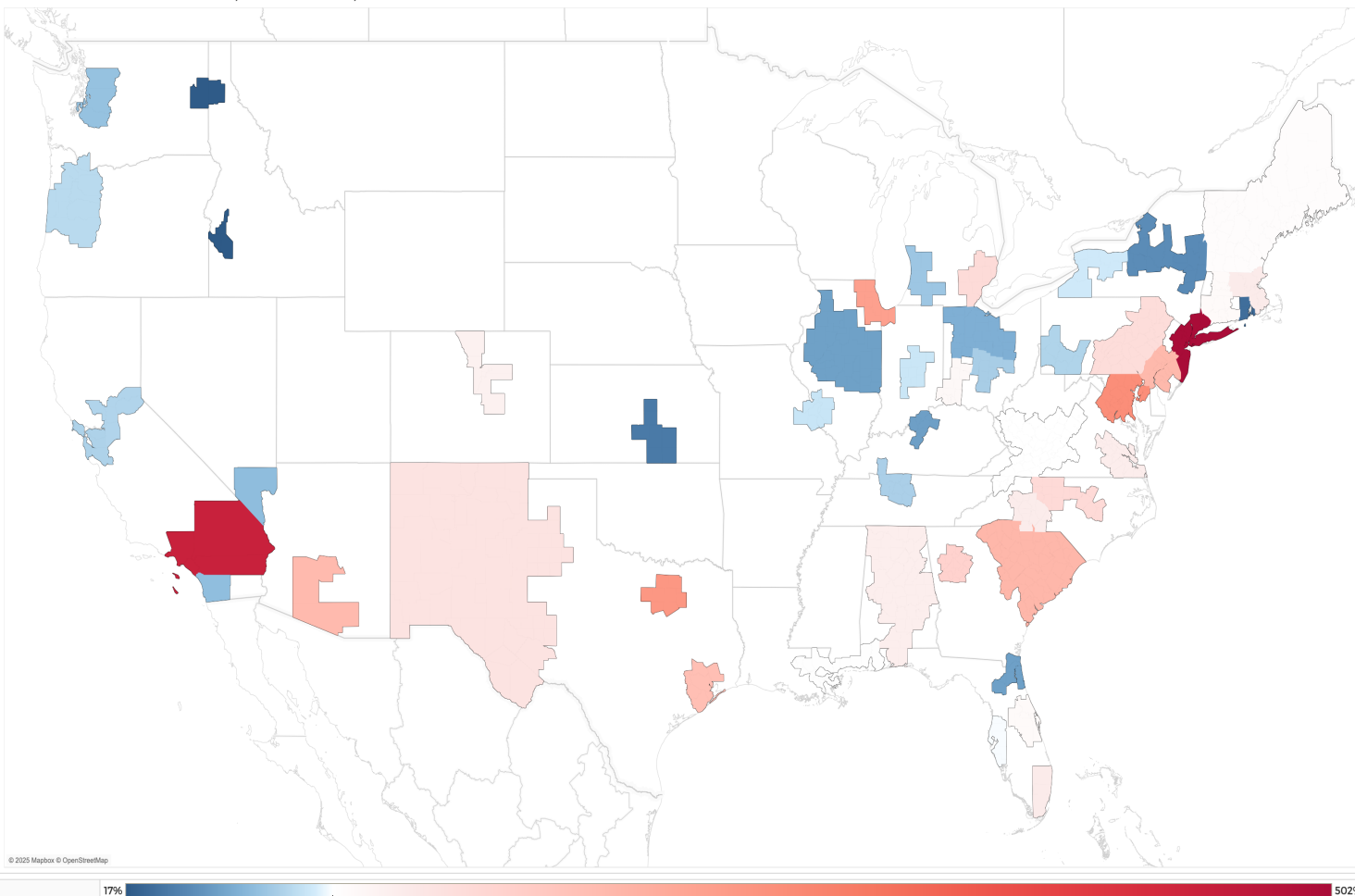
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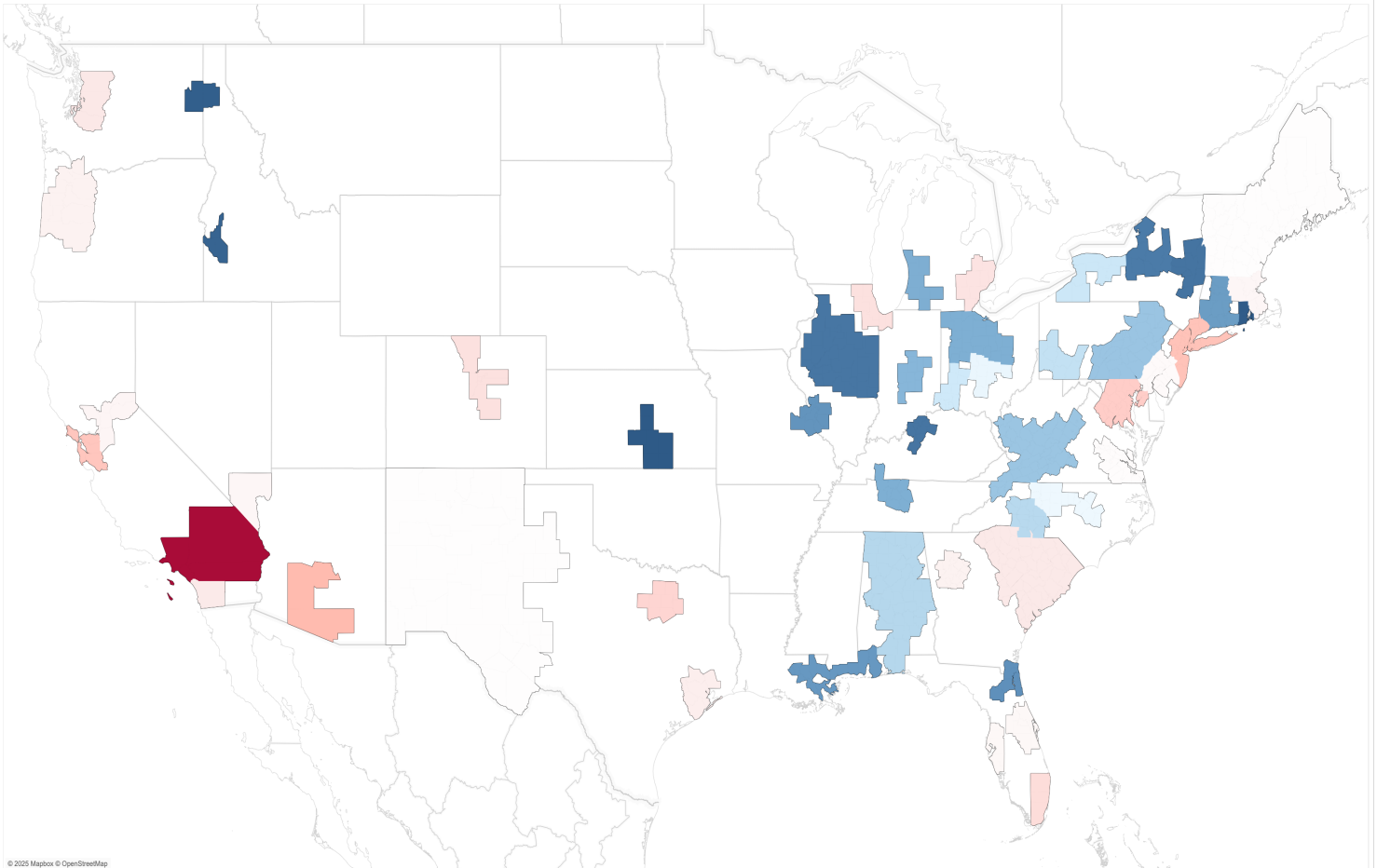
Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
LOUISVILLE	15,180,659	16,761,413	10.4%	SAN DIEGO	29,207,157	29,599,928	1.3%
PROVIDENCE	9,502,384	10,443,470	9.9%	SACRAMENTO	27,948,820	28,263,721	1.1%
GRAND RAPIDS	21,398,767	23,273,342	8.8%	ORLANDO	44,260,976	44,281,096	0.0%
LOS ANGELES	164,486,943	177,981,943	8.2%	BIRMINGHAM/MONTGOMERY	45,391,877	45,396,388	0.0%
DETROIT	47,322,012	51,069,632	7.9%	TAMPA	43,638,632	43,630,599	0.0%
HARRISBURG/SCRANTON	45,758,498	49,251,245	7.6%	CHARLOTTE	42,266,324	42,249,307	0.0%
BOISE	6,771,797	7,102,303	4.9%	RALEIGH/GREENSBORO	50,917,308	50,741,906	-0.3%
BOSTON	52,969,321	55,522,857	4.8%	WEST TEX/NEW MEXICO	47,661,514	47,253,985	-0.9%
NEW YORK	165,006,887	172,519,517	4.6%	ATLANTA	65,167,998	64,576,496	-0.9%
PHILADELPHIA	67,251,396	70,039,664	4.1%	RICHMOND/NORFOLK	43,458,151	42,922,051	-1.2%
BUFFALO/ROCHESTER	30,309,758	31,564,329	4.1%	BALTIMORE/WASHINGTON	98,704,087	97,481,485	-1.2%
DENVER	41,885,821	43,513,008	3.9%	PITTSBURGH	27,754,602	27,387,514	-1.3%
ST. LOUIS	28,200,496	29,270,323	3.8%	MIAMI/FT. LAUDERDALE	61,423,634	60,345,954	-1.8%
NEW ENGLAND	38,701,939	40,154,913	3.8%	SOUTH CAROLINA	77,230,608	75,222,519	-2.6%
ROANOKE	31,356,662	32,522,337	3.7%	JACKSONVILLE	22,326,448	21,744,813	-2.6%
ALBANY	13,872,786	14,353,491	3.5%	WICHITA	10,649,679	10,313,111	-3.2%
INDIANAPOLIS	27,610,543	28,479,897	3.1%	SAN FRANCISCO	37,264,753	36,082,699	-3.2%
COLUMBUS	25,757,573	26,555,023	3.1%	CHICAGO	89,935,059	86,877,663	-3.4%
SYRACUSE	14,063,195	14,486,892	3.0%	LAS VEGAS	27,110,732	26,171,976	-3.5%
PEORIA/SPRINGFIELD	16,903,473	17,406,522	3.0%	PORTLAND	32,891,487	31,680,141	-3.7%
TOLEDO	19,526,782	19,941,297	2.1%	PHOENIX/TUCSON	77,181,864	74,073,598	-4.0%
CINCINNATI/DAYTON	35,583,469	36,267,437	1.9%	DALLAS/FT. WORTH	97,384,150	91,740,954	-5.8%
HARTFORD/SPRINGFIELD	36,365,810	37,029,809	1.8%	NEW ORLEANS/MOBILE	35,387,009	33,311,998	-5.9%
NASHVILLE	26,714,913	27,124,163	1.5%	HOUSTON	72,809,741	68,504,308	-5.9%
SPOKANE	6,334,847	6,420,197	1.3%	SEATTLE	32,654,780	29,844,277	-8.6%

Whole Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market

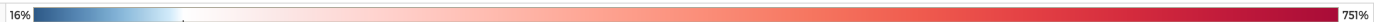


Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
PROVIDENCE	6,261,434	7,495,164	19.7%	BALTIMORE/WASHINGTON	74,879,380	76,454,056	2.1%
BOSTON	29,748,924	35,156,298	18.2%	COLUMBUS	20,598,189	20,969,795	1.8%
LOS ANGELES	106,267,814	122,625,353	15.4%	WEST TEX/NEW MEXICO	37,800,490	38,439,018	1.7%
NEW ENGLAND	24,712,011	28,020,927	13.4%	SACRAMENTO	21,613,310	21,923,878	1.4%
BOISE	4,086,850	4,567,594	11.8%	NASHVILLE	21,052,228	21,277,880	1.1%
SAN DIEGO	16,708,042	18,600,301	11.3%	CHARLOTTE	34,577,981	34,756,288	0.5%
LOUISVILLE	13,047,766	14,471,347	10.9%	RALEIGH/GREENSBORO	41,993,530	42,176,240	0.4%
GRAND RAPIDS	17,986,797	19,887,844	10.6%	PORTLAND	22,638,661	22,673,680	0.2%
SPOKANE	4,269,688	4,711,314	10.3%	TOLEDO	16,592,096	16,610,917	0.1%
NEW YORK	125,081,802	136,662,684	9.3%	BIRMINGHAM/MONTGOMERY	34,015,942	33,873,252	-0.4%
PHILADELPHIA	52,974,355	57,461,365	8.5%	TAMPA	27,146,786	26,886,928	-1.0%
HARRISBURG/SCRANTON	38,119,703	41,232,130	8.2%	ORLANDO	29,470,454	29,141,570	-1.1%
DETROIT	39,022,765	42,063,607	7.8%	RICHMOND/NORFOLK	34,559,187	34,109,825	-1.3%
DENVER	30,851,735	32,778,333	6.2%	ATLANTA	46,650,033	45,913,093	-1.6%
HARTFORD/SPRINGFIELD	27,557,324	29,188,591	5.9%	MIAMI/FT. LAUDERDALE	36,158,157	35,134,827	-2.8%
ST. LOUIS	22,996,363	24,153,788	5.0%	PITTSBURGH	22,561,877	21,819,898	-3.3%
ALBANY	11,024,278	11,536,596	4.6%	SAN FRANCISCO	22,375,179	21,606,172	-3.4%
LAS VEGAS	17,815,990	18,511,362	3.9%	DALLAS/FT. WORTH	75,451,974	72,436,488	-4.0%
CINCINNATI/DAYTON	28,888,188	29,978,193	3.8%	WICHITA	9,539,910	9,156,456	-4.0%
PEORIA/SPRINGFIELD	14,174,839	14,683,424	3.6%	SEATTLE	20,076,436	19,261,880	-4.1%
SYRACUSE	11,497,664	11,846,046	3.0%	SOUTH CAROLINA	60,920,732	58,351,040	-4.2%
PHOENIX/TUCSON	55,383,370	57,048,884	3.0%	JACKSONVILLE	15,171,089	14,522,073	-4.3%
INDIANAPOLIS	23,682,489	24,317,682	2.7%	NEW ORLEANS/MOBILE	28,728,967	27,263,477	-5.1%
ROANOKE	26,492,829	27,174,866	2.6%	HOUSTON	57,924,256	54,673,827	-5.6%
BUFFALO/ROCHESTER	24,274,859	24,862,999	2.4%	CHICAGO	72,450,048	68,140,592	-5.9%

Mini Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market

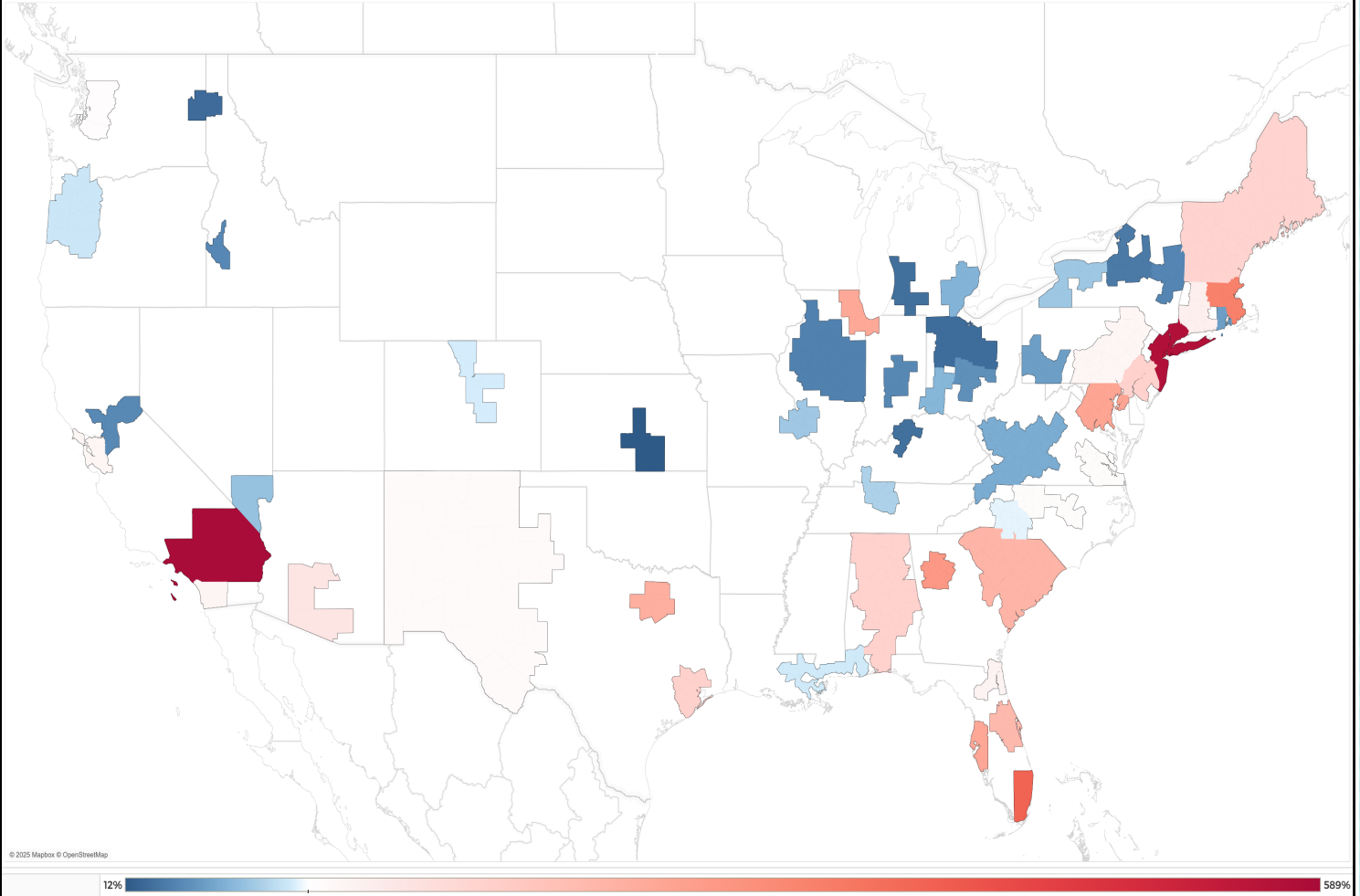


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Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
CHICAGO	4,487,391	6,443,815	43.6%	RICHMOND/NORFOLK	4,081,518	3,952,157	-3.2%
TOLEDO	1,952,300	2,274,363	16.5%	ATLANTA	5,149,894	4,911,495	-4.6%
SPOKANE	611,103	698,790	14.3%	BALTIMORE/WASHINGTON	8,849,434	8,435,017	-4.7%
COLUMBUS	3,180,375	3,626,333	14.0%	CHARLOTTE	3,281,560	3,106,554	-5.3%
ROANOKE	2,400,726	2,722,779	13.4%	PEORIA/SPRINGFIELD	1,234,420	1,166,492	-5.5%
BUFFALO/ROCHESTER	2,987,174	3,384,291	13.3%	BOISE	862,045	808,738	-6.2%
PITTSBURGH	2,897,892	3,261,165	12.5%	RALEIGH/GREENSBORO	3,935,271	3,649,283	-7.3%
DENVER	5,765,317	6,480,159	12.4%	ALBANY	1,227,977	1,132,651	-7.8%
SEATTLE	5,205,428	5,754,223	10.5%	LAS VEGAS	4,885,429	4,489,057	-8.1%
DETROIT	5,612,409	6,202,076	10.5%	SAN FRANCISCO	9,994,931	9,160,205	-8.4%
PORTLAND	4,525,229	4,903,018	8.3%	WEST TEX/NEW MEXICO	4,244,705	3,878,677	-8.6%
WICHITA	557,923	604,084	8.3%	CINCINNATI/DAYTON	3,766,394	3,425,814	-9.0%
HOUSTON	4,916,784	5,255,475	6.9%	TAMPA	4,839,986	4,380,087	-9.5%
HARRISBURG/SCRANTON	2,543,550	2,698,879	6.1%	BOSTON	4,963,019	4,485,904	-9.6%
LOUISVILLE	1,086,607	1,139,961	4.9%	BIRMINGHAM/MONTGOMERY	3,408,987	3,072,032	-9.9%
GRAND RAPIDS	2,165,017	2,259,452	4.4%	NEW ORLEANS/MOBILE	2,078,147	1,859,837	-10.5%
PHILADELPHIA	4,023,912	4,121,496	2.4%	MIAMI/FT. LAUDERDALE	7,813,248	6,868,571	-12.1%
INDIANAPOLIS	2,396,164	2,421,740	1.1%	ORLANDO	5,022,696	4,369,624	-13.0%
SOUTH CAROLINA	5,640,509	5,688,311	0.8%	NEW YORK	11,020,548	9,525,251	-13.6%
SYRACUSE	1,256,088	1,261,858	0.5%	JACKSONVILLE	1,998,603	1,708,054	-14.5%
SAN DIEGO	5,556,186	5,561,306	0.1%	PROVIDENCE	766,385	642,286	-16.2%
NASHVILLE	2,289,065	2,274,983	-0.6%	PHOENIX/TUCSON	12,464,954	10,286,773	-17.5%
LOS ANGELES	28,485,229	28,237,903	-0.9%	NEW ENGLAND	4,919,671	3,874,341	-21.2%
SACRAMENTO	4,653,919	4,582,518	-1.5%	HARTFORD/SPRINGFIELD	2,478,539	1,935,055	-21.9%
DALLAS/FT. WORTH	7,775,699	7,609,409	-2.1%	ST. LOUIS	2,299,483	1,772,817	-22.9%

Cut Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
ST. LOUIS	2,904,651	3,343,719	15.1%	COLUMBUS	1,979,009	1,958,895	-1.0%
INDIANAPOLIS	1,531,890	1,740,476	13.6%	RALEIGH/GREENSBORO	4,988,507	4,916,383	-1.4%
ORLANDO	9,767,826	10,769,902	10.3%	CINCINNATI/DAYTON	2,928,887	2,863,431	-2.2%
LOUISVILLE	1,046,286	1,150,104	9.9%	BOISE	1,822,901	1,725,971	-5.3%
BUFFALO/ROCHESTER	3,047,726	3,317,039	8.8%	CHICAGO	12,997,620	12,293,256	-5.4%
SAN FRANCISCO	4,894,643	5,316,321	8.6%	HARTFORD/SPRINGFIELD	6,329,946	5,906,162	-6.7%
TOLEDO	982,386	1,056,017	7.5%	PROVIDENCE	2,474,565	2,306,020	-6.8%
JACKSONVILLE	5,156,756	5,514,686	6.9%	NEW ORLEANS/MOBILE	4,579,894	4,188,683	-8.5%
ROANOKE	2,463,107	2,624,692	6.6%	LOS ANGELES	29,733,900	27,118,687	-8.8%
TAMPA	11,651,860	12,363,584	6.1%	NEW YORK	28,904,537	26,331,582	-8.9%
BIRMINGHAM/MONTGOMERY	7,966,948	8,451,104	6.1%	NEW ENGLAND	9,070,257	8,259,646	-8.9%
NASHVILLE	3,373,620	3,571,300	5.9%	GRAND RAPIDS	1,246,953	1,126,047	-9.7%
SYRACUSE	1,309,443	1,378,989	5.3%	WEST TEX/NEW MEXICO	5,616,319	4,936,290	-12.1%
MIAMI/FT. LAUDERDALE	17,452,228	18,342,556	5.1%	BOSTON	18,257,378	15,880,655	-13.0%
SOUTH CAROLINA	10,669,368	11,183,168	4.8%	HOUSTON	9,968,702	8,575,007	-14.0%
SACRAMENTO	1,681,592	1,757,326	4.5%	BALTIMORE/WASHINGTON	14,975,274	12,592,413	-15.9%
HARRISBURG/SCRANTON	5,095,245	5,320,235	4.4%	DALLAS/FT. WORTH	14,156,476	11,695,057	-17.4%
DETROIT	2,686,839	2,803,949	4.4%	PHILADELPHIA	10,253,129	8,456,803	-17.5%
PEORIA/SPRINGFIELD	1,494,214	1,556,606	4.2%	DENVER	5,268,770	4,254,516	-19.3%
ALBANY	1,620,531	1,684,244	3.9%	SAN DIEGO	6,942,928	5,438,322	-21.7%
ATLANTA	13,368,071	13,751,909	2.9%	PHOENIX/TUCSON	9,333,540	6,737,941	-27.8%
RICHMOND/NORFOLK	4,817,445	4,860,069	0.9%	LAS VEGAS	4,409,313	3,171,556	-28.1%
PITTSBURGH	2,294,833	2,306,451	0.5%	PORTLAND	5,727,597	4,103,443	-28.4%
WICHITA	551,847	552,571	0.1%	SPOKANE	1,454,055	1,010,094	-30.5%
CHARLOTTE	4,406,783	4,386,465	-0.5%	SEATTLE	7,372,916	4,828,174	-34.5%