

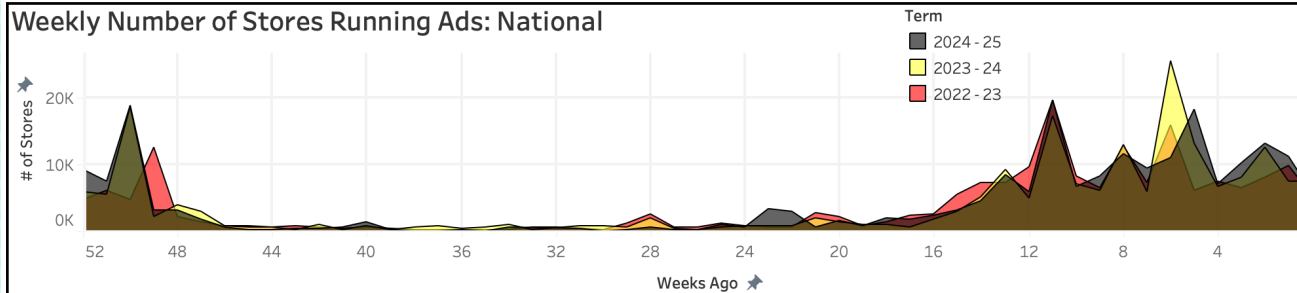
Retail Ad Report

Compiled by the National Watermelon Promotion Board

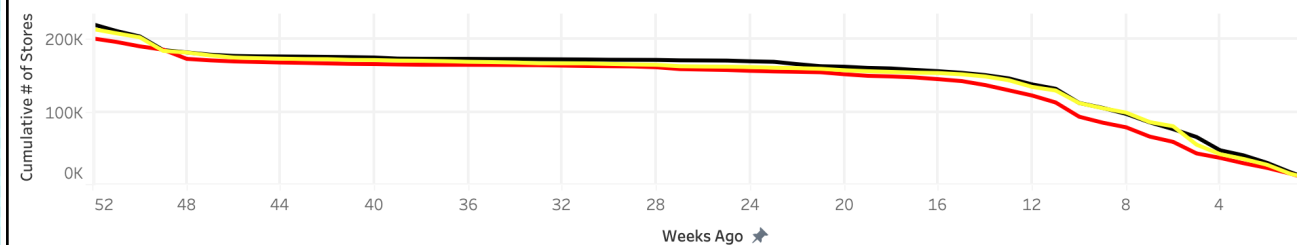


Data current through August 8, 2025

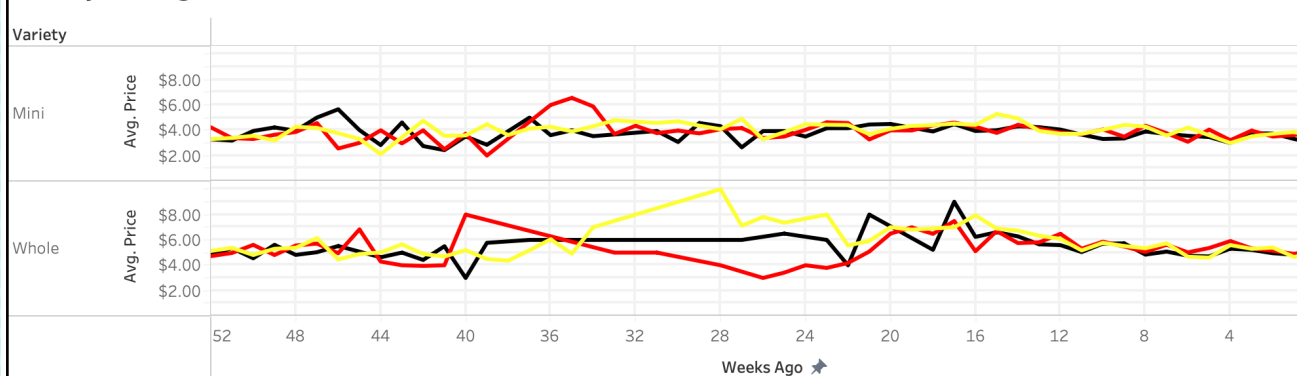
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

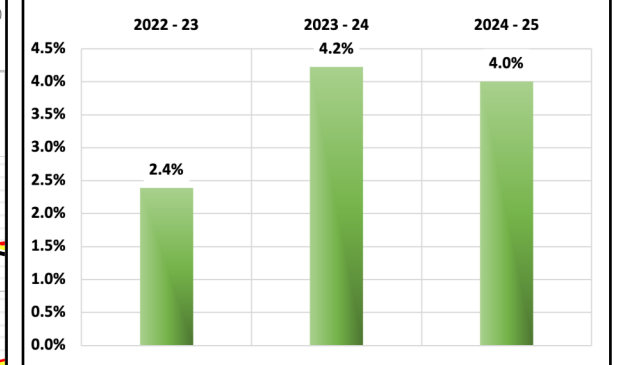


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	201,847	214,883	221,456
Seedless	\$ 5.26	\$ 5.82	\$ 5.42
Mini	\$ 3.90	\$ 3.99	\$ 3.81
Organic Seedless	\$ 7.82	\$ 8.80	\$ 7.67
Organic Mini	\$ 5.16	\$ 5.17	\$ 5.12

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.

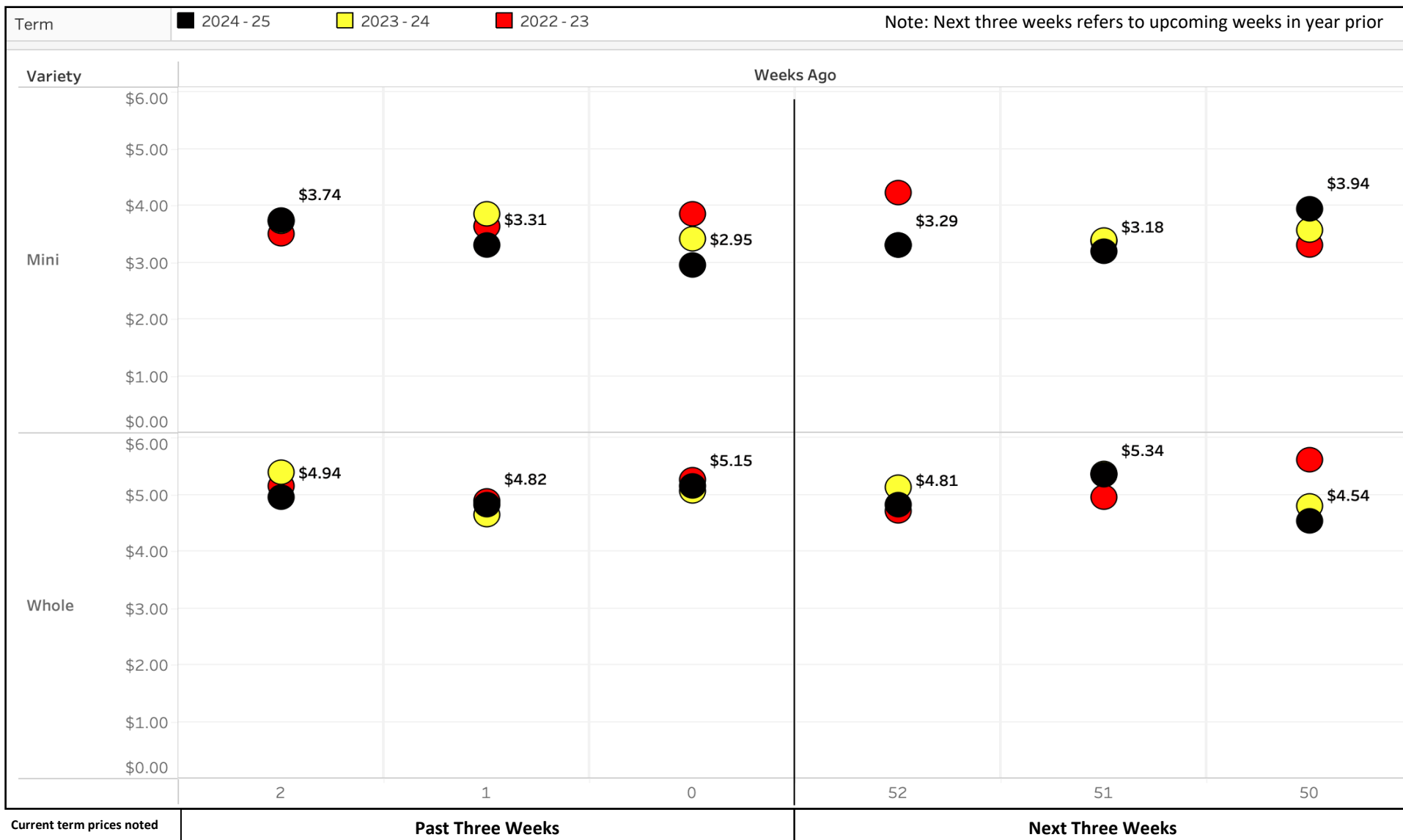
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

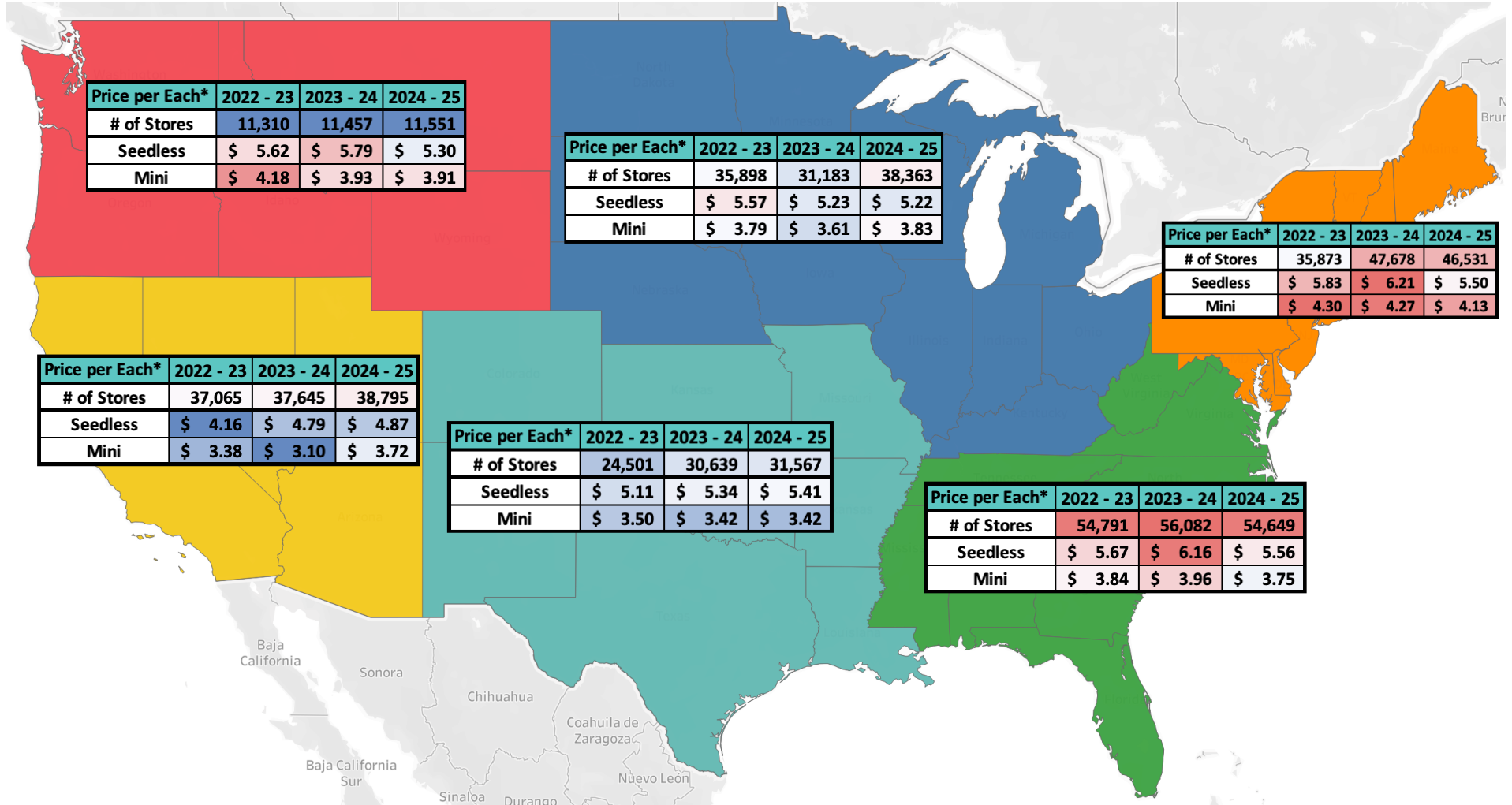
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	9170	\$ 5.14	\$ 3.10	7221	\$ 5.59	\$3.89	2447	\$ 5.69	\$4.08	4441	\$ 5.07	\$3.26	8067	\$ 5.37	\$3.56	5341	\$ 4.09	\$3.57	36881	\$ 5.30	\$3.63
2023-24	7659	\$ 4.80	\$ 3.73	10069	\$ 5.10	\$3.90	3134	\$ 5.40	\$3.21	6012	\$ 4.72	\$3.11	6207	\$ 6.02	\$3.49	8917	\$ 5.38	\$3.14	41998	\$ 5.19	\$3.50
2024-25	10424	\$ 4.88	\$ 3.18	8458	\$ 5.10	\$3.93	2709	\$ 5.48	\$3.49	6524	\$ 4.59	\$2.71	10010	\$ 5.59	\$2.99	9234	\$ 3.95	\$3.72	47359	\$ 5.08	\$3.35

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

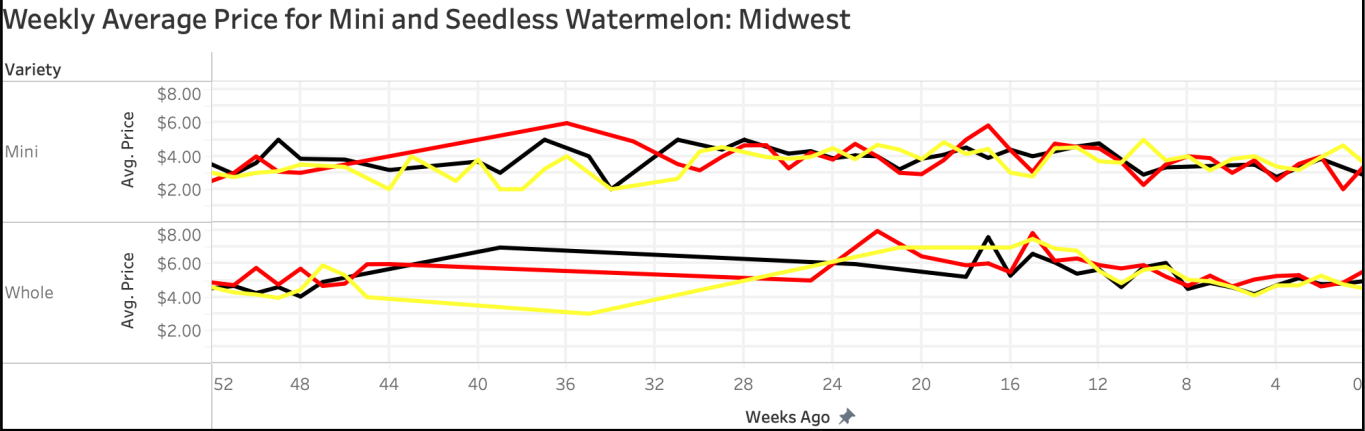
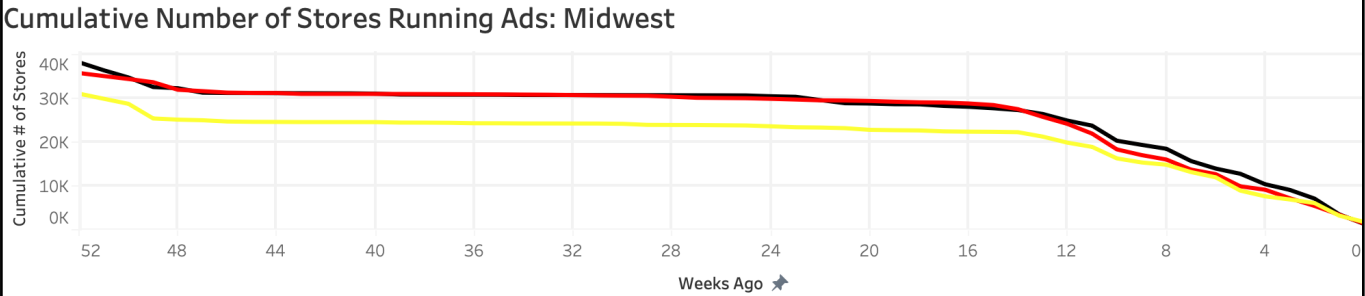
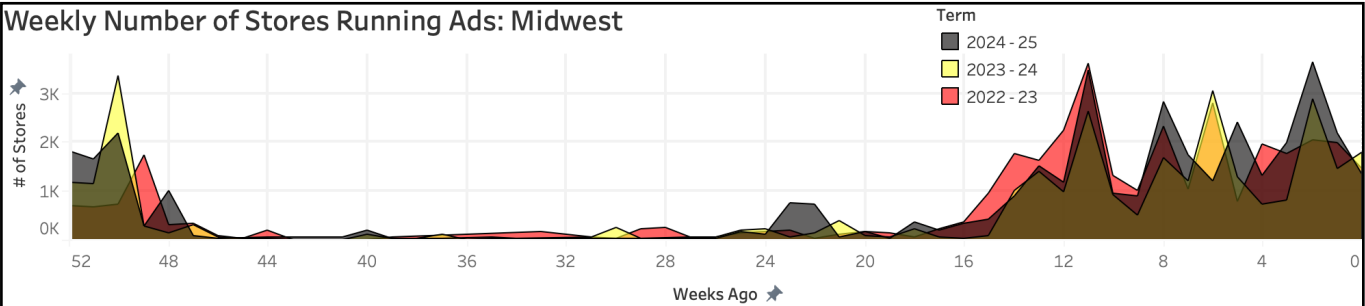


Regional Map

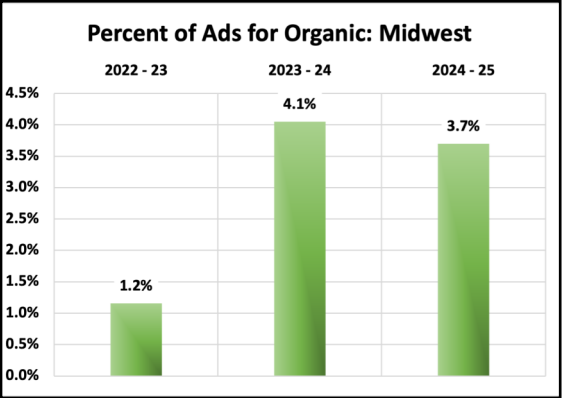


* Although included in # of Stores, organic prices omitted from average.

Midwest

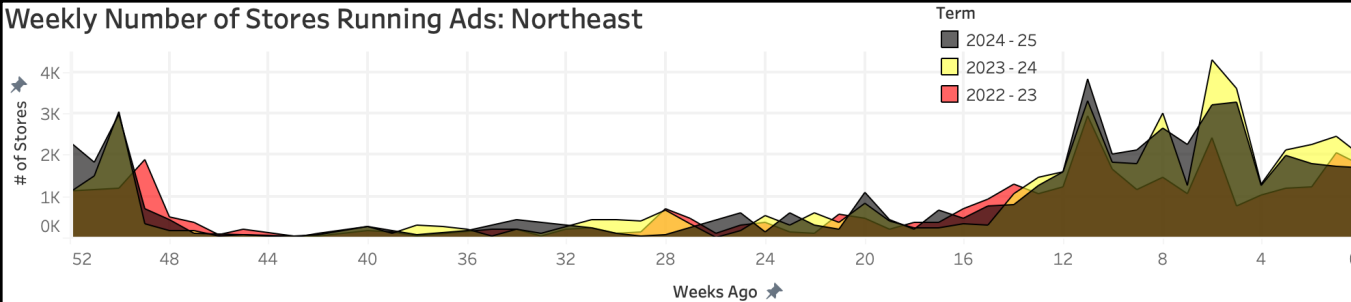


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	35,898	31,183	38,363
Seedless	\$ 5.57	\$ 5.23	\$ 5.22
Mini	\$ 3.79	\$ 3.61	\$ 3.83
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.71	\$ 4.90	\$ 5.14

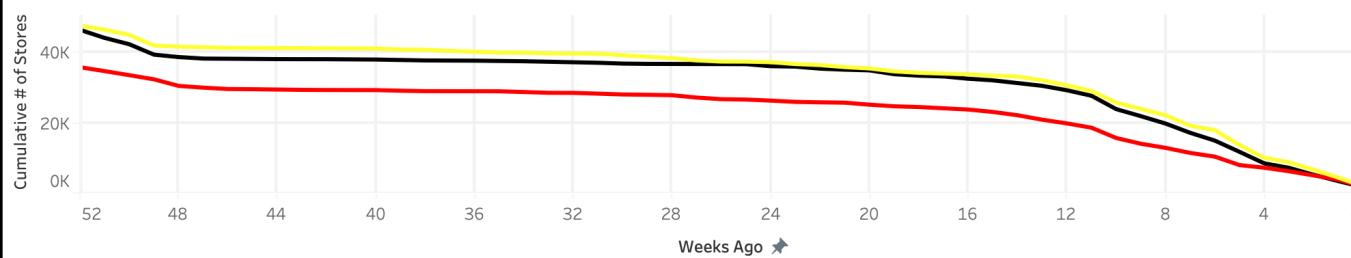


Northeast

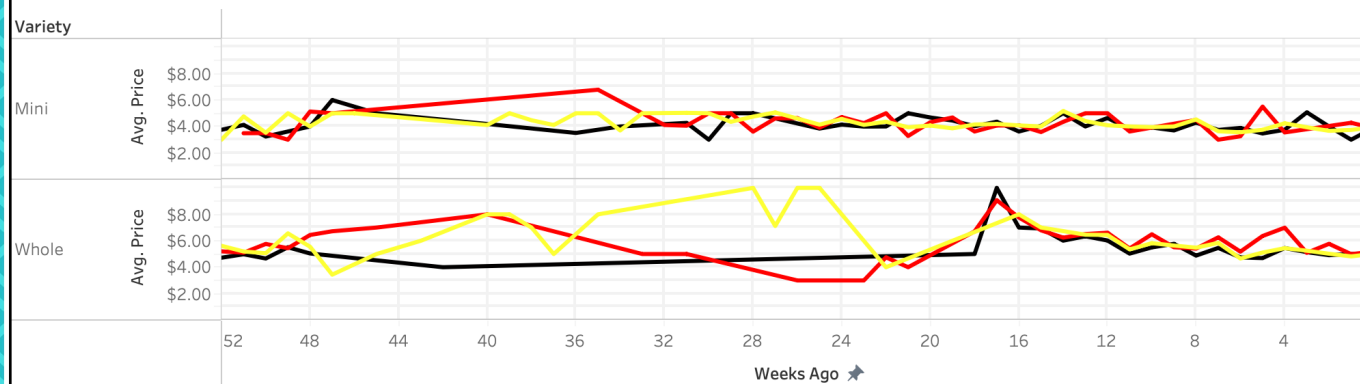
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

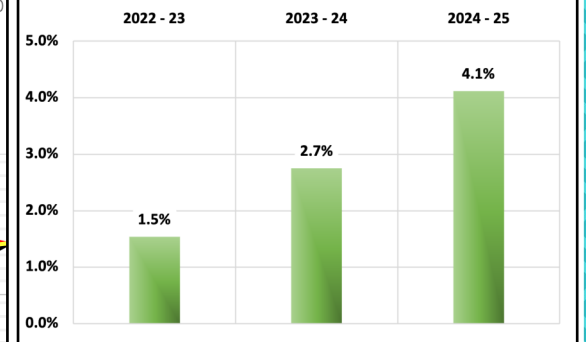


Weekly Average Price for Mini and Seedless Watermelon: Northeast



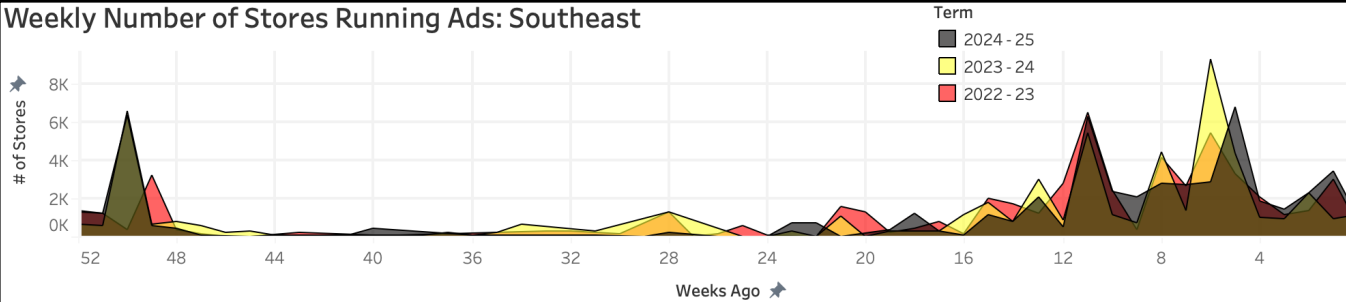
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	35,873	47,678	46,531
Seedless	\$ 5.83	\$ 6.21	\$ 5.50
Mini	\$ 4.30	\$ 4.27	\$ 4.13
Organic Seedless	\$ 9.16	\$ 9.12	\$ 5.99
Organic Mini	\$ 5.52	\$ 5.33	\$ 5.47

Percent of Ads for Organic: Northeast

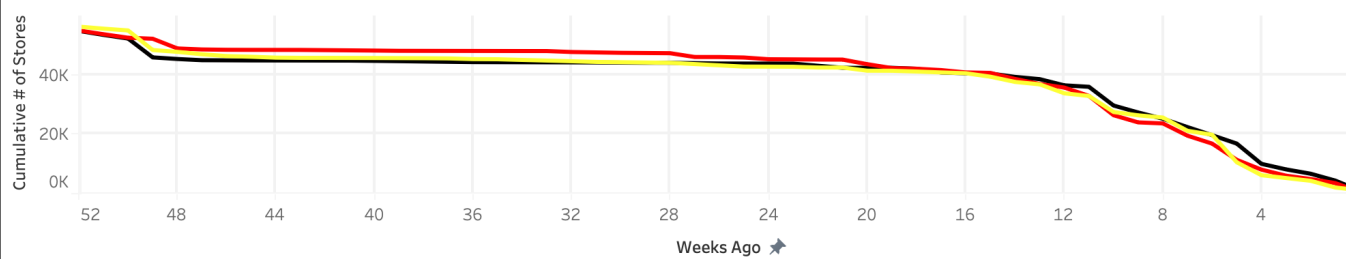


Southeast

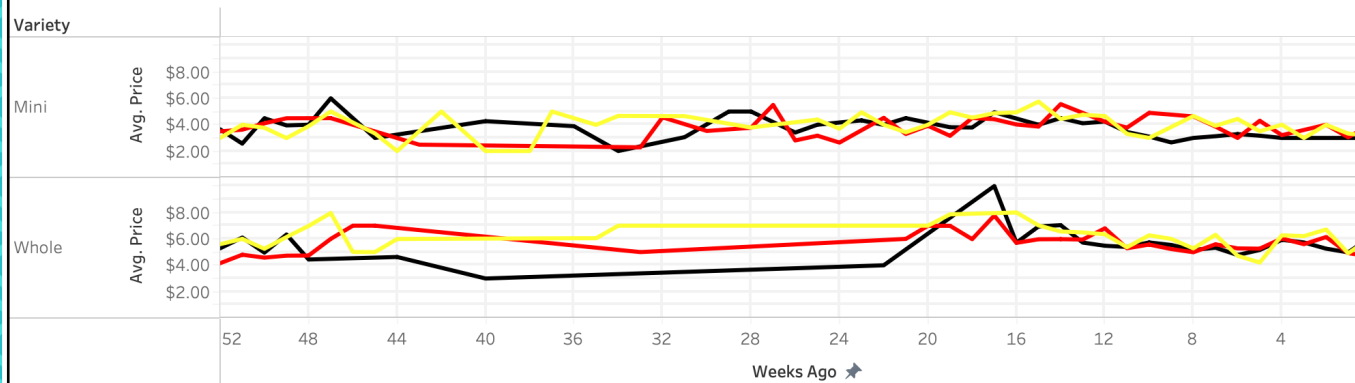
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

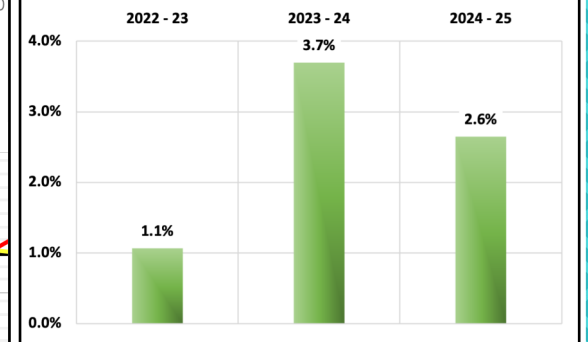


Weekly Average Price for Mini and Seedless Watermelon: Southeast



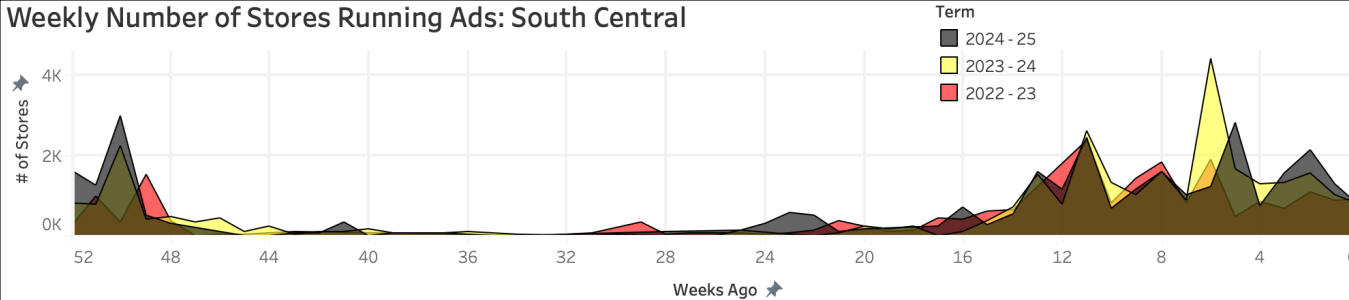
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	54,791	56,082	54,649
Seedless	\$ 5.67	\$ 6.16	\$ 5.56
Mini	\$ 3.84	\$ 3.96	\$ 3.75
Organic Seedless	\$ 3.49	NA	\$ 5.54
Organic Mini	\$ 4.72	\$ 4.75	\$ 5.22

Percent of Ads for Organic: Southeast

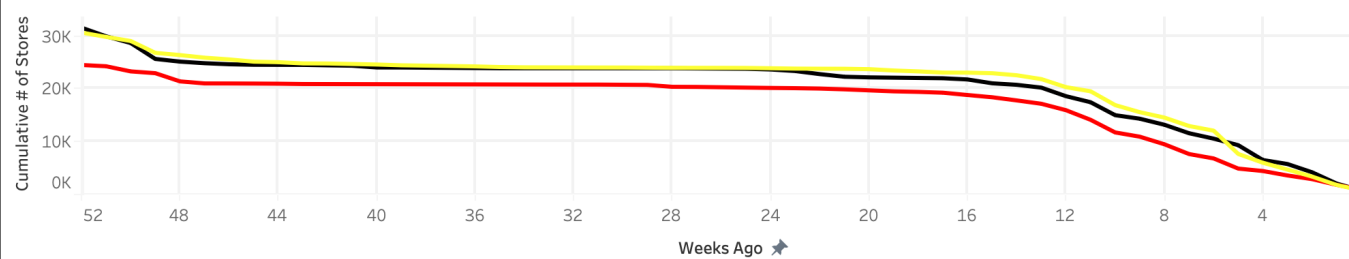


South Central

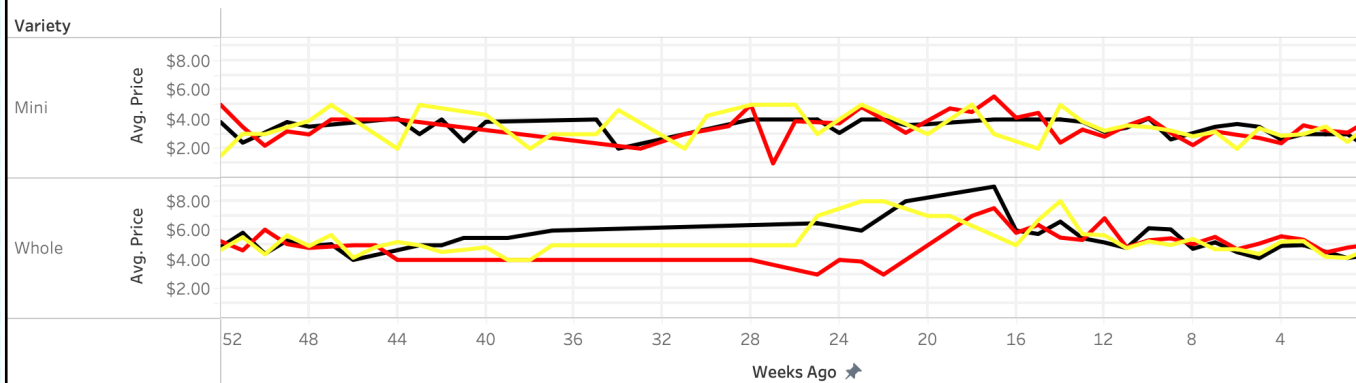
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

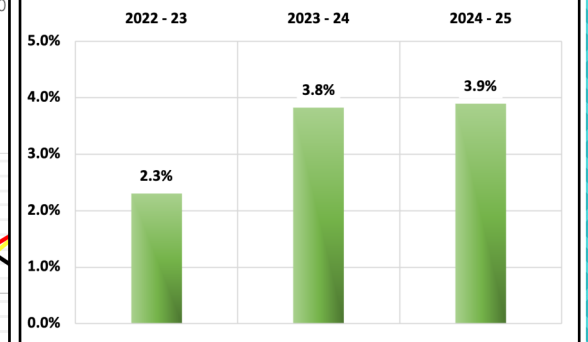


Weekly Average Price for Mini and Seedless Watermelon: South Central



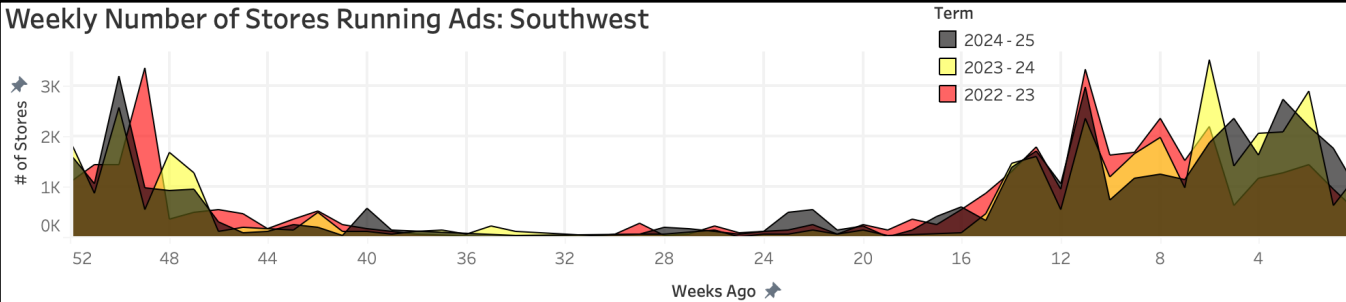
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	24,501	30,639	31,567
Seedless	\$ 5.11	\$ 5.34	\$ 5.41
Mini	\$ 3.50	\$ 3.42	\$ 3.42
Organic Seedless	NA	\$ 4.98	\$ 7.99
Organic Mini	\$ 5.05	\$ 5.23	\$ 5.29

Percent of Ads for Organic: South Central

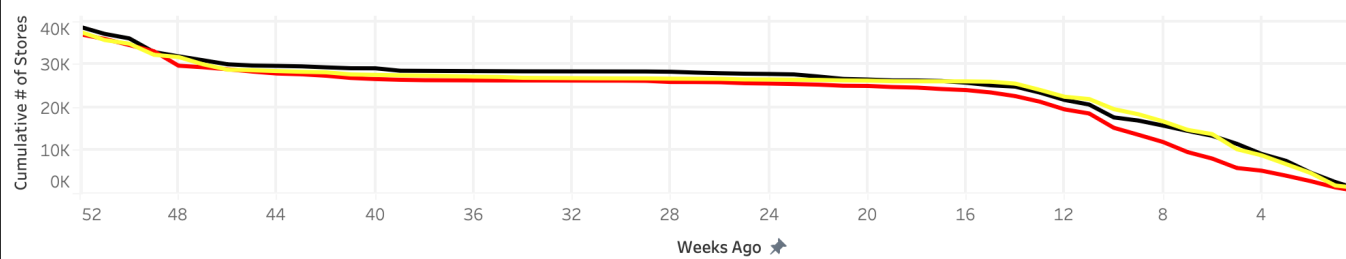


Southwest

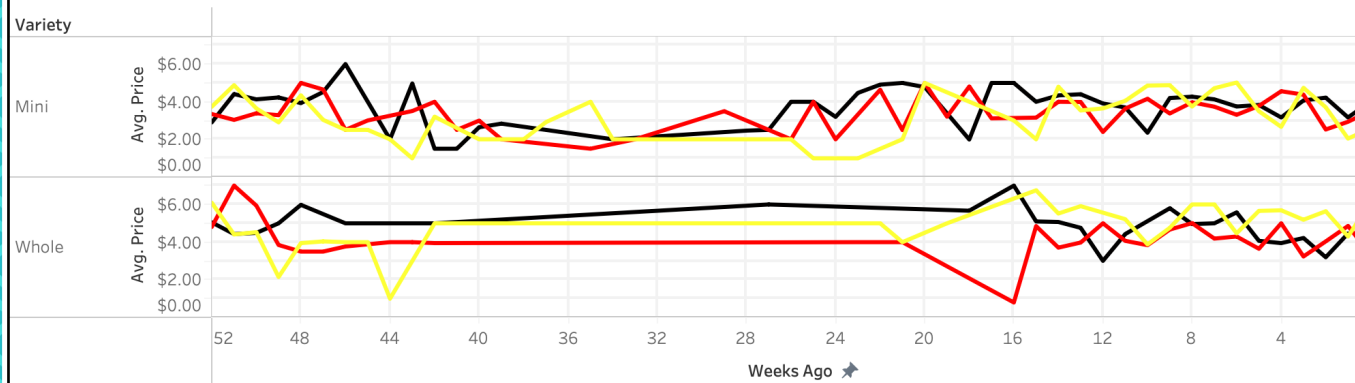
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

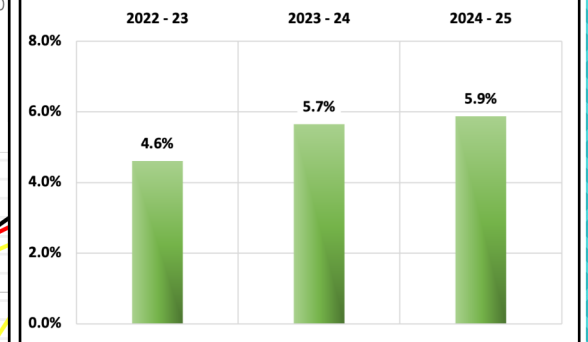


Weekly Average Price for Mini and Seedless Watermelon: Southwest



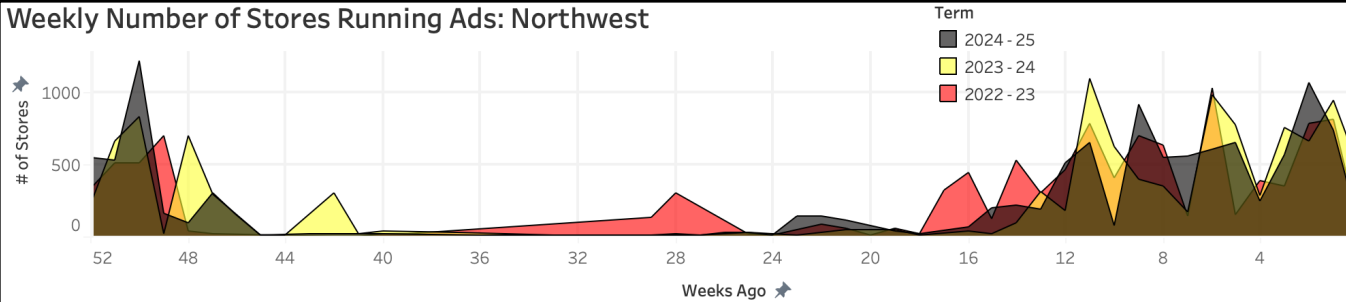
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	37,065	37,645	38,795
Seedless	\$ 4.16	\$ 4.79	\$ 4.87
Mini	\$ 3.38	\$ 3.10	\$ 3.72
Organic Seedless	\$ 5.99	NA	\$ 7.19
Organic Mini	\$ 4.84	\$ 5.39	\$ 5.31

Percent of Ads for Organic: Southwest

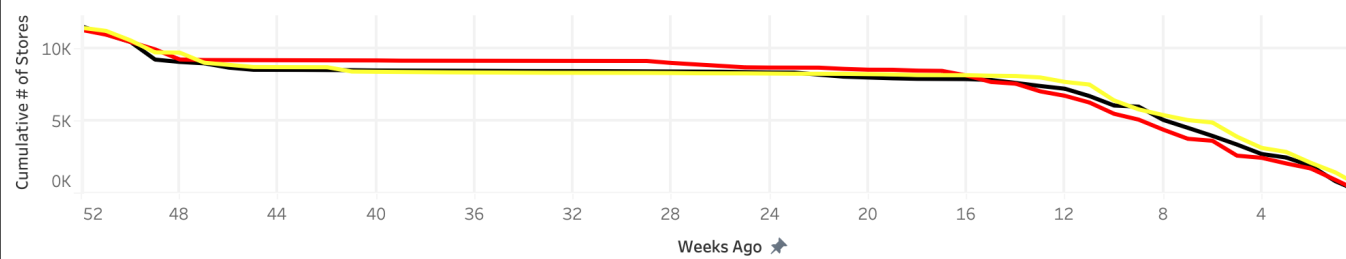


Northwest

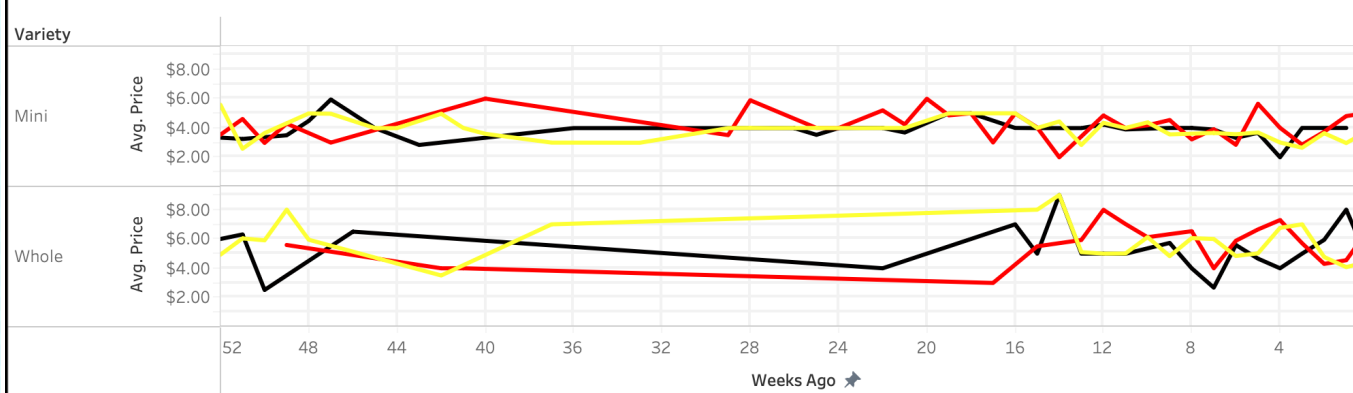
Weekly Number of Stores Running Ads: Northwest



Cumulative Number of Stores Running Ads: Northwest



Weekly Average Price for Mini and Seedless Watermelon: Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	11,310	11,457	11,551
Seedless	\$ 5.62	\$ 5.79	\$ 5.30
Mini	\$ 4.18	\$ 3.93	\$ 3.91
Organic Seedless	\$ 5.98	NA	\$ 9.03
Organic Mini	\$ 5.83	\$ 5.13	\$ 5.43

Percent of Ads for Organic: Northwest

