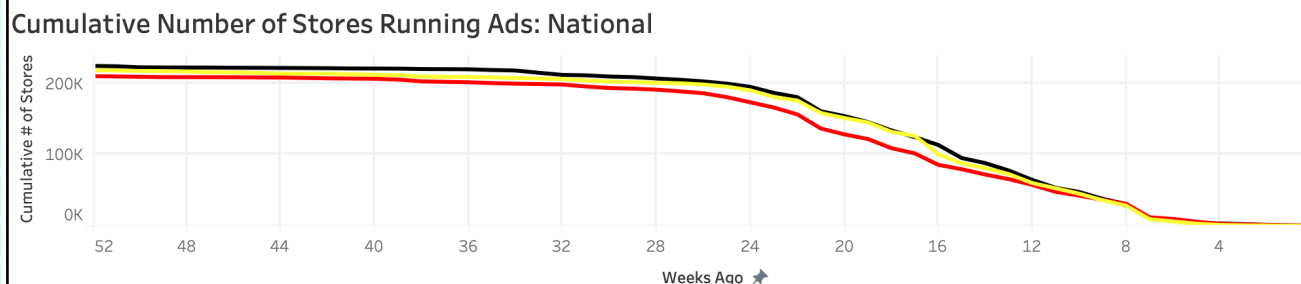
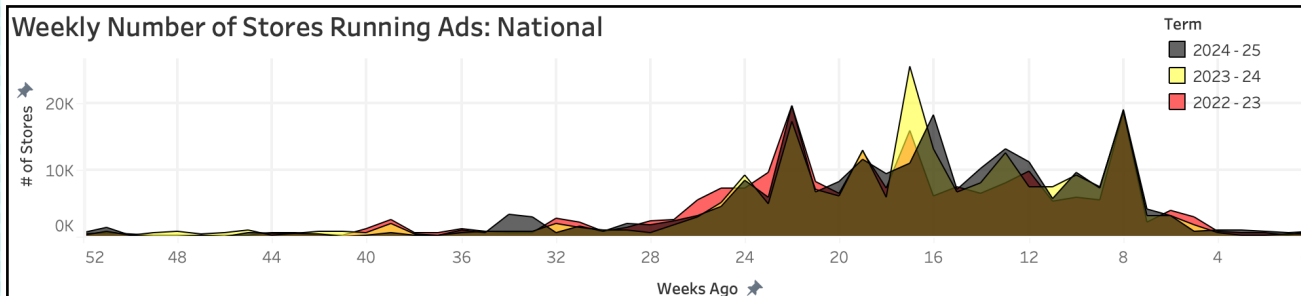


Retail Ad Report

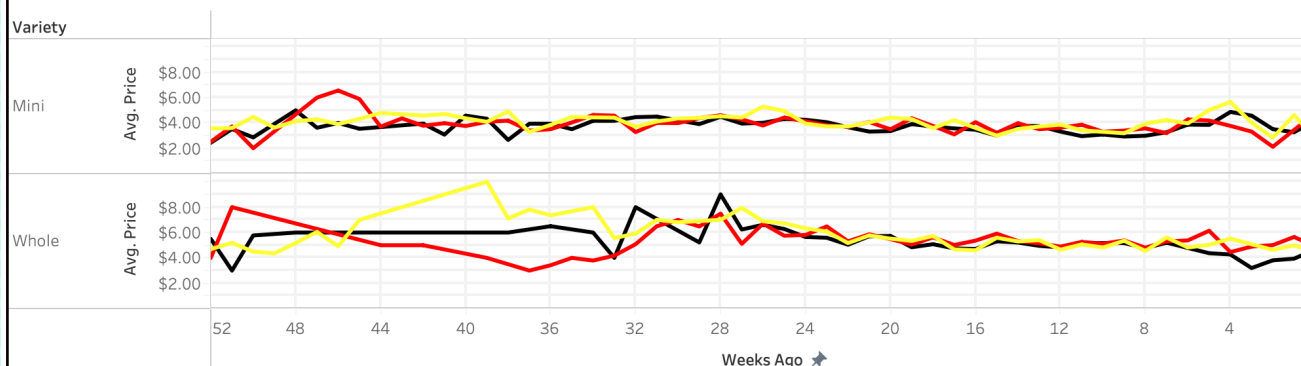
Compiled by the National Watermelon Promotion Board



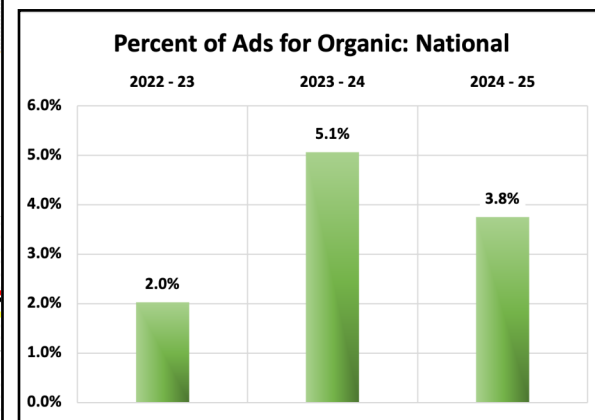
Data current through October 24, 2025



Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	209,383	217,686	223,772
Seedless	\$ 5.29	\$ 5.79	\$ 5.27
Mini	\$ 3.90	\$ 4.07	\$ 3.74
Organic Seedless	\$ 8.36	\$ 8.84	\$ 6.67
Organic Mini	\$ 5.11	\$ 5.04	\$ 5.20



[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.

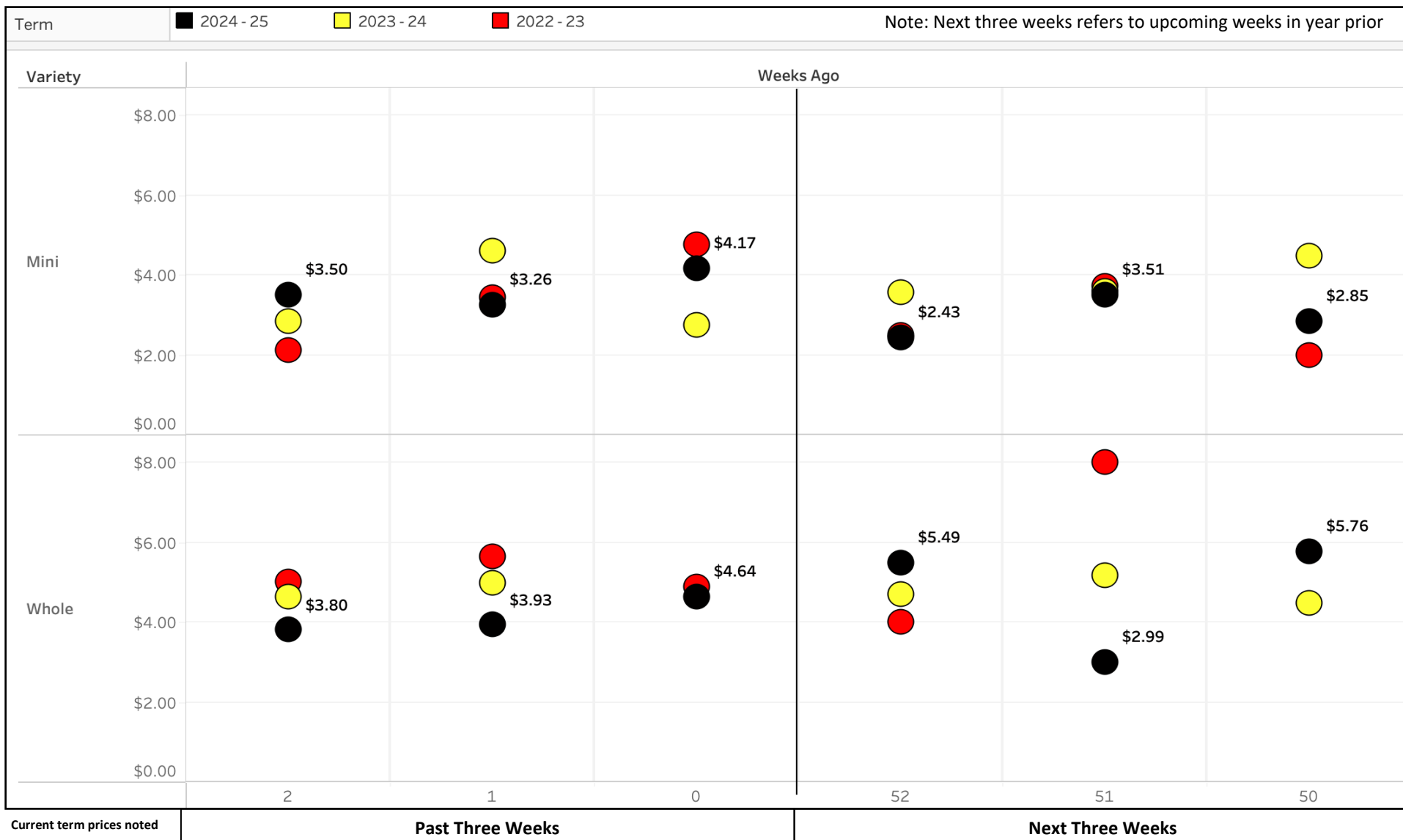
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

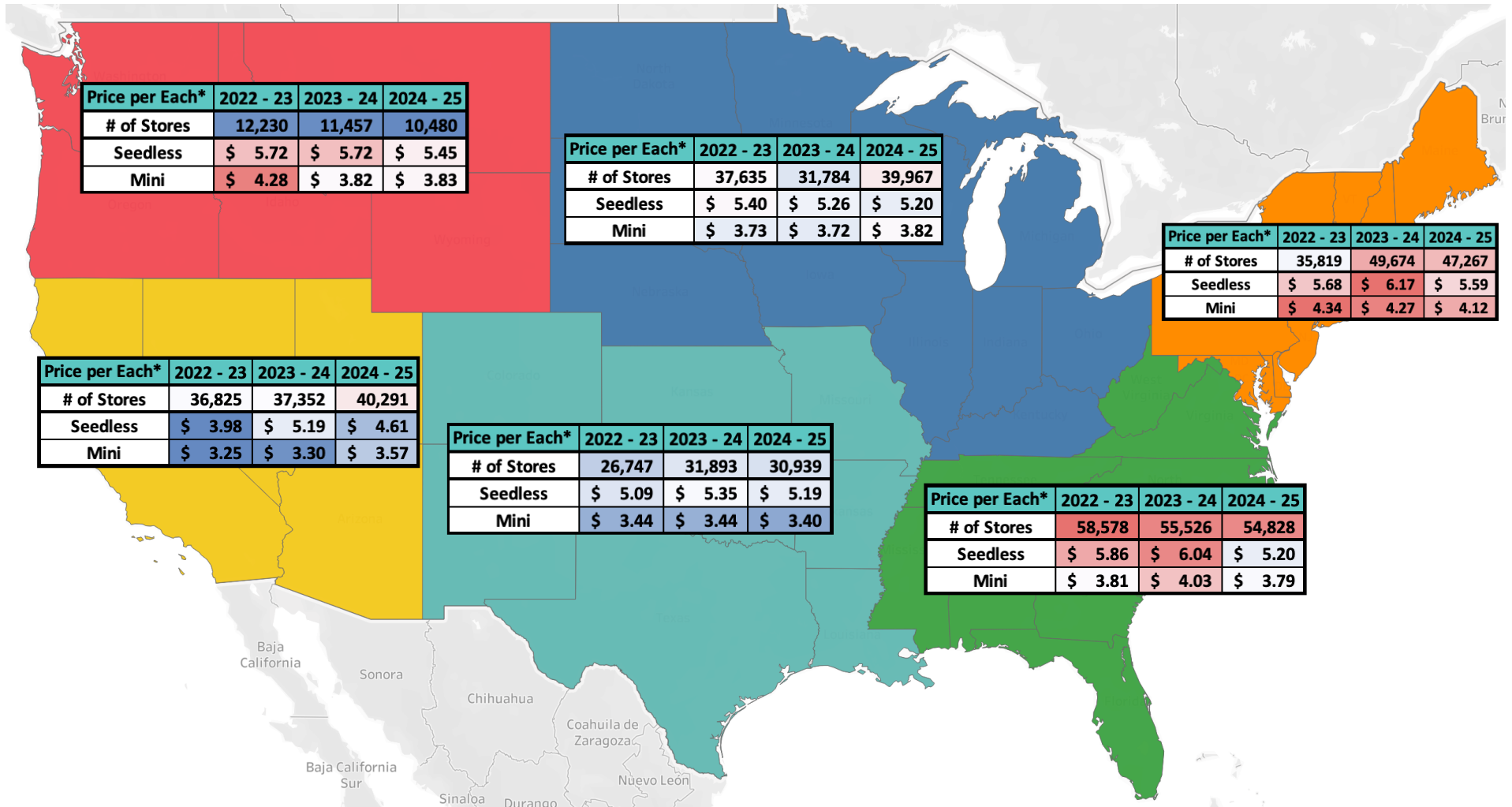
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	126	\$ 4.66	\$ 3.11	184	\$ 5.49	\$4.99	314	\$ 3.50	\$4.31	868	\$ 4.75	\$3.49	648	\$ 5.49	\$3.44	1092	\$ 3.49	\$2.24	3232	\$ 4.97	\$3.47
2023-24	88	NA	\$ 3.48	184	\$ 3.99	\$4.99	175	\$ 6.49	\$3.41	278	\$ 4.66	\$3.68	58	\$ 4.62	\$2.99	912	\$ 4.99	\$3.61	1695	\$ 4.88	\$3.97
2024-25	196	\$ 3.99	\$ 3.50	792	\$ 5.51	\$4.39	0	NA	NA	631	\$ 3.37	\$3.99	543	\$ 3.47	\$4.99	1646	\$ 3.33	\$3.37	3808	\$ 3.96	\$4.07

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

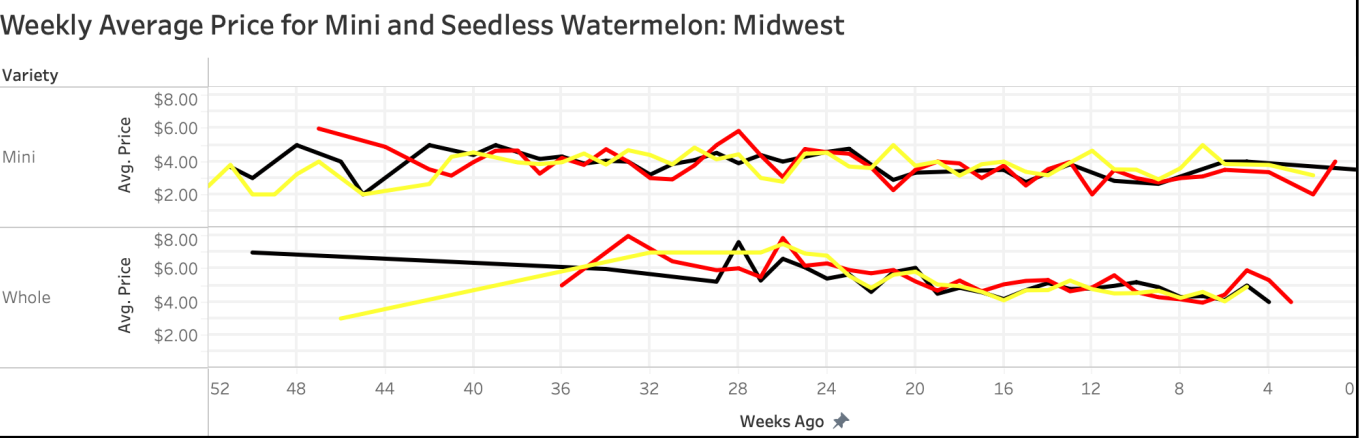
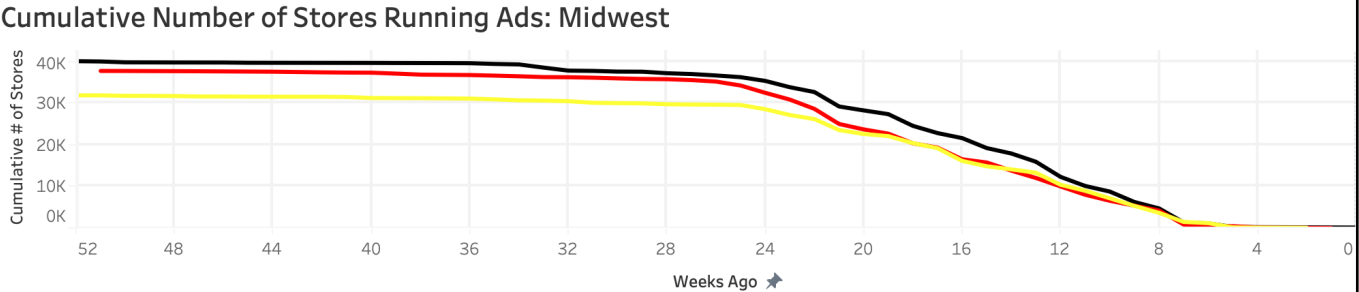
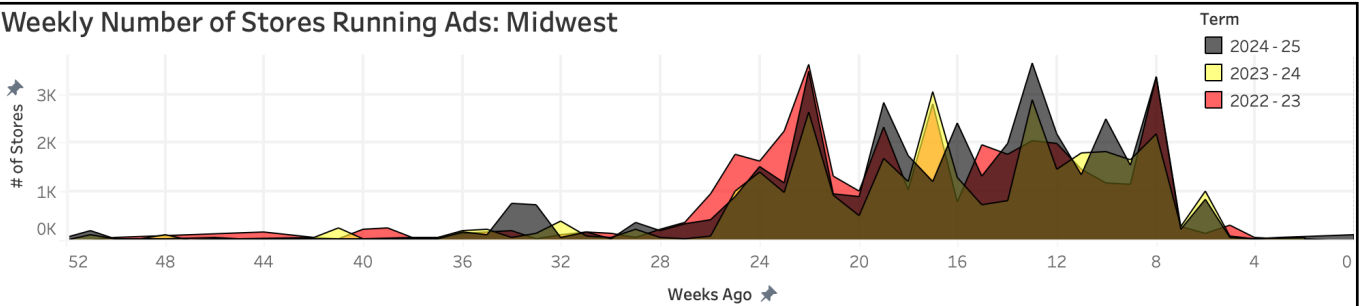


Regional Map

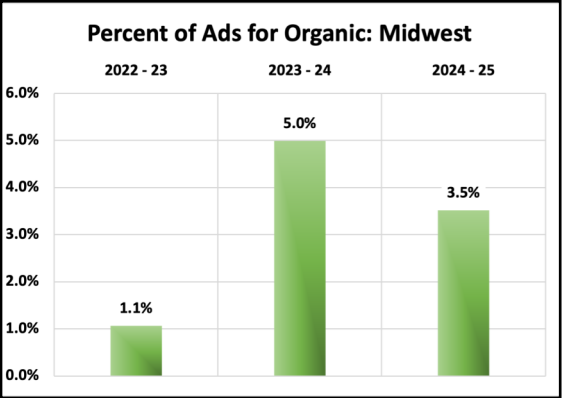


* Although included in # of Stores, organic prices omitted from average.

Midwest

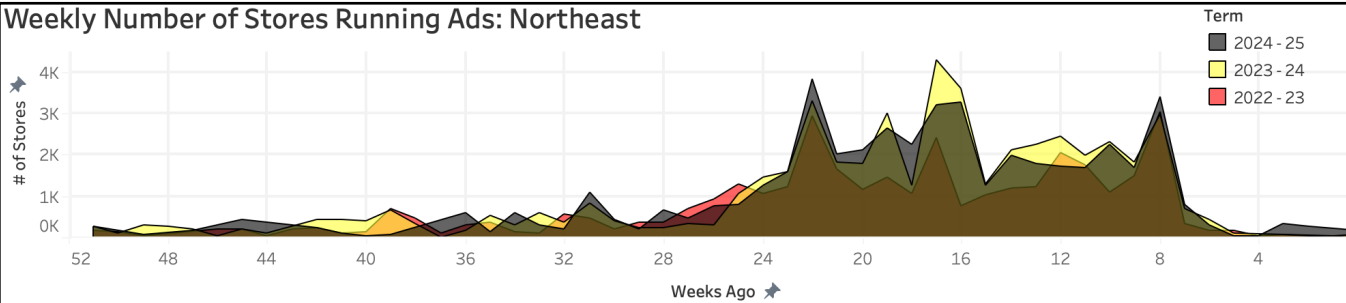


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	37,635	31,784	39,967
Seedless	\$ 5.40	\$ 5.26	\$ 5.20
Mini	\$ 3.73	\$ 3.72	\$ 3.82
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.80	\$ 4.87	\$ 5.09

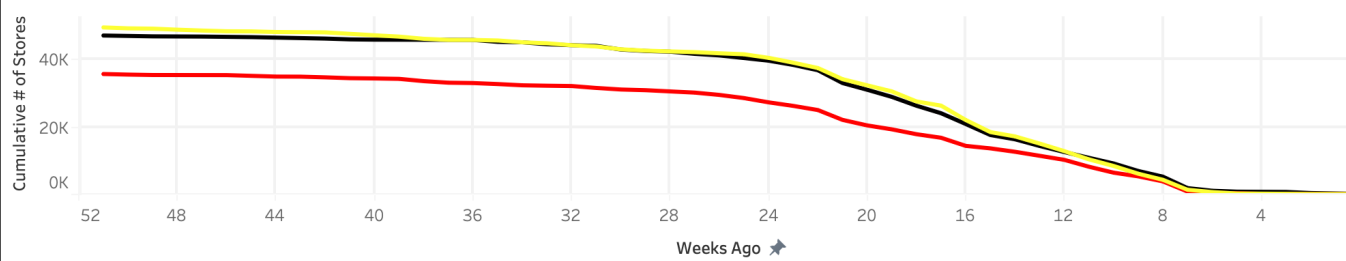


Northeast

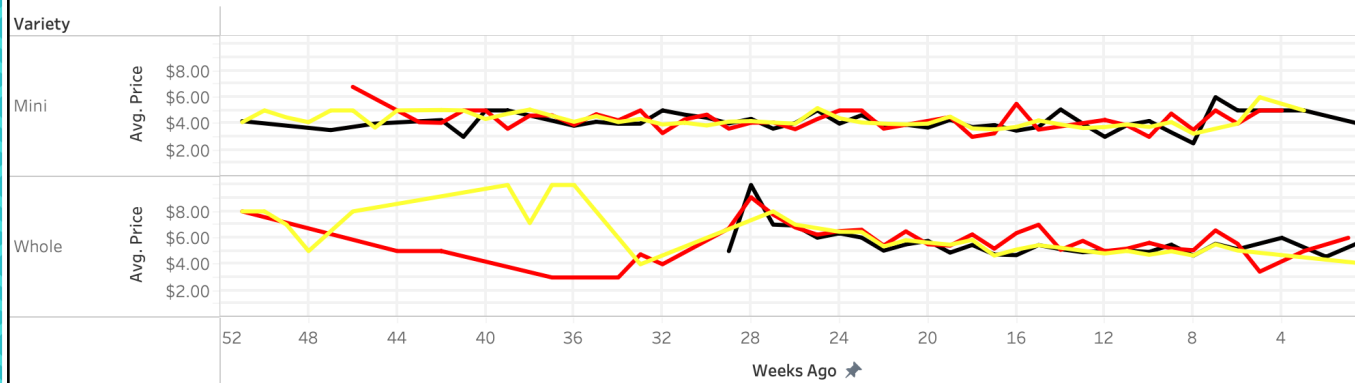
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

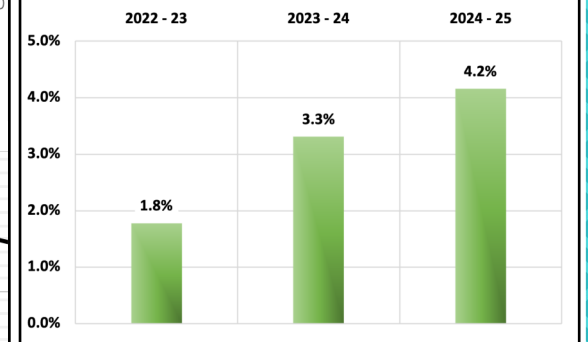


Weekly Average Price for Mini and Seedless Watermelon: Northeast



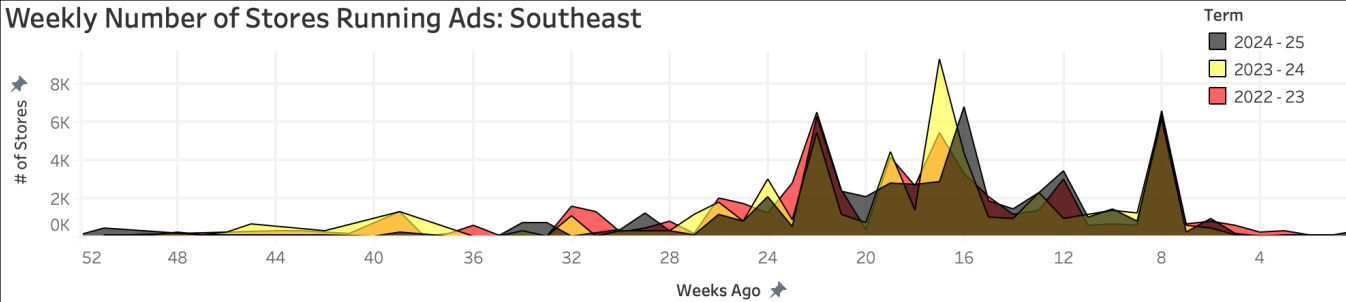
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	35,819	49,674	47,267
Seedless	\$ 5.68	\$ 6.17	\$ 5.59
Mini	\$ 4.34	\$ 4.27	\$ 4.12
Organic Seedless	\$ 9.16	\$ 9.12	\$ 5.99
Organic Mini	\$ 5.37	\$ 5.33	\$ 5.50

Percent of Ads for Organic: Northeast

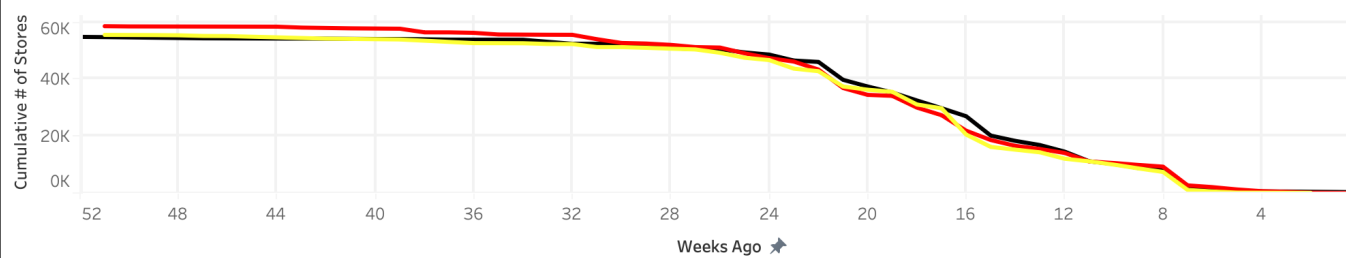


Southeast

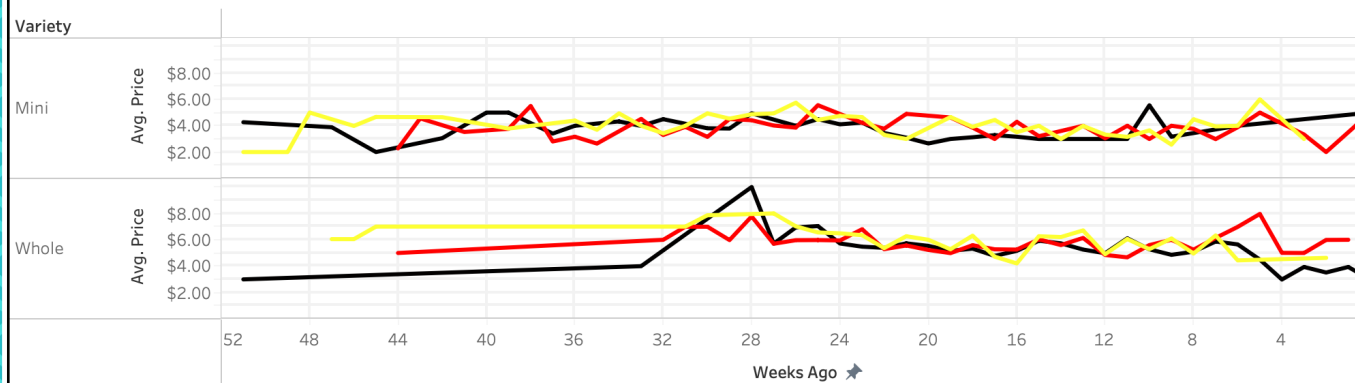
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

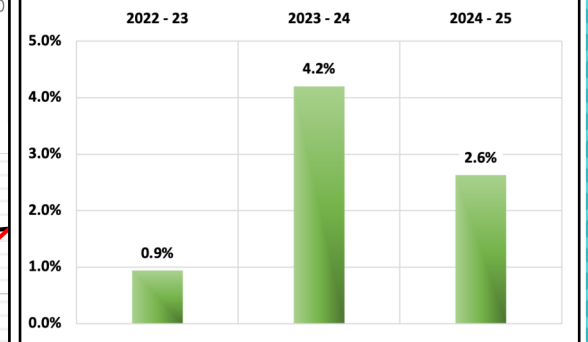


Weekly Average Price for Mini and Seedless Watermelon: Southeast



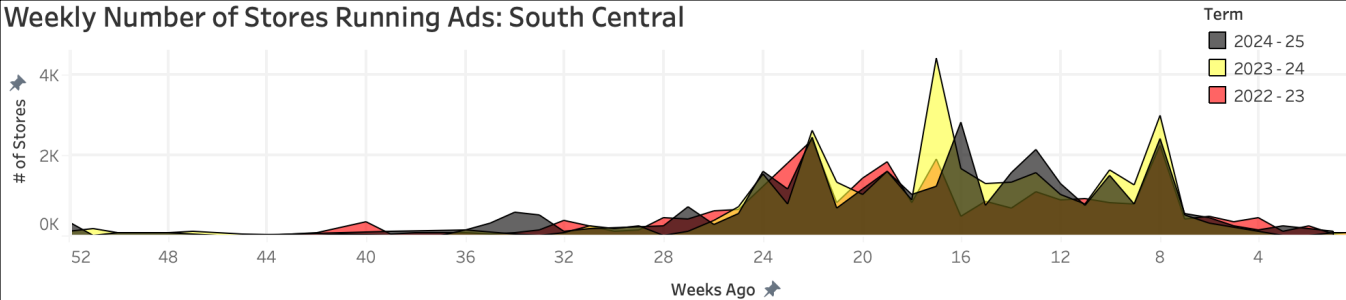
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	58,578	55,526	54,828
Seedless	\$ 5.86	\$ 6.04	\$ 5.20
Mini	\$ 3.81	\$ 4.03	\$ 3.79
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.68	\$ 4.81	\$ 5.28

Percent of Ads for Organic: Southeast

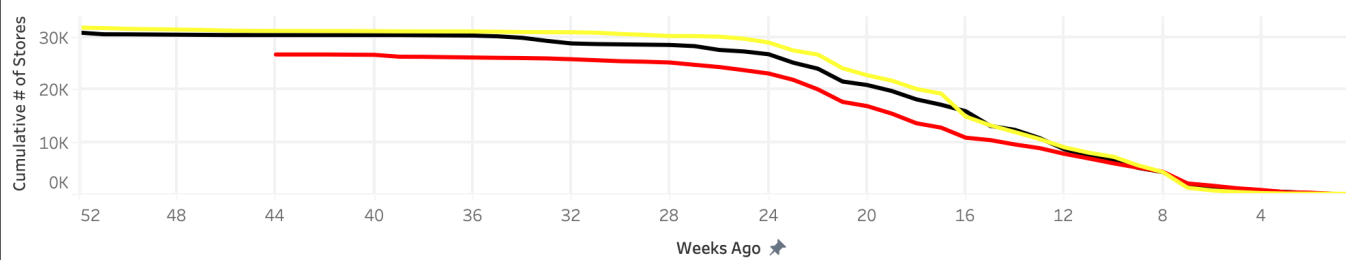


South Central

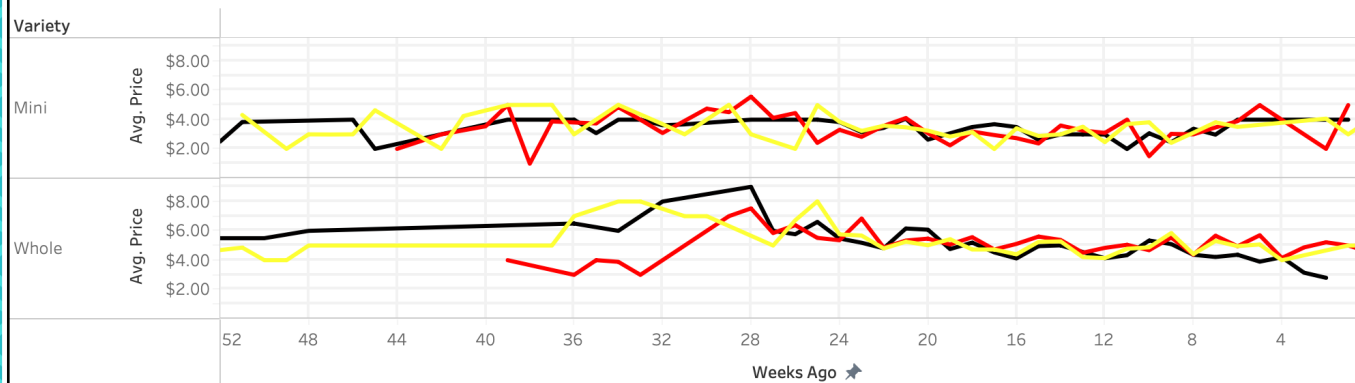
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

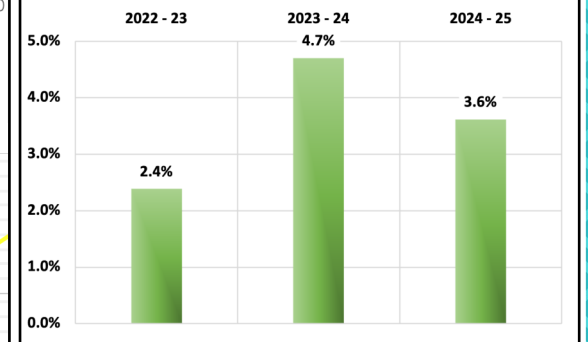


Weekly Average Price for Mini and Seedless Watermelon: South Central



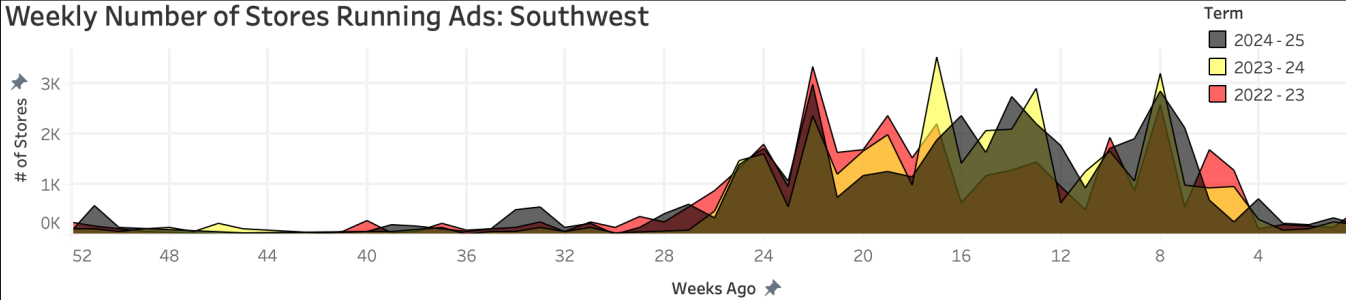
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	26,747	31,893	30,939
Seedless	\$ 5.09	\$ 5.35	\$ 5.19
Mini	\$ 3.44	\$ 3.44	\$ 3.40
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.10	\$ 5.44

Percent of Ads for Organic: South Central

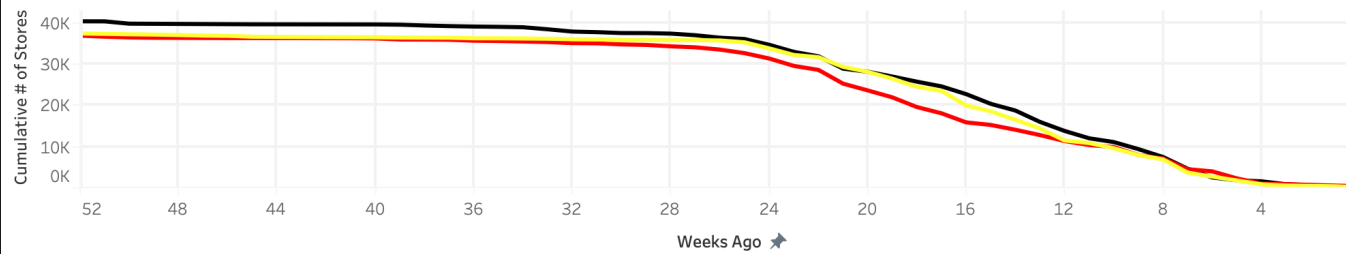


Southwest

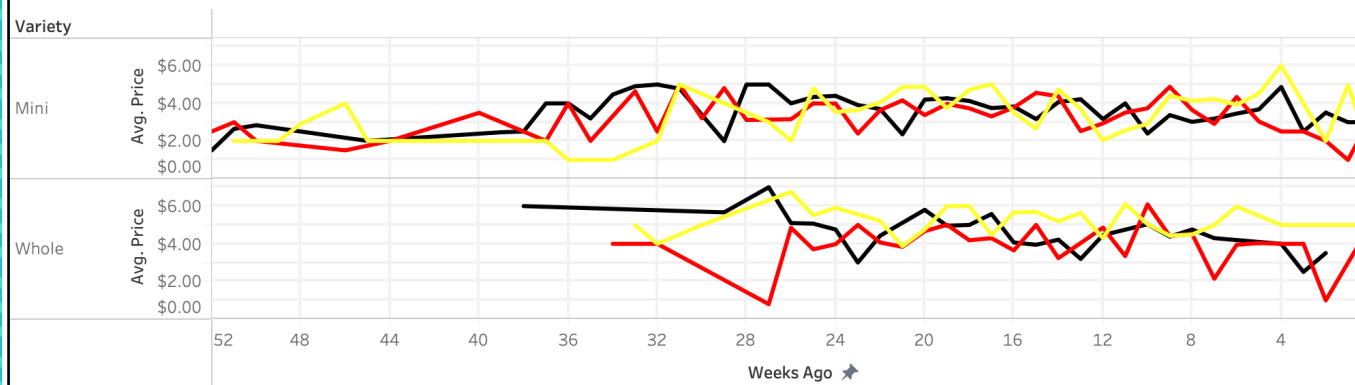
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

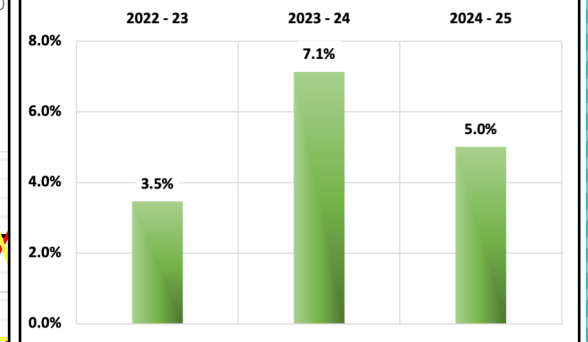


Weekly Average Price for Mini and Seedless Watermelon: Southwest



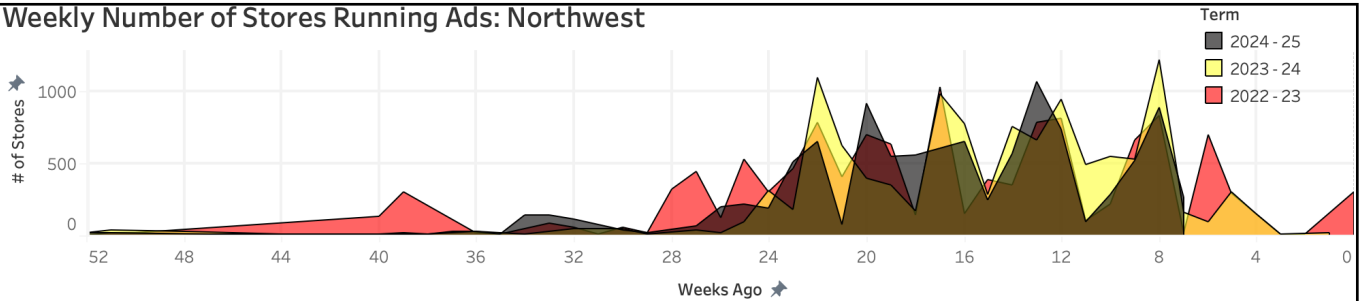
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	36,825	37,352	40,291
Seedless	\$ 3.98	\$ 5.19	\$ 4.61
Mini	\$ 3.25	\$ 3.30	\$ 3.57
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 4.99	\$ 5.27	\$ 5.38

Percent of Ads for Organic: Southwest

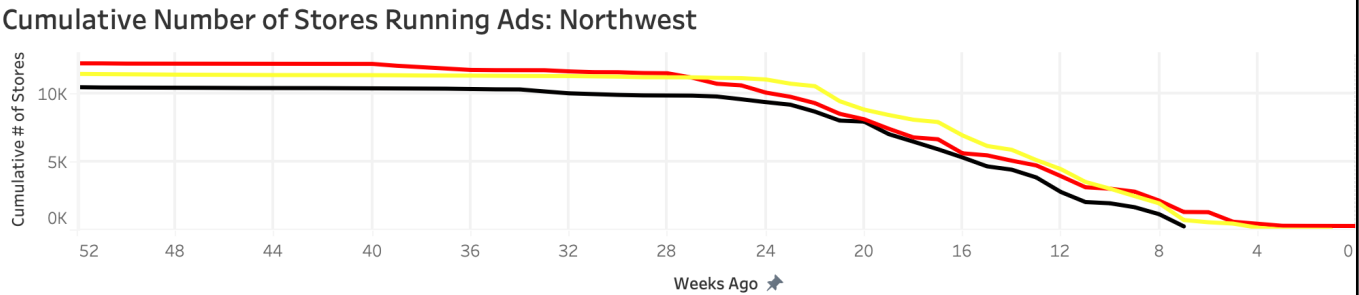


Northwest

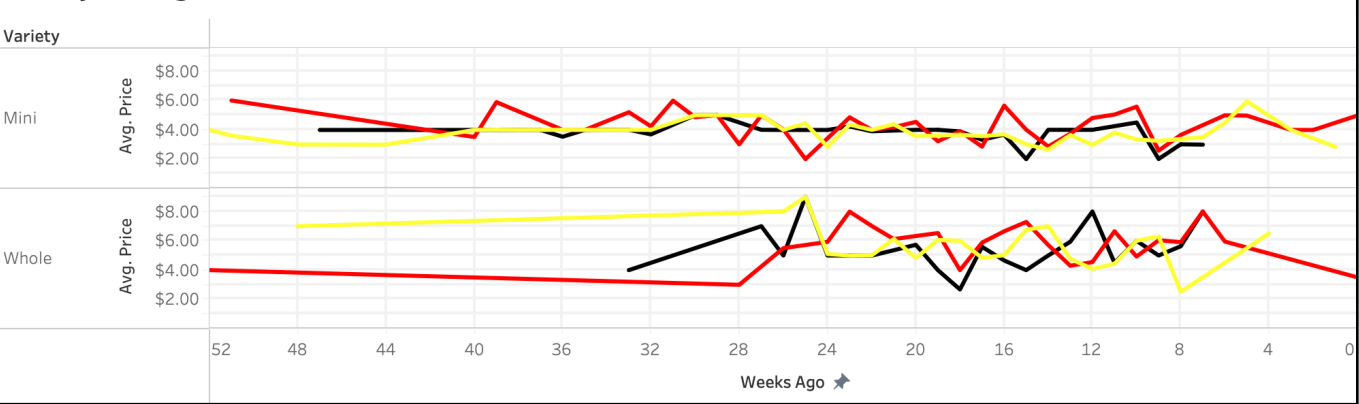
Weekly Number of Stores Running Ads: Northwest



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	12,230	11,457	10,480
Seedless	\$ 5.72	\$ 5.72	\$ 5.45
Mini	\$ 4.28	\$ 3.82	\$ 3.83
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.47	\$ 5.31	\$ 5.39

Percent of Ads for Organic: Northwest

