

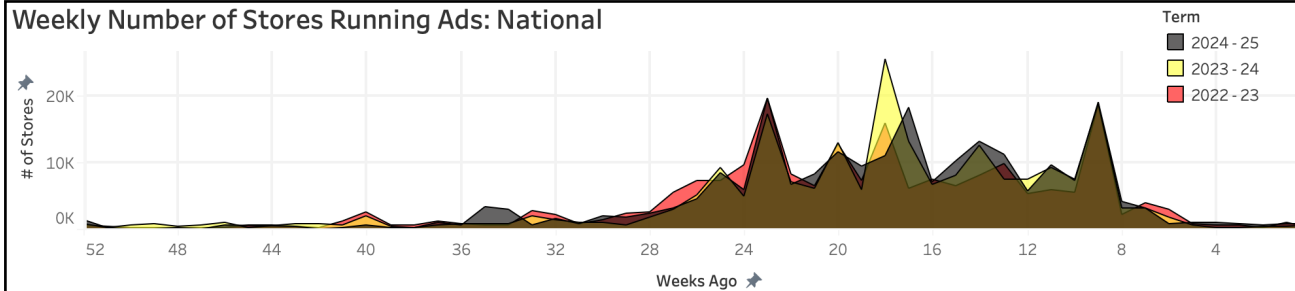
Retail Ad Report

Compiled by the National Watermelon Promotion Board

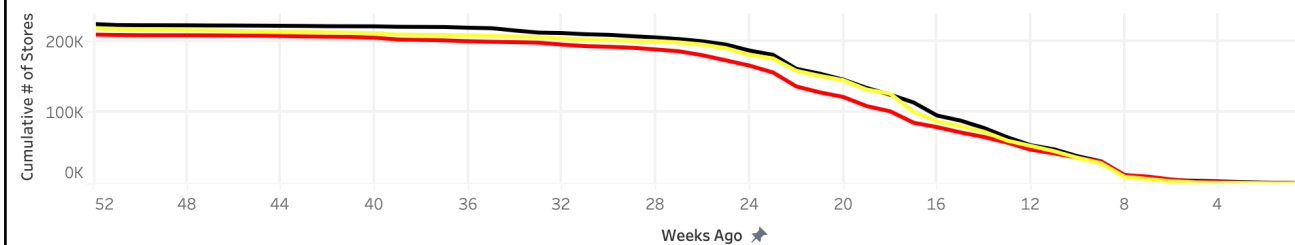


Data current through October 31, 2025

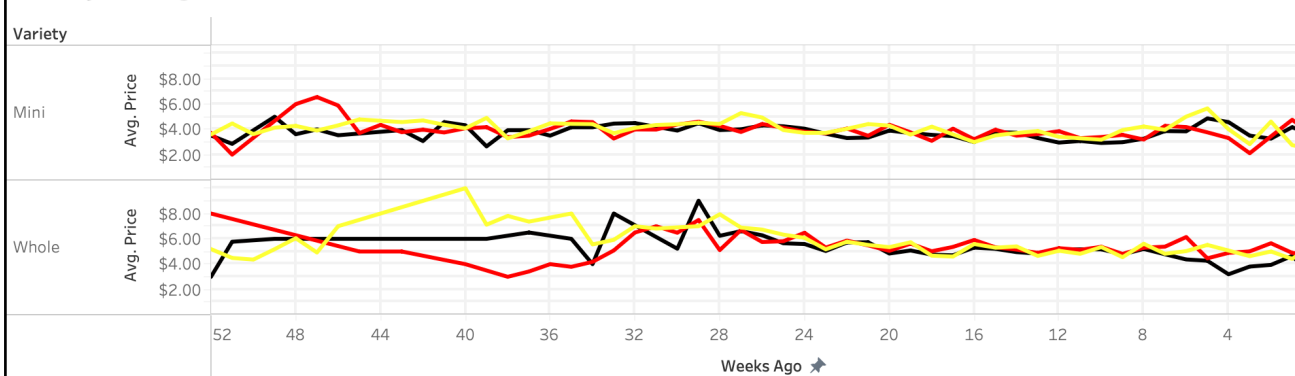
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

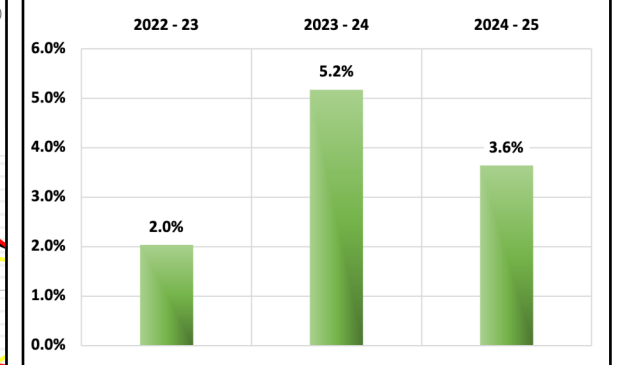


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	209,272	217,994	224,046
Seedless	\$ 5.31	\$ 5.81	\$ 5.21
Mini	\$ 3.92	\$ 4.05	\$ 3.76
Organic Seedless	\$ 8.36	\$ 8.84	\$ 6.67
Organic Mini	\$ 5.11	\$ 5.06	\$ 5.19

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.

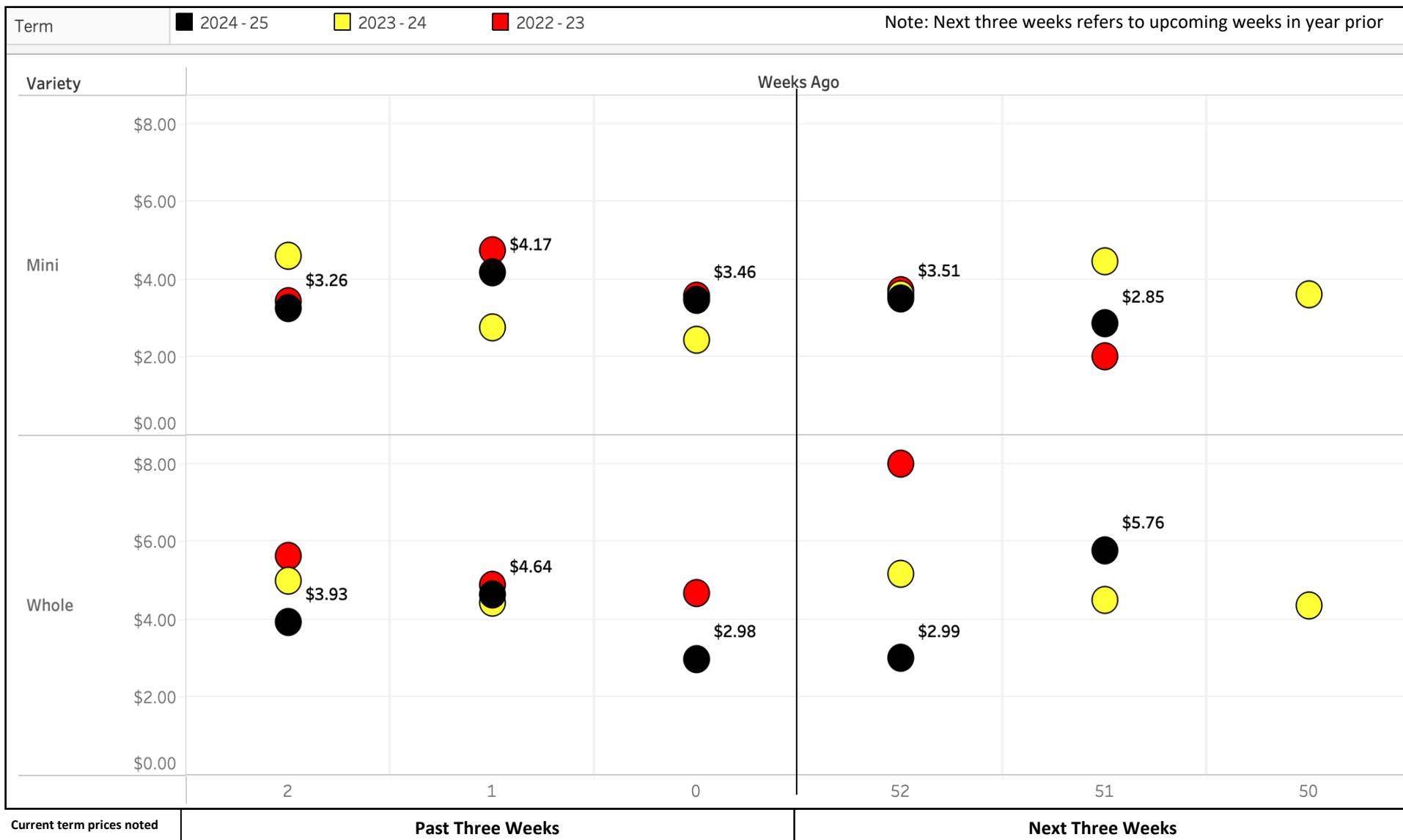
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

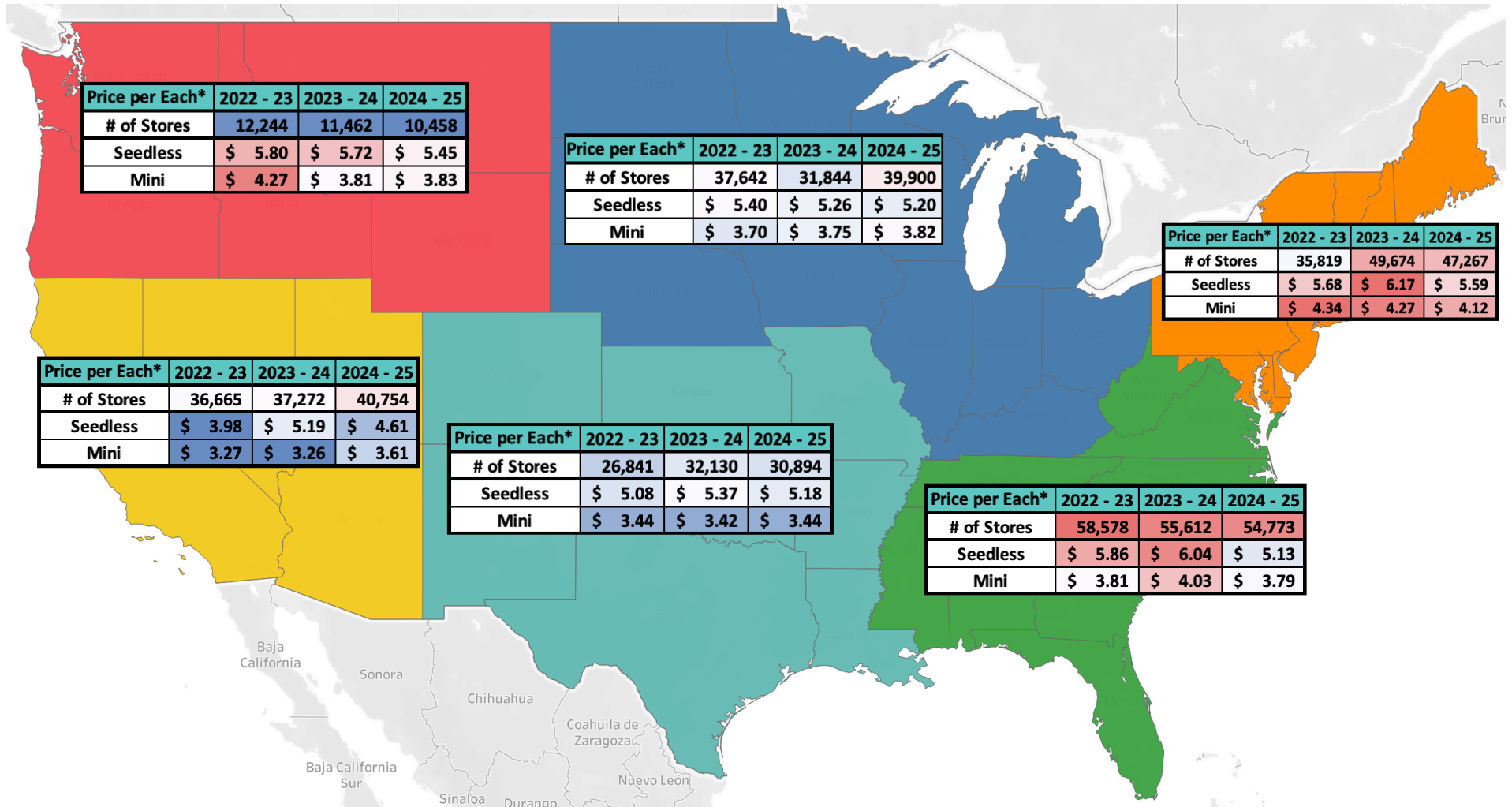
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	65	\$ 3.99	\$ 2.83	160	\$ 5.49	NA	331	\$ 3.50	\$4.23	536	\$ 4.75	\$3.49	418	\$ 5.65	\$3.44	1070	\$ 3.32	\$2.17	2580	\$ 5.02	\$3.43
2023-24	128	NA	\$ 3.16	184	\$ 3.99	\$4.99	49	NA	\$3.41	515	\$ 4.66	\$3.68	144	\$ 4.62	\$2.99	638	\$ 4.99	\$2.49	1658	\$ 4.88	\$3.33
2024-25	174	NA	\$ 3.50	754	\$ 5.28	\$4.39	0	NA	NA	787	\$ 3.37	\$3.99	543	\$ 3.47	\$4.99	1417	\$ 3.00	\$3.08	3675	\$ 3.71	\$3.79

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

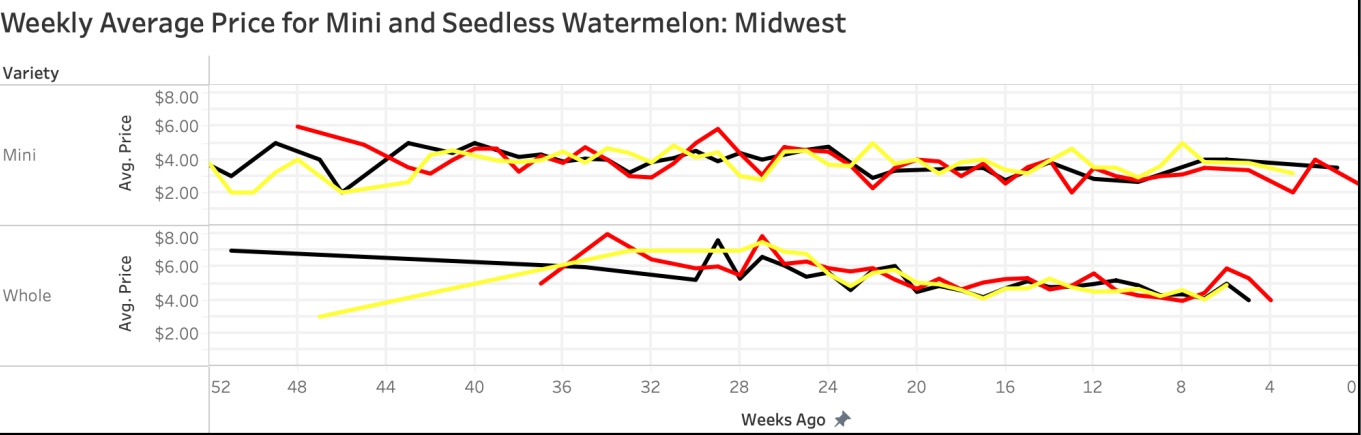
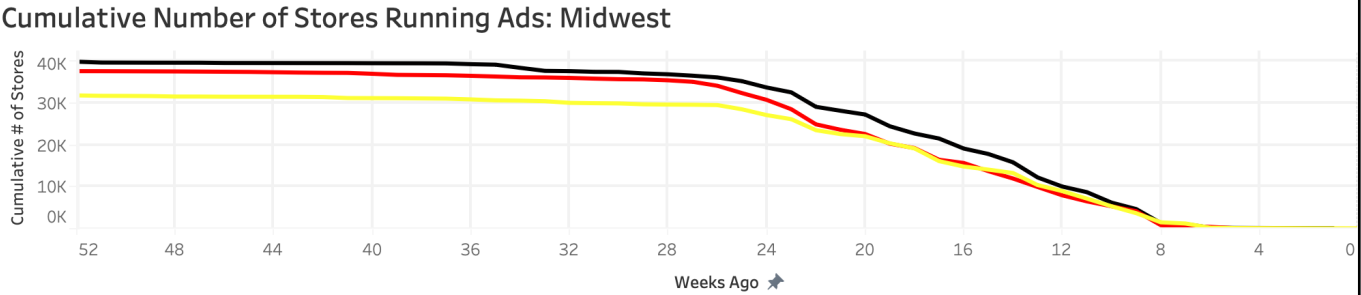
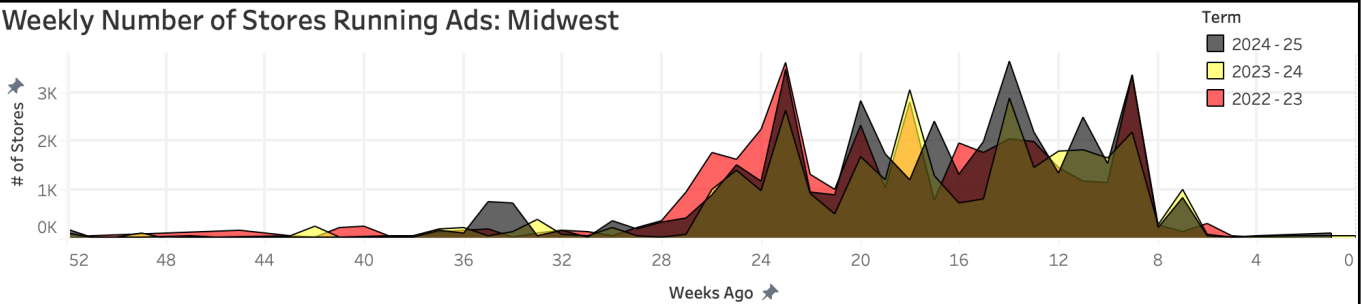


Regional Map

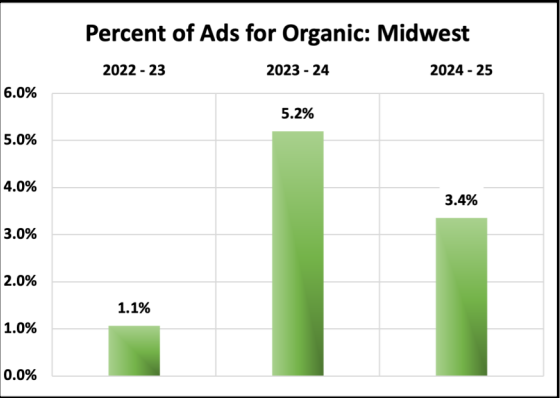


* Although included in # of Stores, organic prices omitted from average.

Midwest

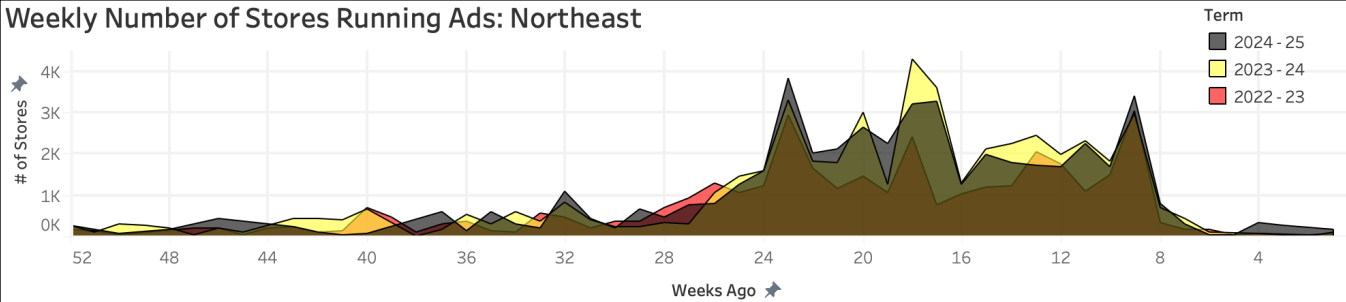


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	37,642	31,844	39,900
Seedless	\$ 5.40	\$ 5.26	\$ 5.20
Mini	\$ 3.70	\$ 3.75	\$ 3.82
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.80	\$ 4.92	\$ 5.06

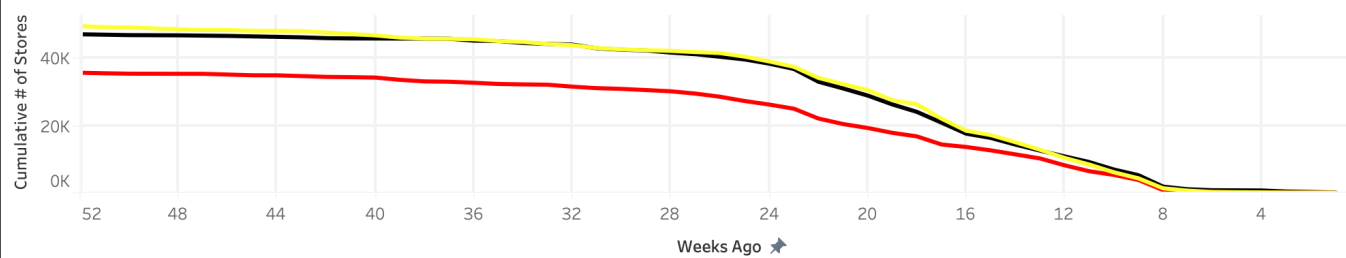


Northeast

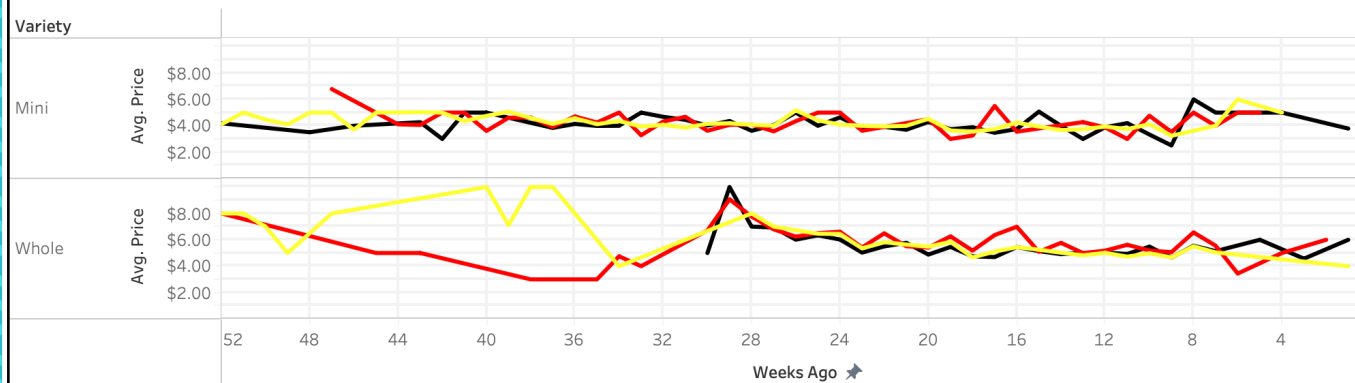
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

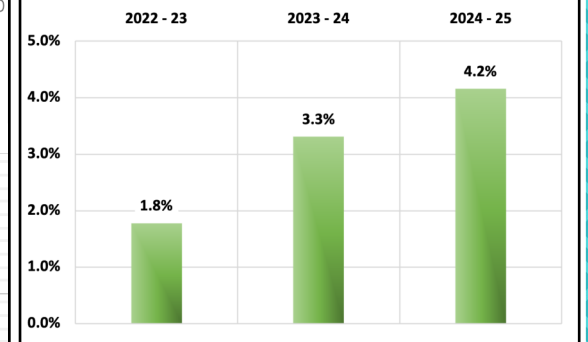


Weekly Average Price for Mini and Seedless Watermelon: Northeast



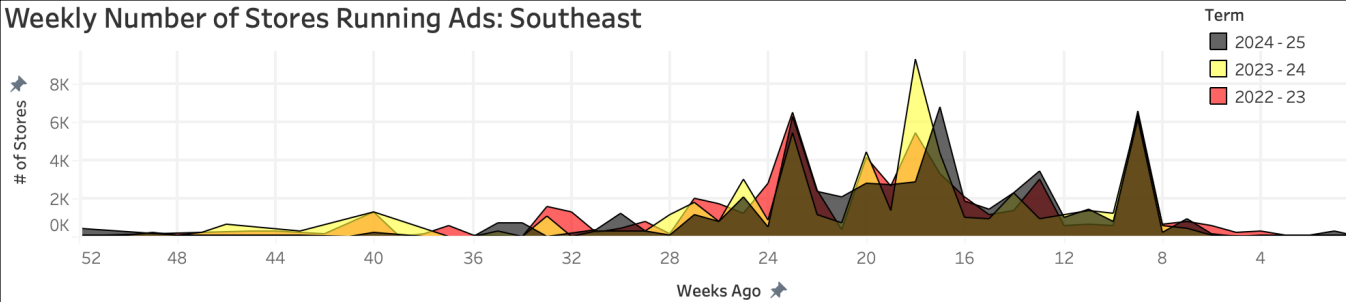
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	35,819	49,674	47,267
Seedless	\$ 5.68	\$ 6.17	\$ 5.59
Mini	\$ 4.34	\$ 4.27	\$ 4.12
Organic Seedless	\$ 9.16	\$ 9.12	\$ 5.99
Organic Mini	\$ 5.37	\$ 5.33	\$ 5.50

Percent of Ads for Organic: Northeast

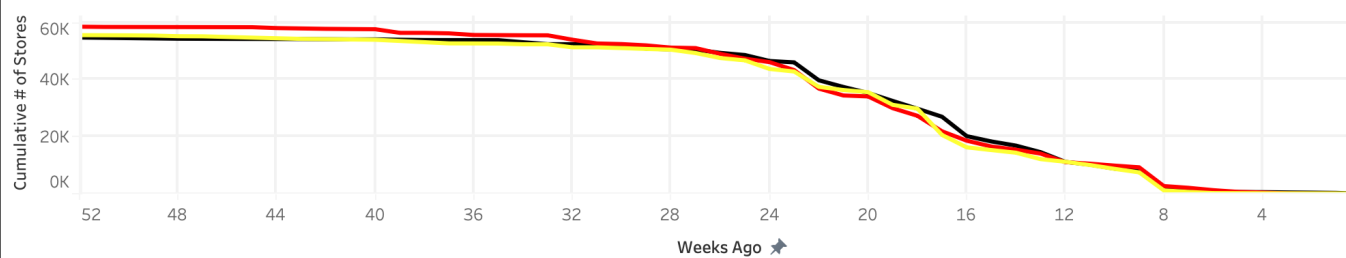


Southeast

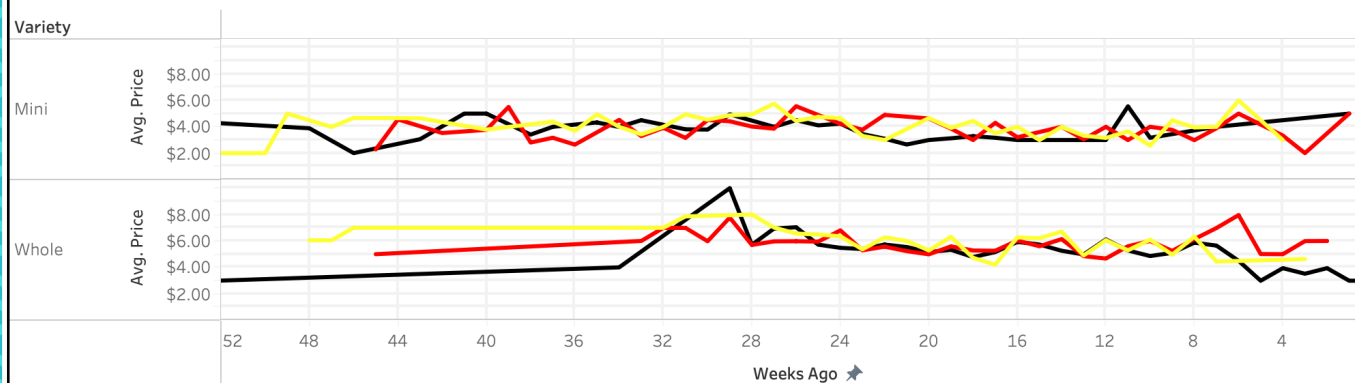
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

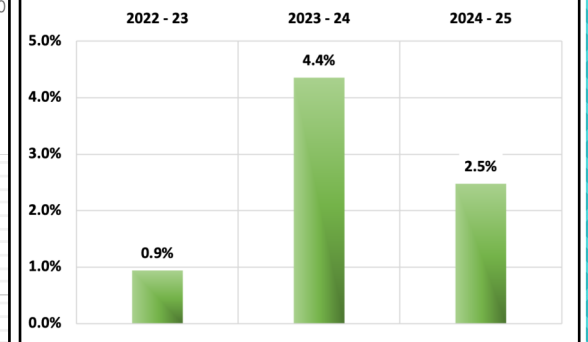


Weekly Average Price for Mini and Seedless Watermelon: Southeast



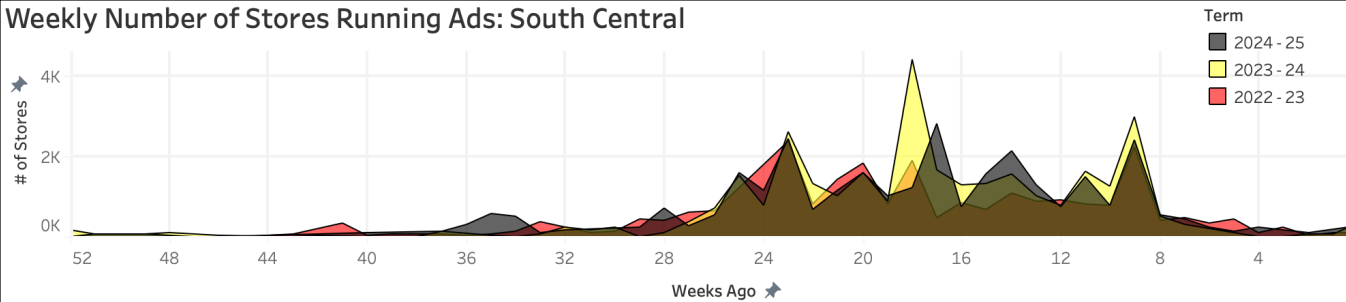
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	58,578	55,612	54,773
Seedless	\$ 5.86	\$ 6.04	\$ 5.13
Mini	\$ 3.81	\$ 4.03	\$ 3.79
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.68	\$ 4.86	\$ 5.25

Percent of Ads for Organic: Southeast

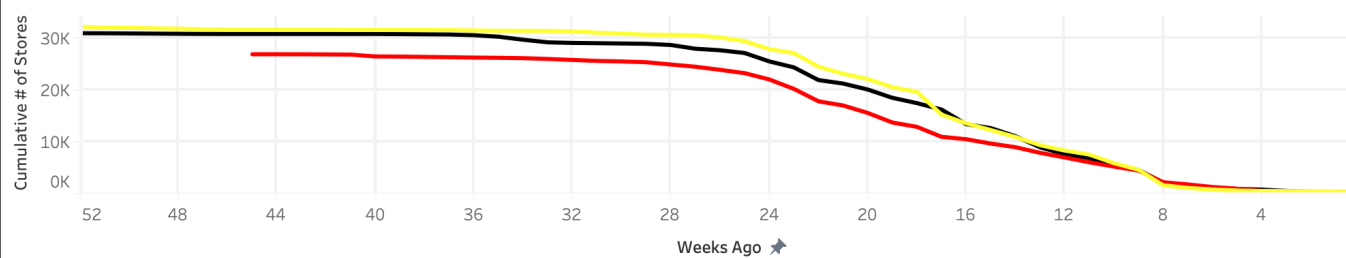


South Central

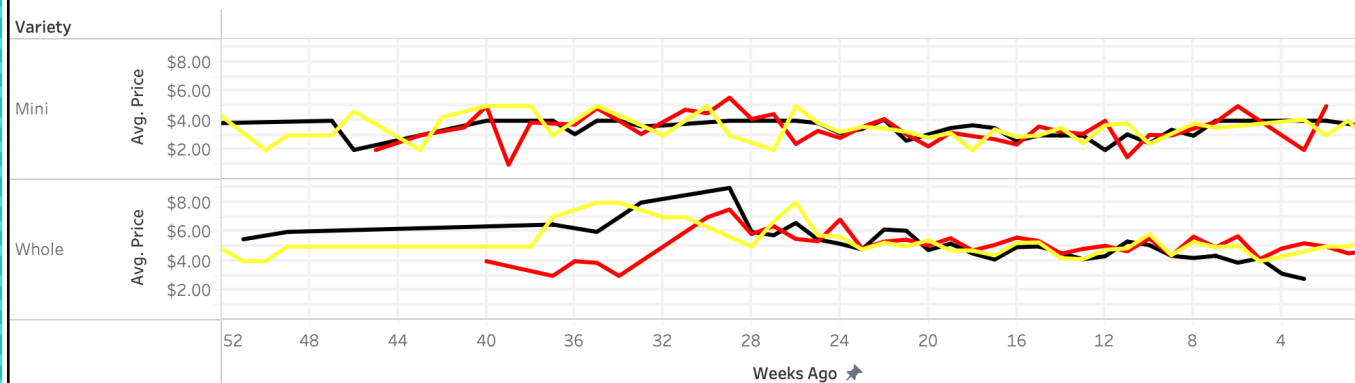
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

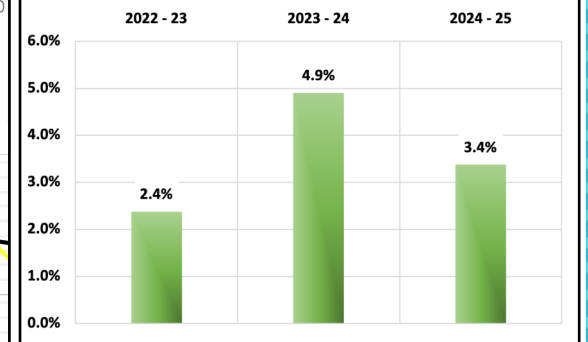


Weekly Average Price for Mini and Seedless Watermelon: South Central

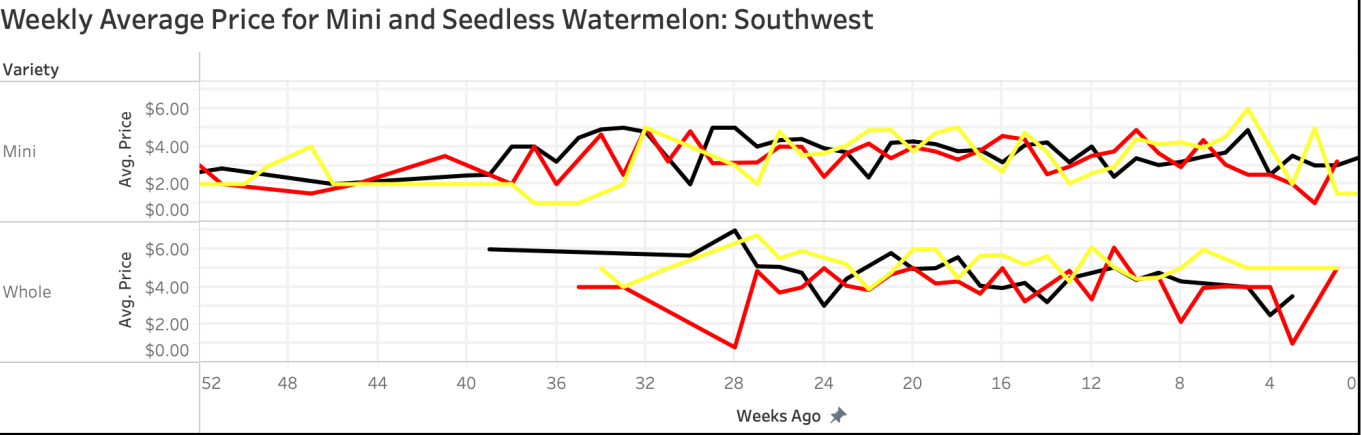
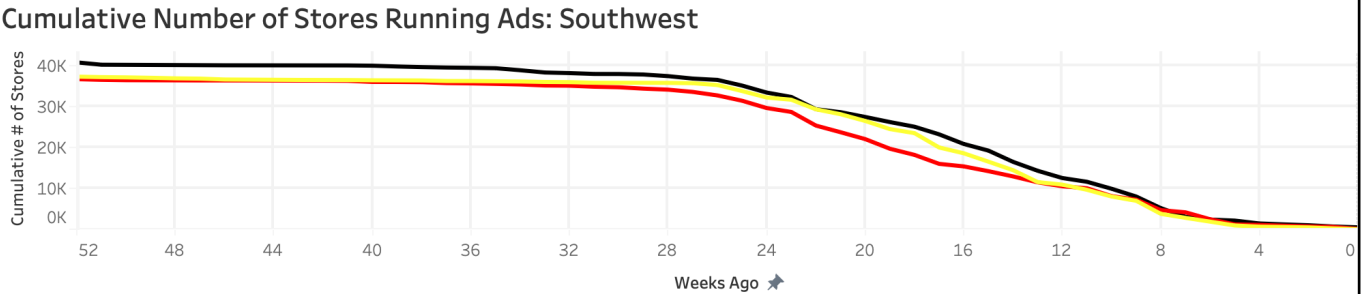
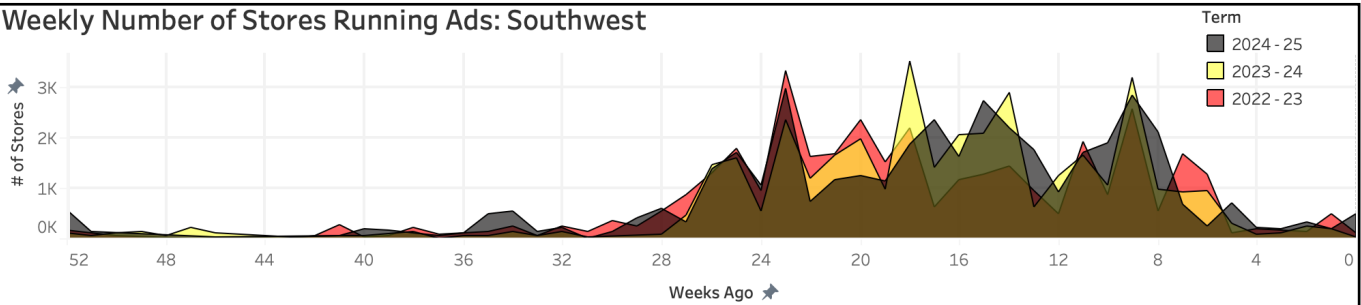


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	26,841	32,130	30,894
Seedless	\$ 5.08	\$ 5.37	\$ 5.18
Mini	\$ 3.44	\$ 3.42	\$ 3.44
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47

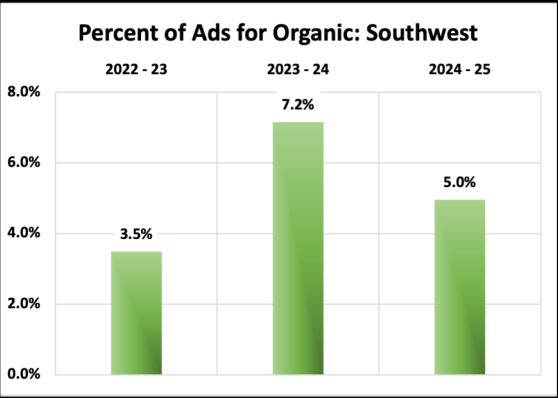
Percent of Ads for Organic: South Central



Southwest

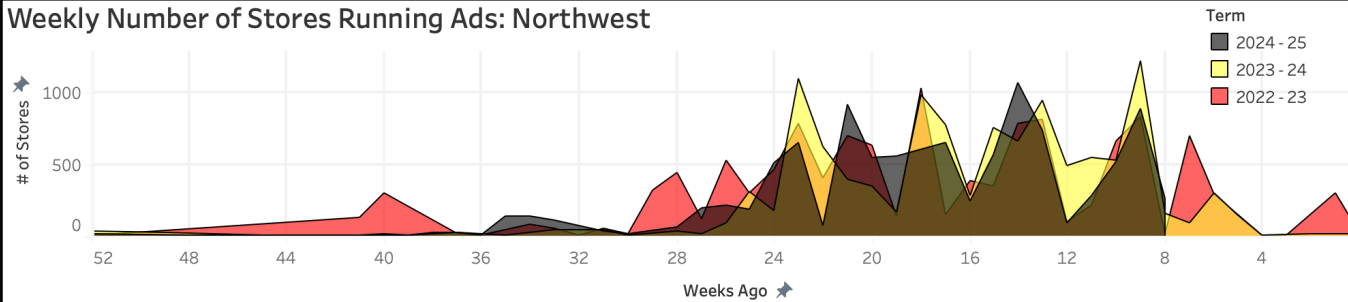


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	36,665	37,272	40,754
Seedless	\$ 3.98	\$ 5.19	\$ 4.61
Mini	\$ 3.27	\$ 3.26	\$ 3.61
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 4.99	\$ 5.27	\$ 5.38

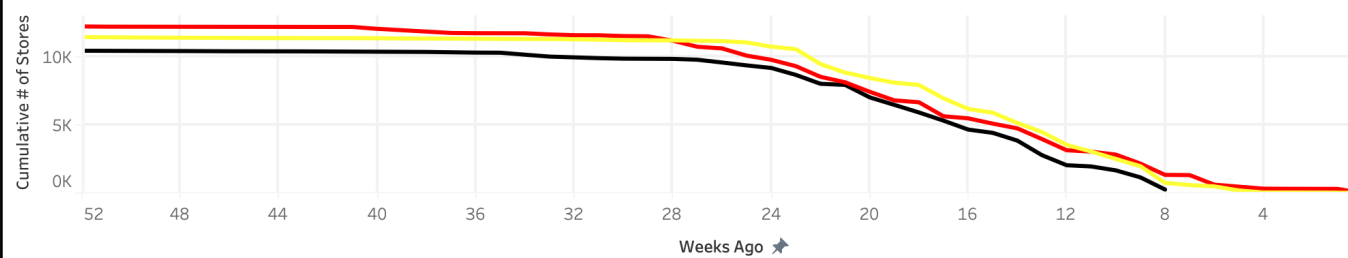


Northwest

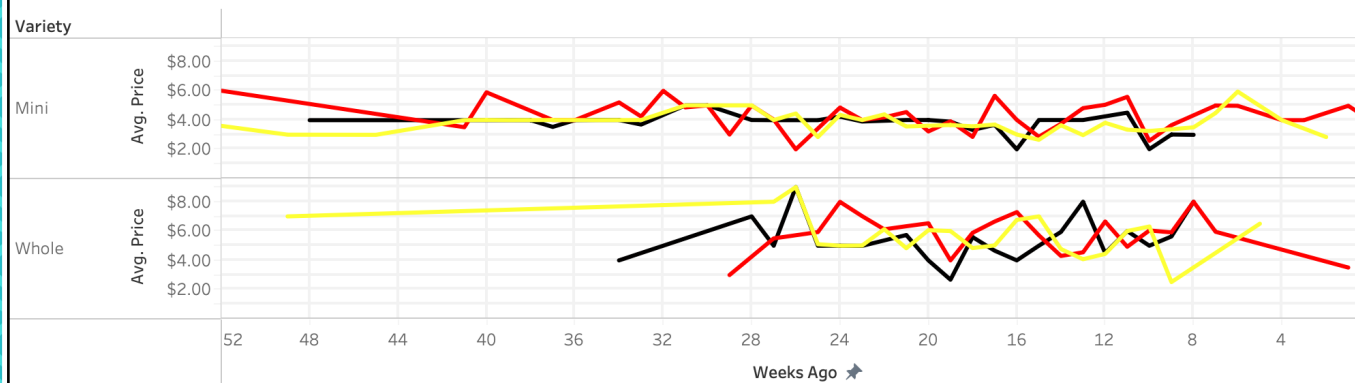
Weekly Number of Stores Running Ads: Northwest



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	12,244	11,462	10,458
Seedless	\$ 5.80	\$ 5.72	\$ 5.45
Mini	\$ 4.27	\$ 3.81	\$ 3.83
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.47	\$ 5.32	\$ 5.38

Percent of Ads for Organic: Northwest

