

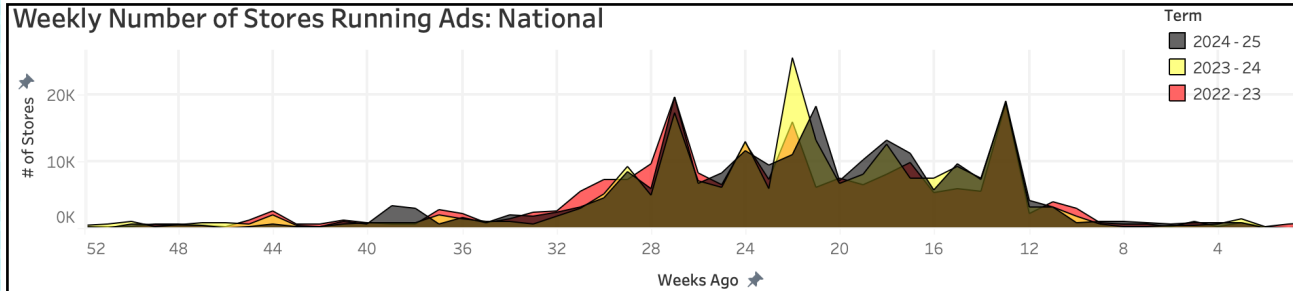
Retail Ad Report

Compiled by the National Watermelon Promotion Board

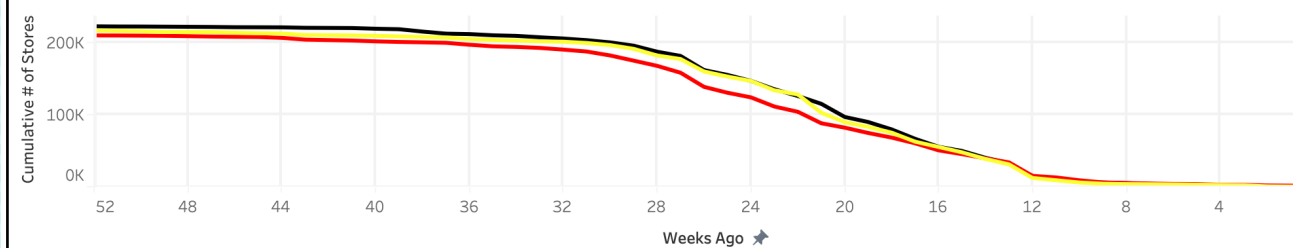


Data current through November 28, 2025

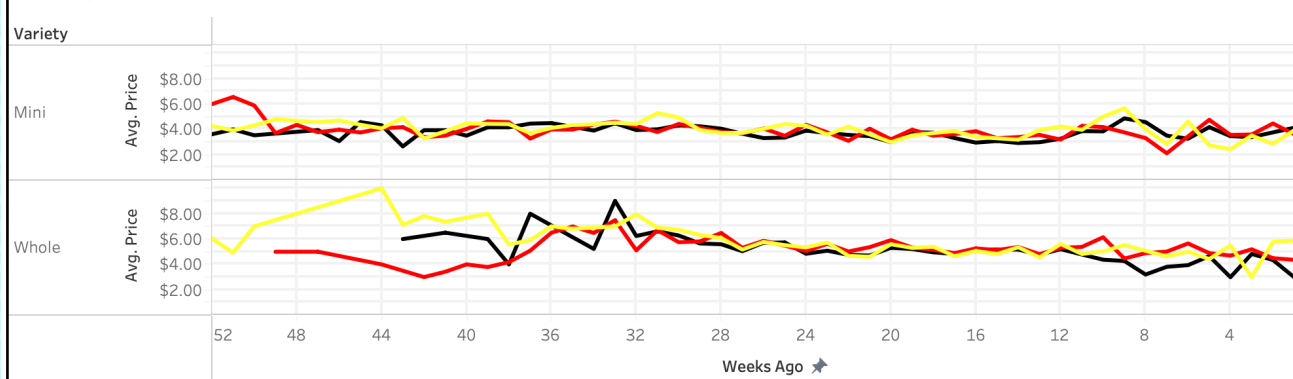
Weekly Number of Stores Running Ads: National



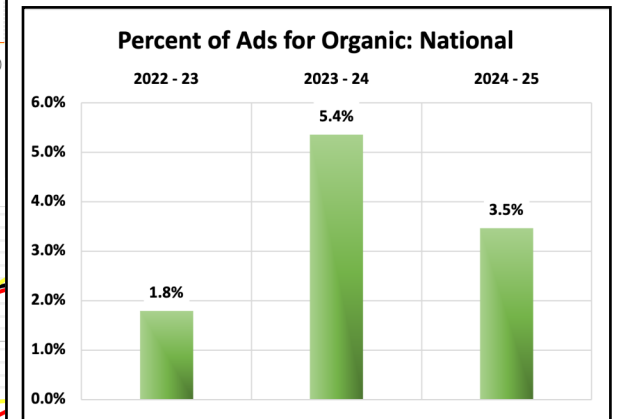
Cumulative Number of Stores Running Ads: National



Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	210,666	217,436	223,319
Seedless	\$ 5.21	\$ 5.84	\$ 5.09
Mini	\$ 3.97	\$ 4.04	\$ 3.77
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.20	\$ 5.00	\$ 5.17



[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

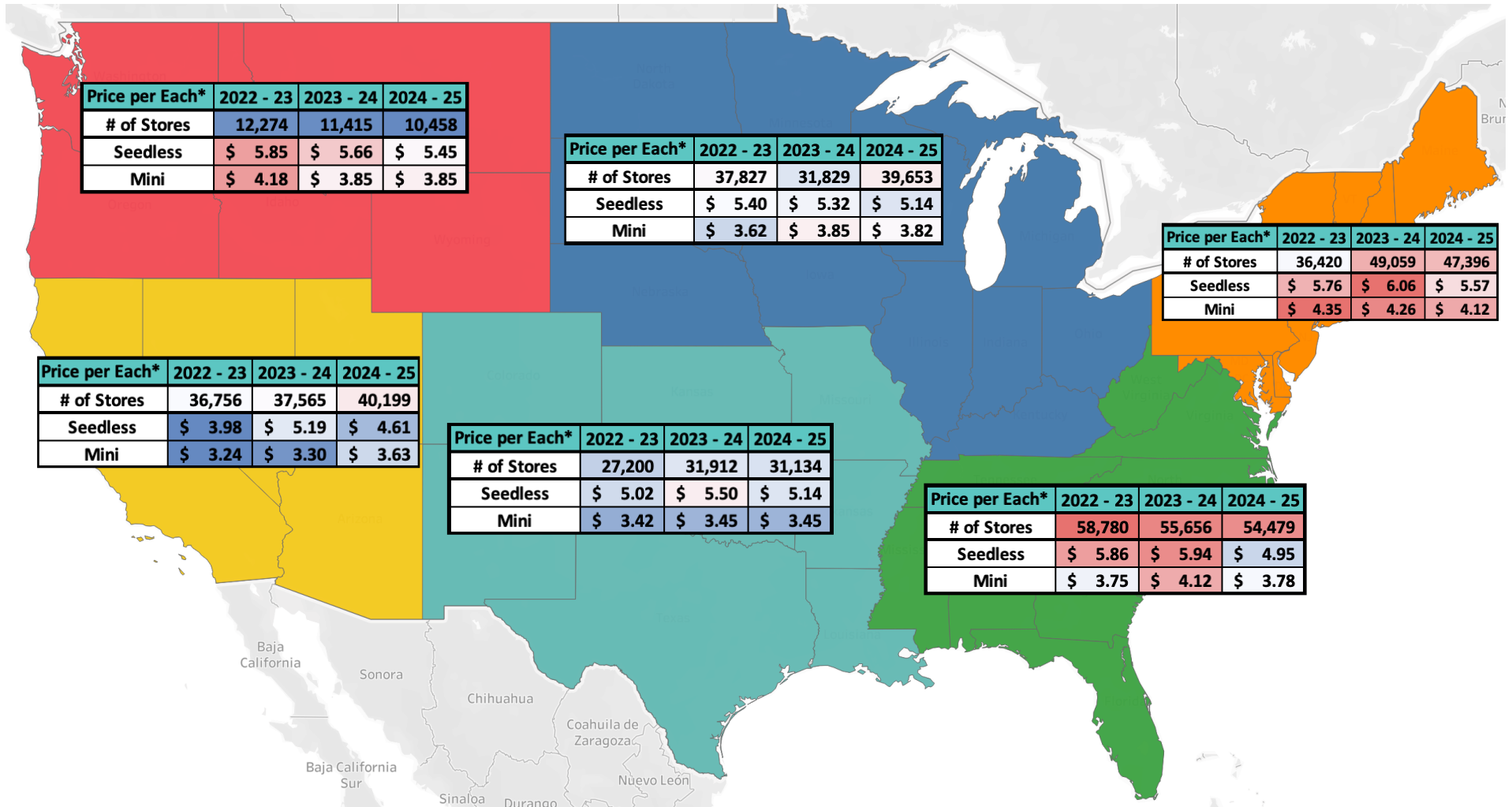
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2022-23	269	NA	\$ 2.70	930	\$ 6.99	\$4.41	86	\$ 6.99	\$3.52	453	\$ 4.50	\$3.10	374	NA	\$3.00	511	NA	\$2.30	2623	\$ 4.77	\$3.87
2023-24	314	\$ 6.99	\$ 3.88	315	NA	\$4.18	44	NA	NA	472	\$ 5.66	\$3.17	504	\$ 2.99	\$4.26	724	NA	\$2.32	2373	\$ 5.06	\$3.45
2024-25	0	NA	NA	444	\$ 4.99	\$4.43	22	NA	\$4.43	667	\$ 4.99	\$3.80	155	\$ 2.98	NA	632	NA	\$2.94	1920	\$ 3.62	\$3.78

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

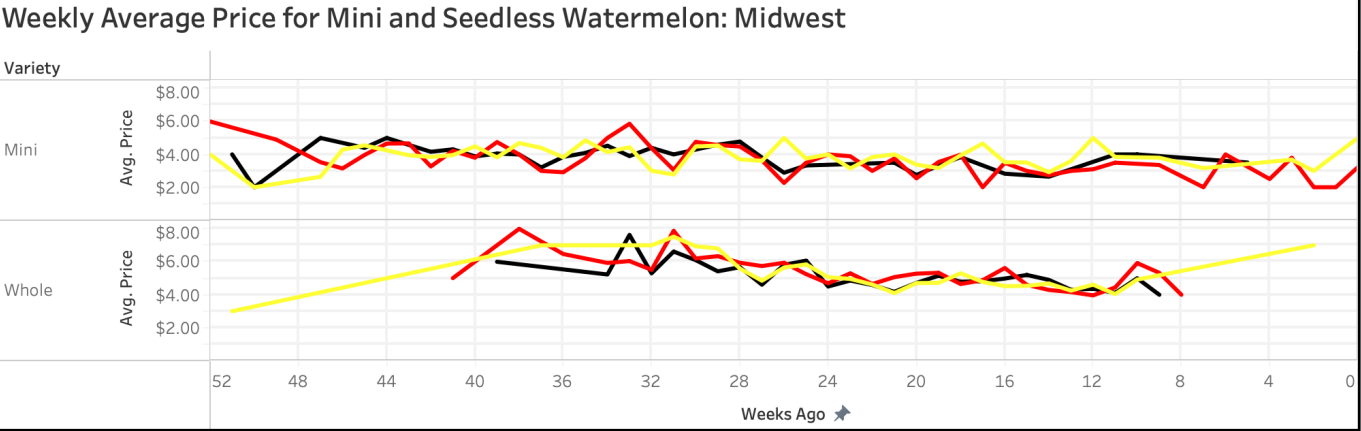
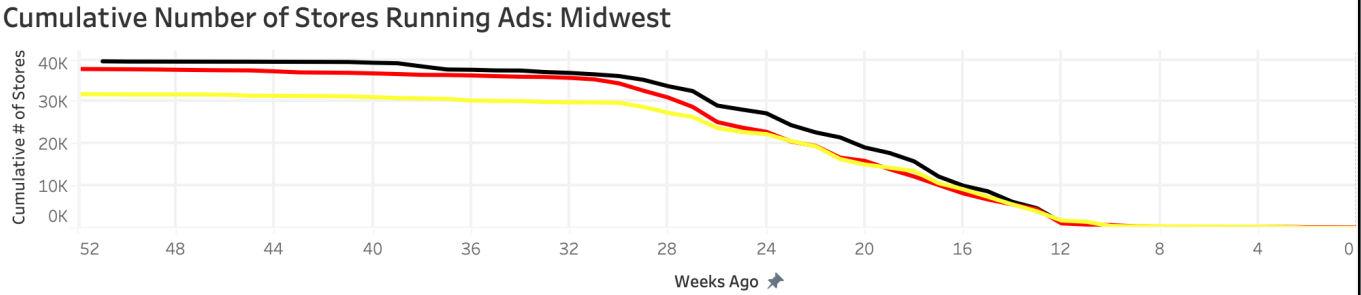
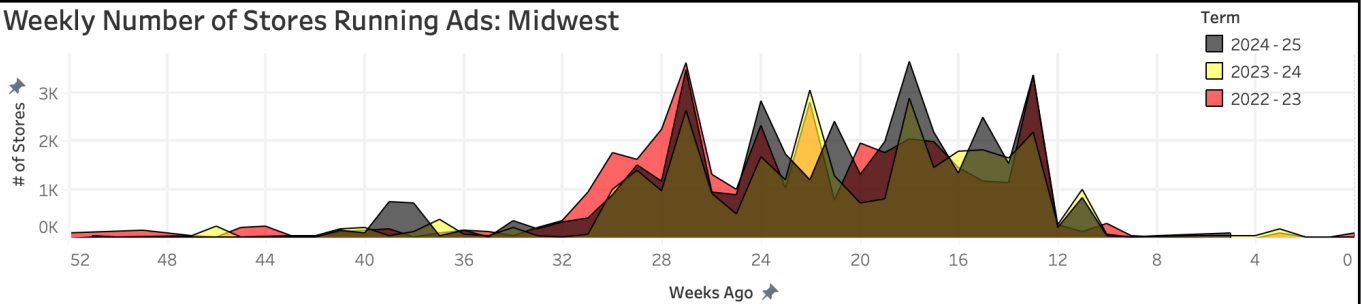


Regional Map

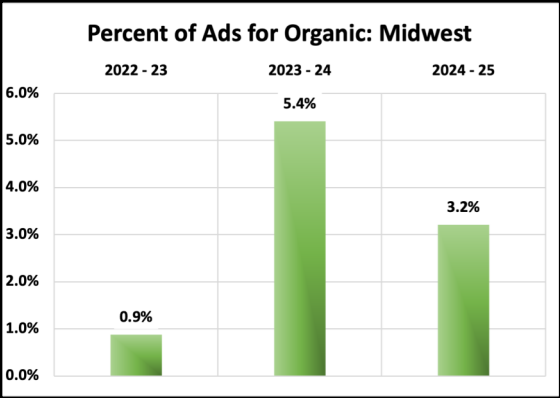


* Although included in # of Stores, organic prices omitted from average.

Midwest

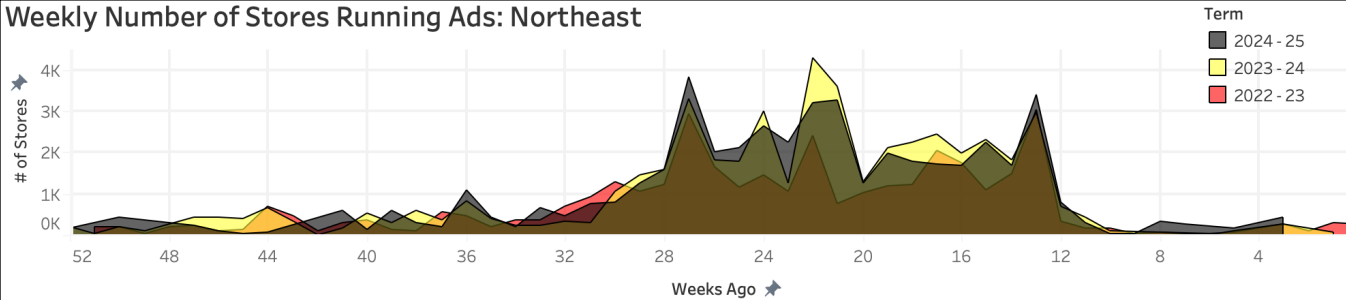


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	37,827	31,829	39,653
Seedless	\$ 5.40	\$ 5.32	\$ 5.14
Mini	\$ 3.62	\$ 3.85	\$ 3.82
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.78	\$ 4.96	\$ 5.03

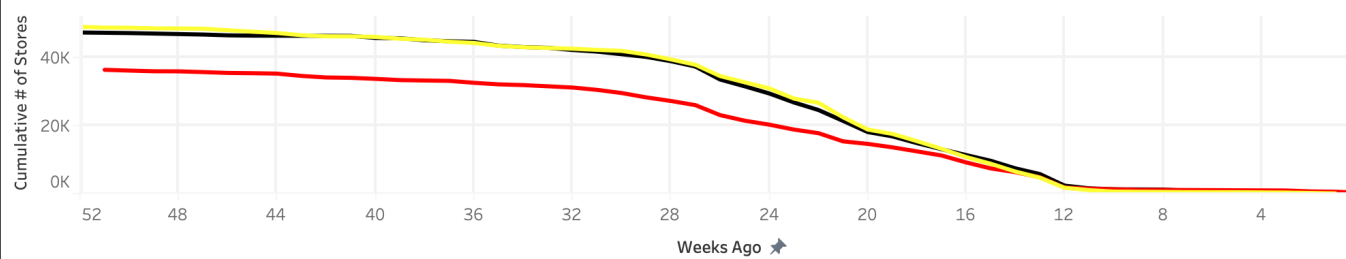


Northeast

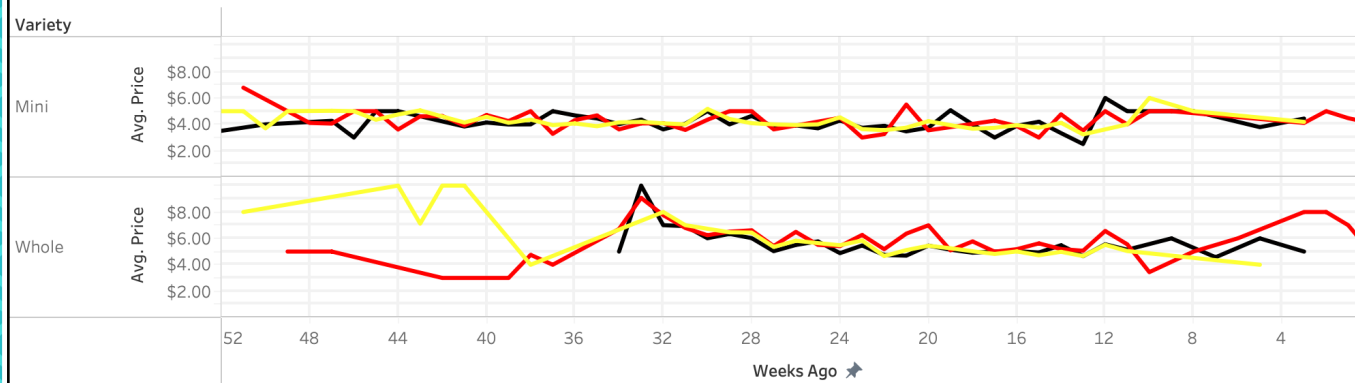
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

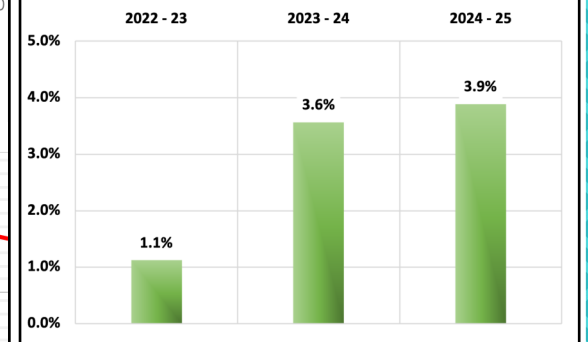


Weekly Average Price for Mini and Seedless Watermelon: Northeast



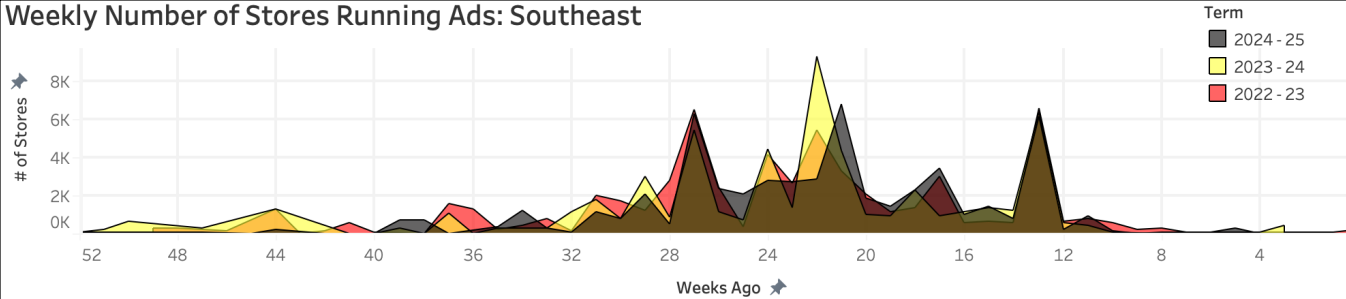
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	36,420	49,059	47,396
Seedless	\$ 5.76	\$ 6.06	\$ 5.57
Mini	\$ 4.35	\$ 4.26	\$ 4.12
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

Percent of Ads for Organic: Northeast

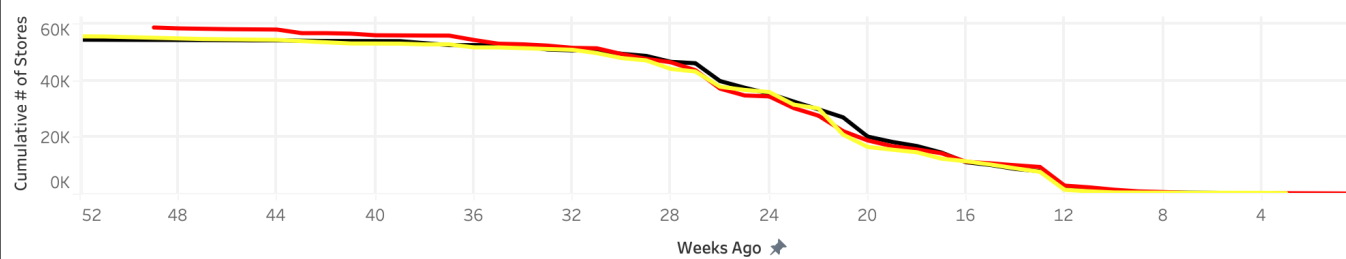


Southeast

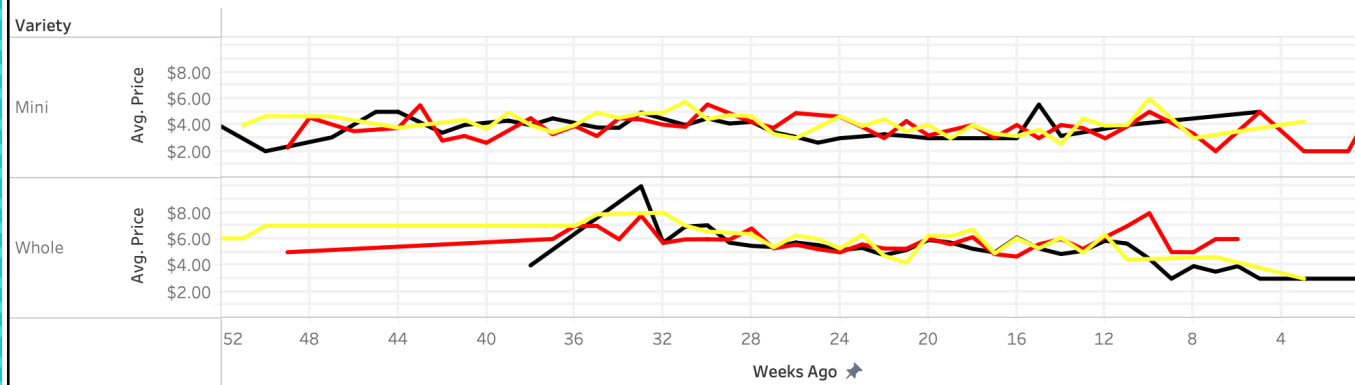
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

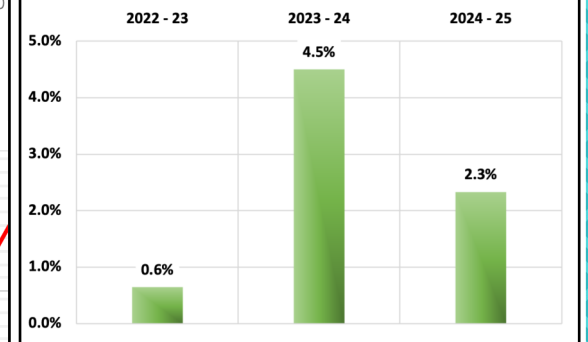


Weekly Average Price for Mini and Seedless Watermelon: Southeast

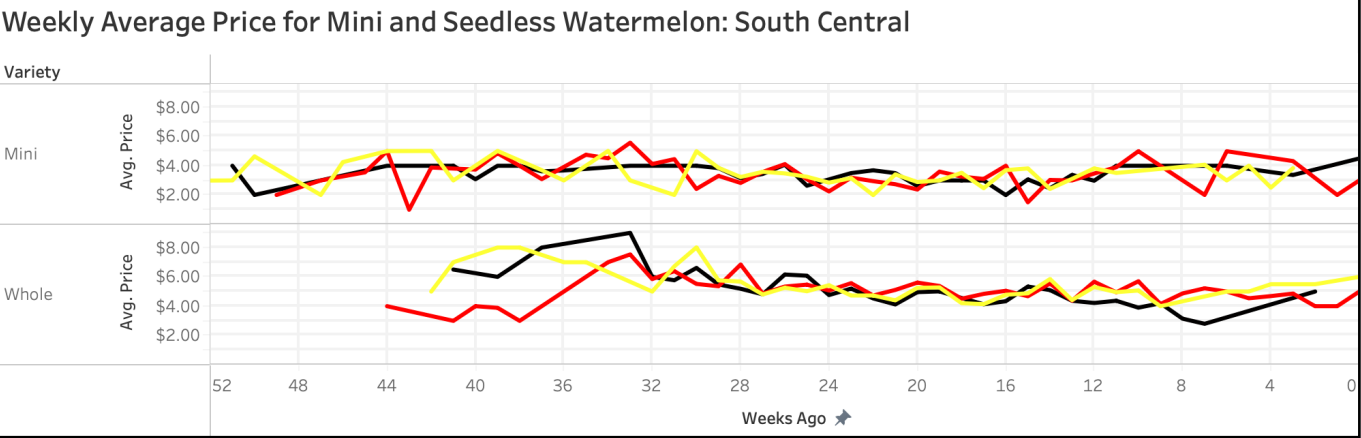
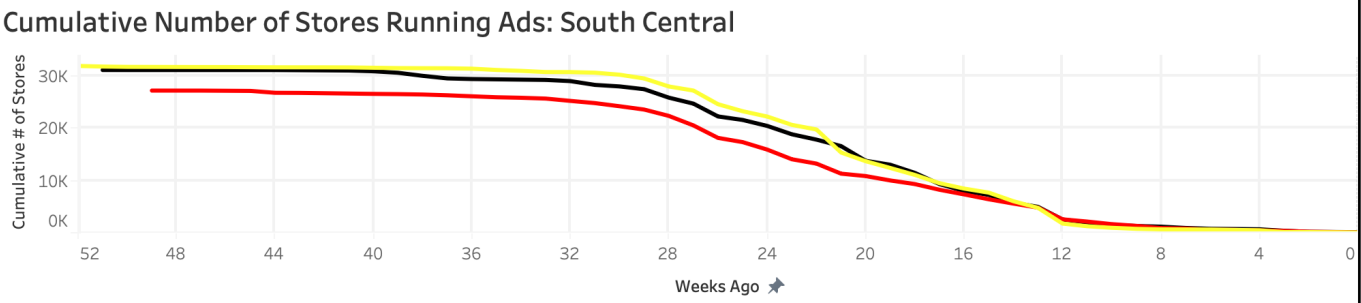
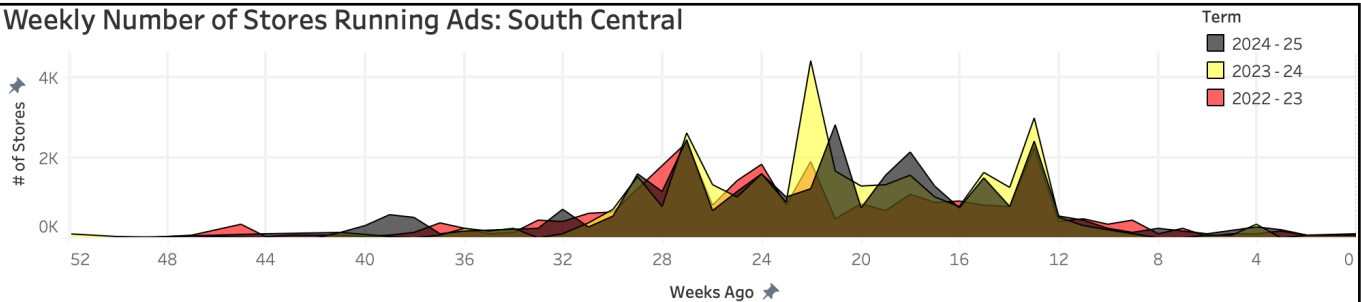


Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	58,780	55,656	54,479
Seedless	\$ 5.86	\$ 5.94	\$ 4.95
Mini	\$ 3.75	\$ 4.12	\$ 3.78
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.58	\$ 4.91	\$ 5.23

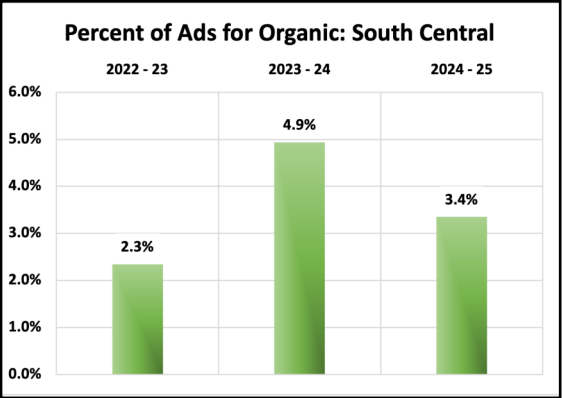
Percent of Ads for Organic: Southeast



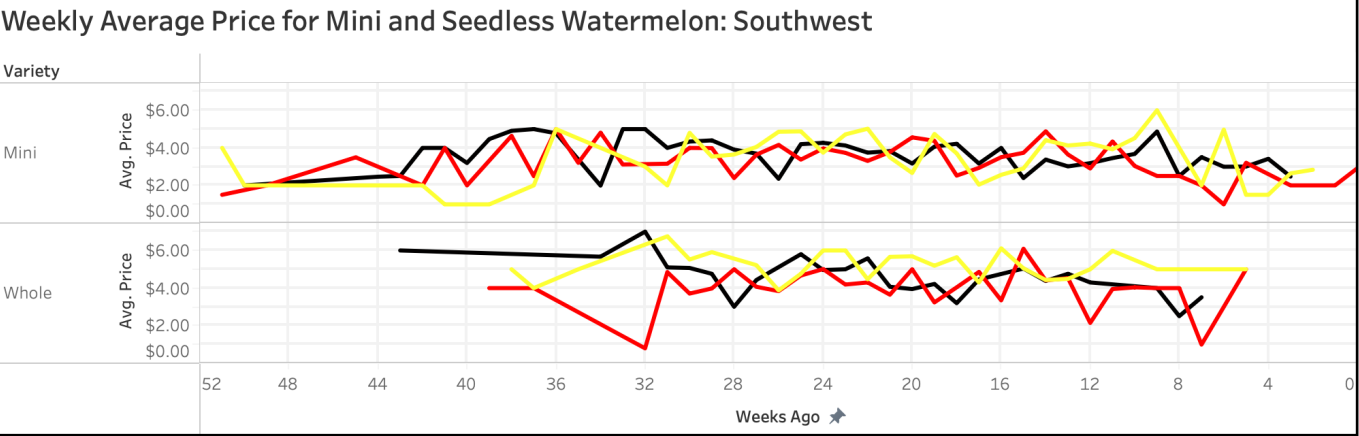
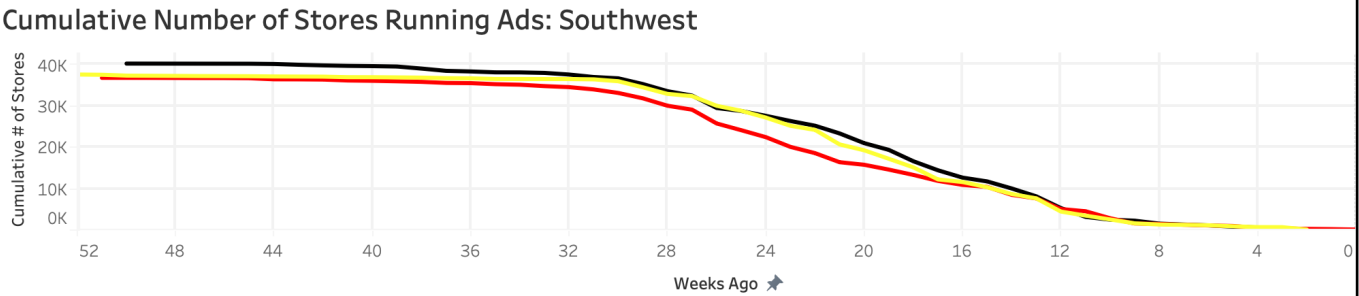
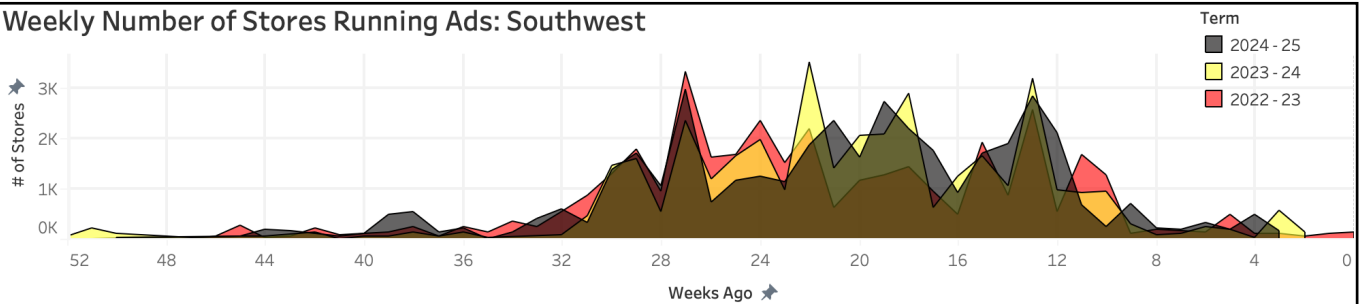
South Central



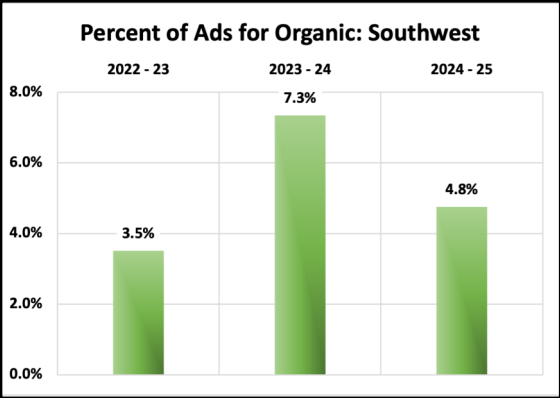
Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	27,200	31,912	31,134
Seedless	\$ 5.02	\$ 5.50	\$ 5.14
Mini	\$ 3.42	\$ 3.45	\$ 3.45
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47



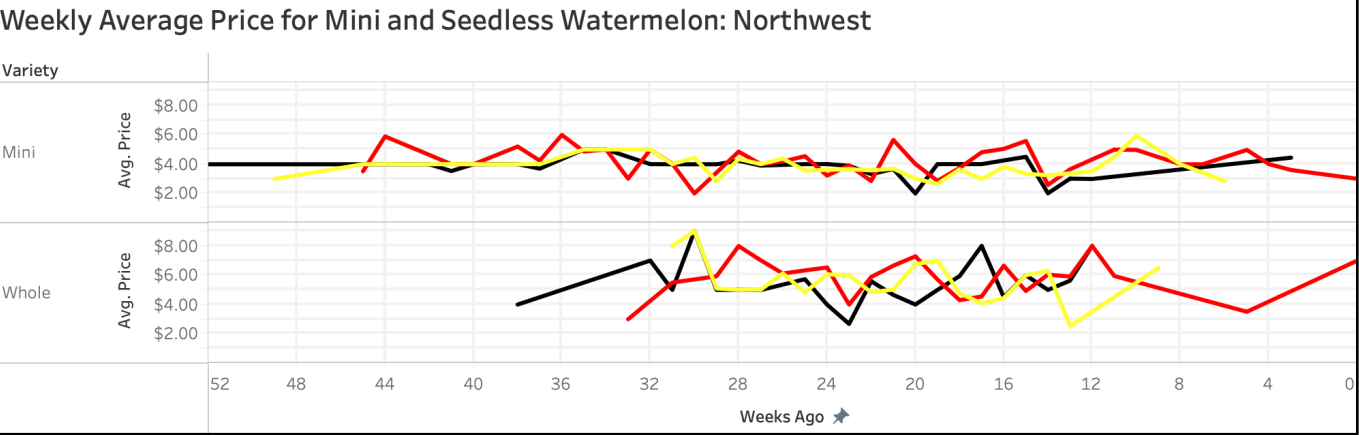
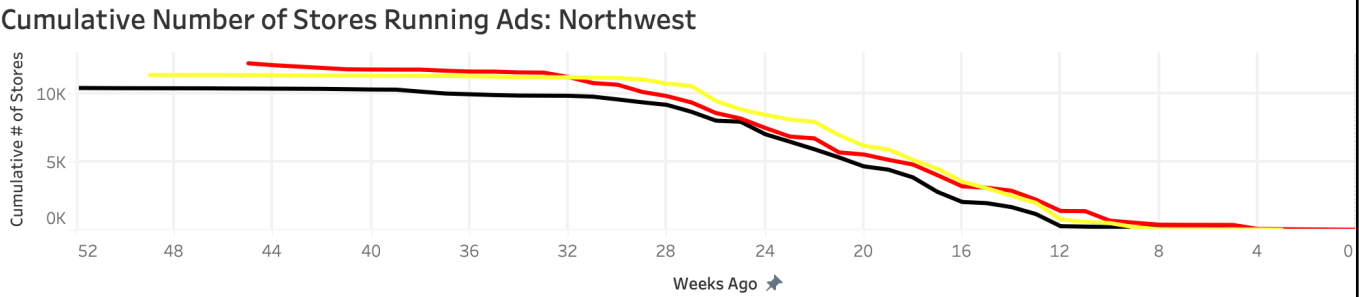
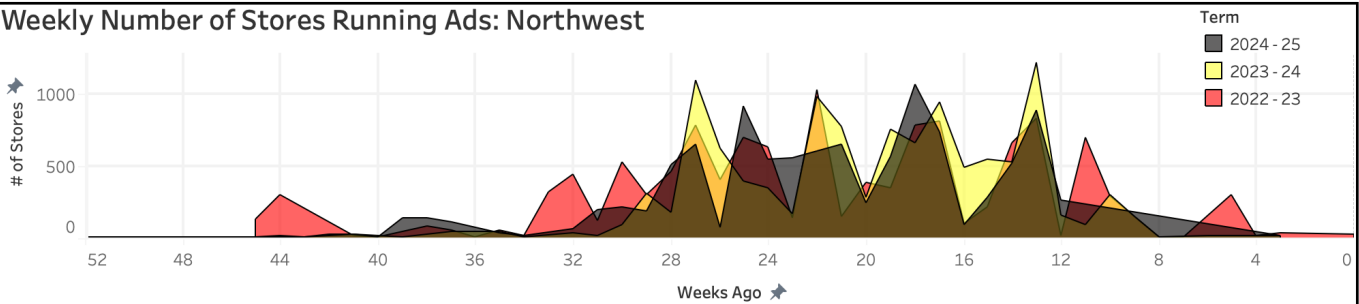
Southwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	36,756	37,565	40,199
Seedless	\$ 3.98	\$ 5.19	\$ 4.61
Mini	\$ 3.24	\$ 3.30	\$ 3.63
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.08	\$ 5.25	\$ 5.37



Northwest



Price per Each	2022 - 23	2023 - 24	2024 - 25
# of Stores	12,274	11,415	10,458
Seedless	\$ 5.85	\$ 5.66	\$ 5.45
Mini	\$ 4.18	\$ 3.85	\$ 3.85
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.33	\$ 5.37

