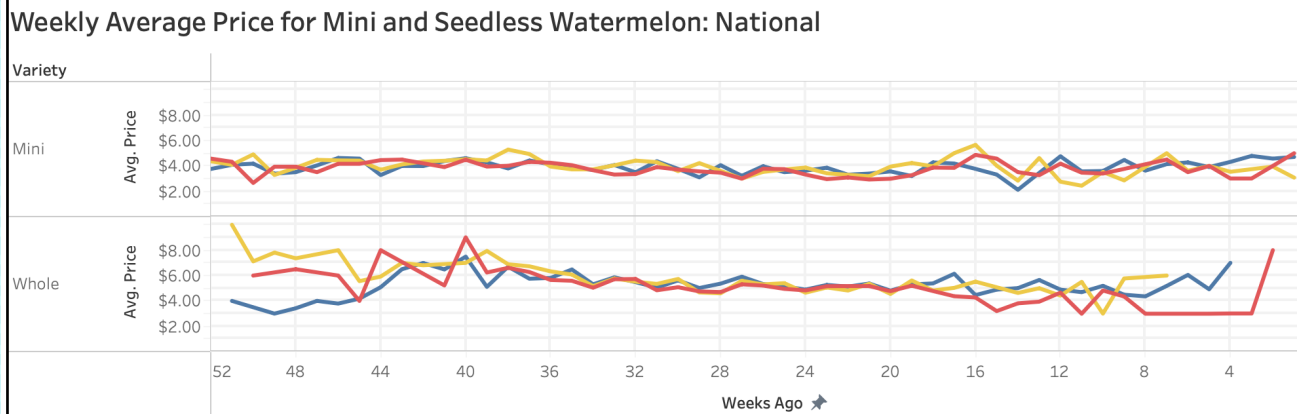
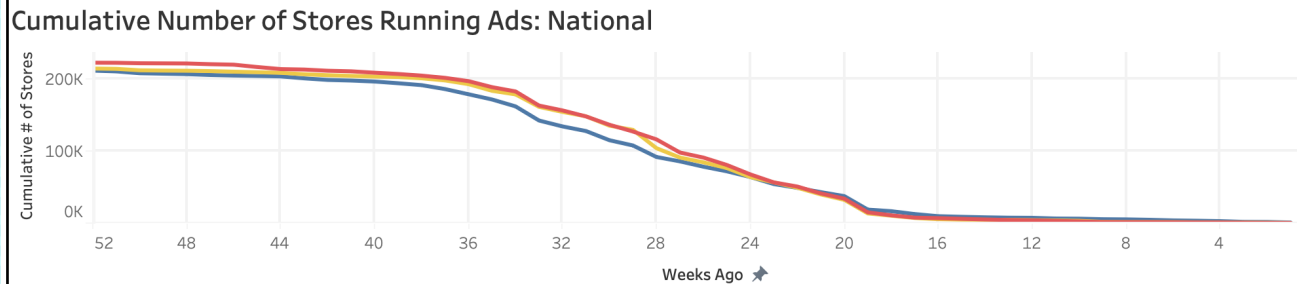
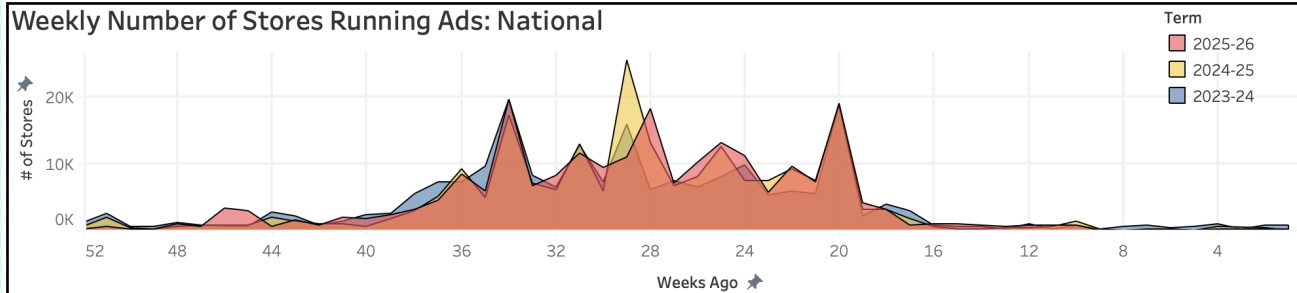


Retail Ad Report

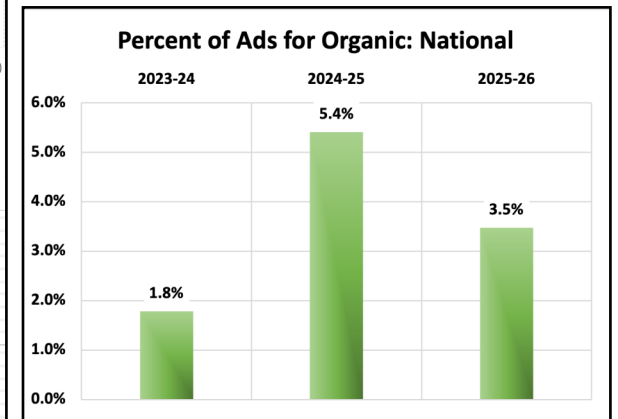
Compiled by the National Watermelon Promotion Board



Data current through January 9, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	212,129	215,053	223,120
Seedless	\$ 5.27	\$ 5.83	\$ 4.97
Mini	\$ 3.89	\$ 3.96	\$ 3.78
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.23	\$ 4.97	\$ 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.

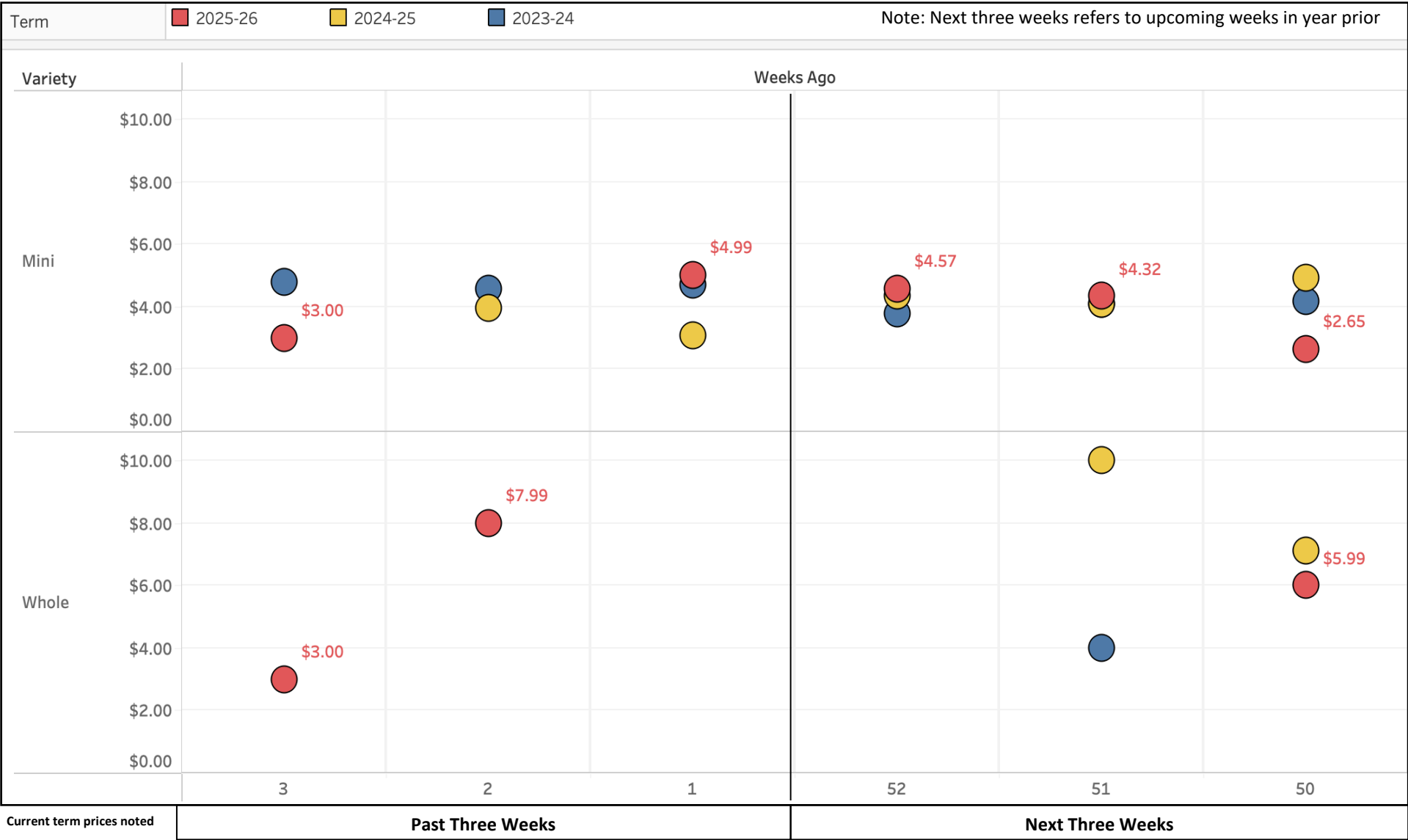
For questions or expanded information reach out to: Mark Arney | Phone: (407) 657-0261, Ext. 206 | Email: marney@watermelon.org

Summary of Past Five Weeks

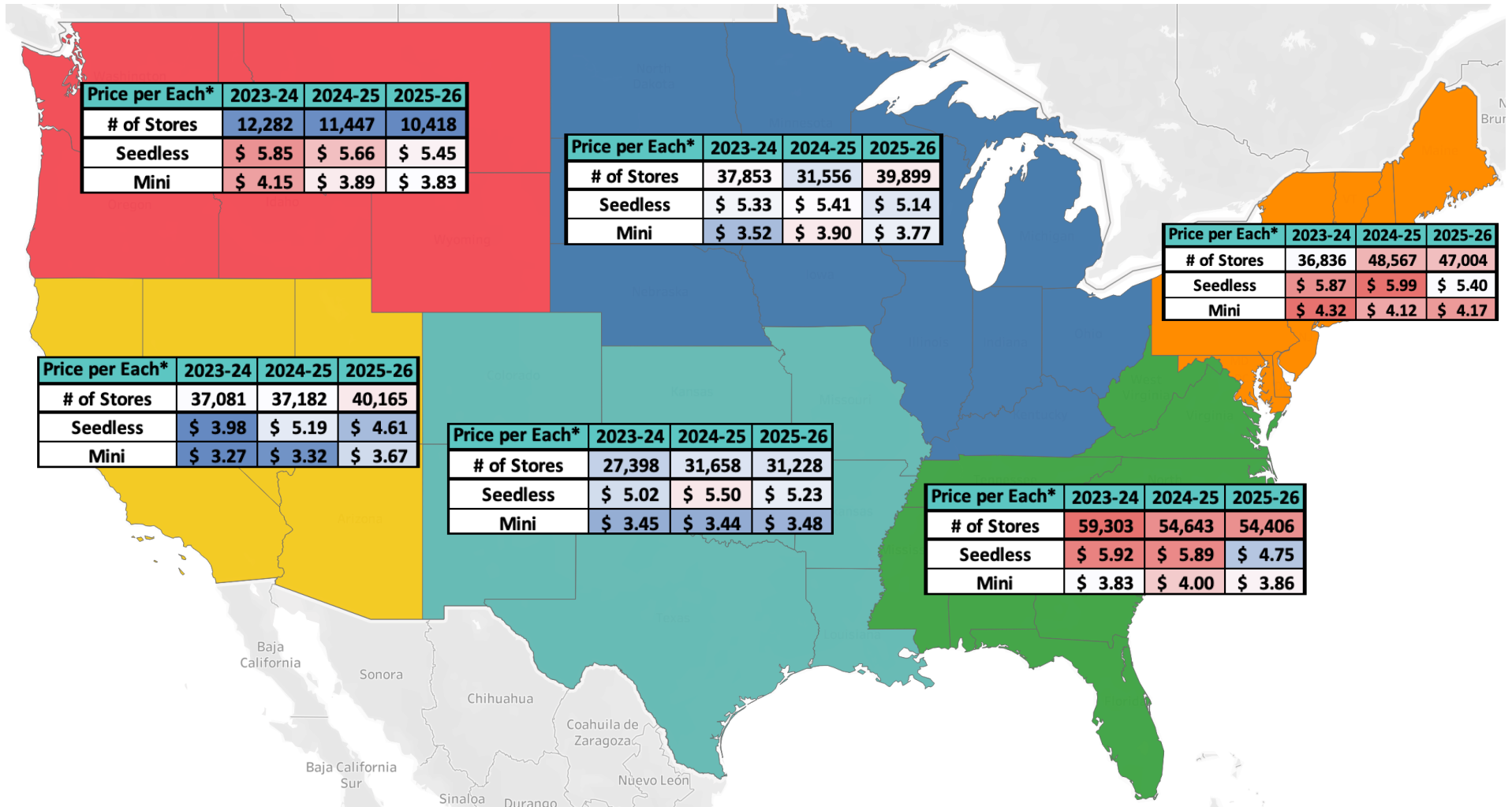
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	324	NA	\$ 2.97	1163	NA	\$4.67	8	NA	\$2.98	85	NA	\$3.62	970	\$ 6.99	\$4.65	143	NA	\$2.00	2693	\$ 6.99	\$4.59
2024-25	36	NA	\$ 3.50	756	NA	\$3.75	24	NA	\$3.98	4	NA	\$2.00	175	NA	\$2.53	34	NA	\$2.00	1029	NA	\$3.51
2025-26	228	NA	\$ 3.00	398	\$ 3.00	\$4.99	0	NA	NA	103	\$ 7.99	NA	93	\$ 2.98	NA	0	NA	NA	822	\$ 4.66	\$3.66

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



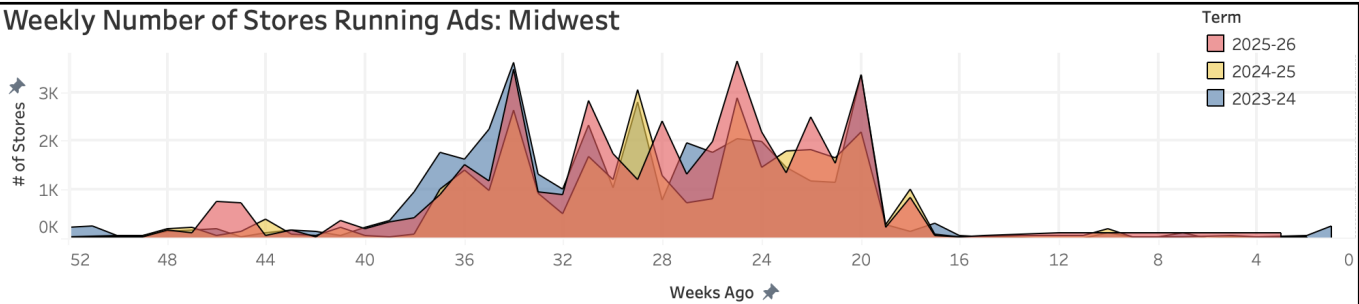
Regional Map



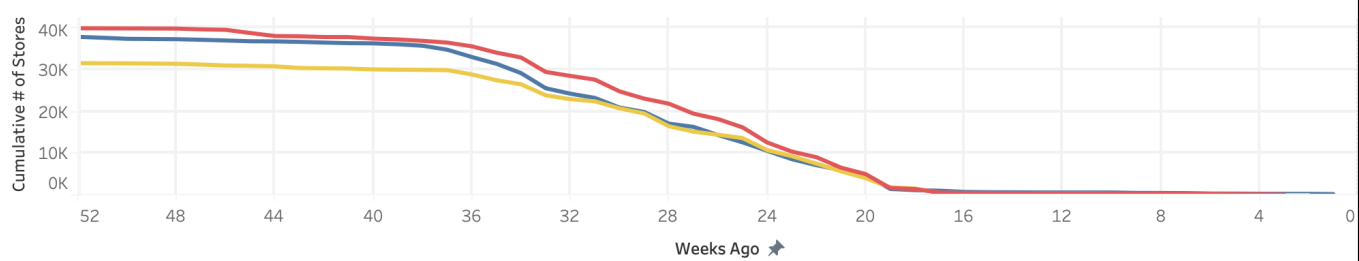
* Although included in # of Stores, organic prices omitted from average.

Midwest

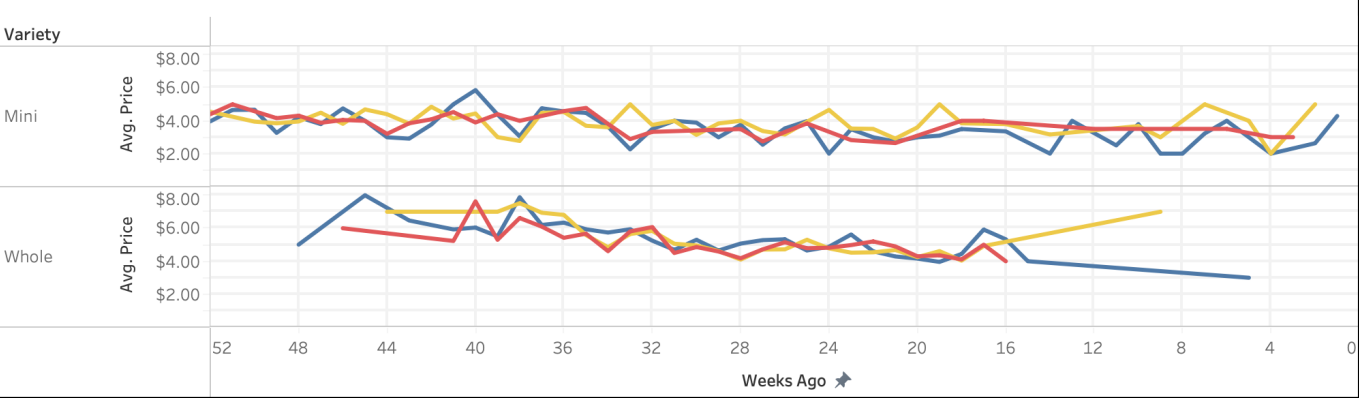
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

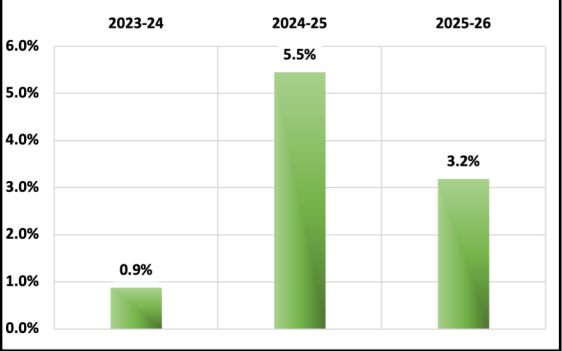


Weekly Average Price for Mini and Seedless Watermelon: Midwest



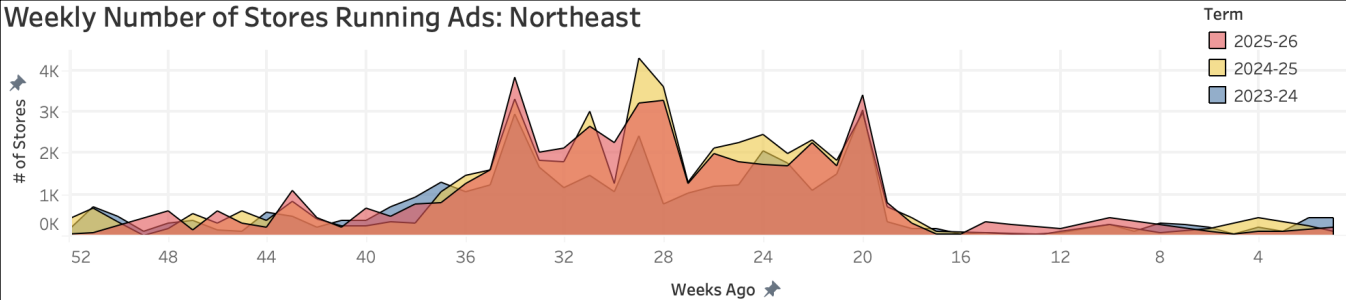
Price per Each	2023-24	2024-25	2025-26
# of Stores	37,853	31,556	39,899
Seedless	\$ 5.33	\$ 5.41	\$ 5.14
Mini	\$ 3.52	\$ 3.90	\$ 3.77
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.78	\$ 4.96	\$ 5.03

Percent of Ads for Organic: Midwest

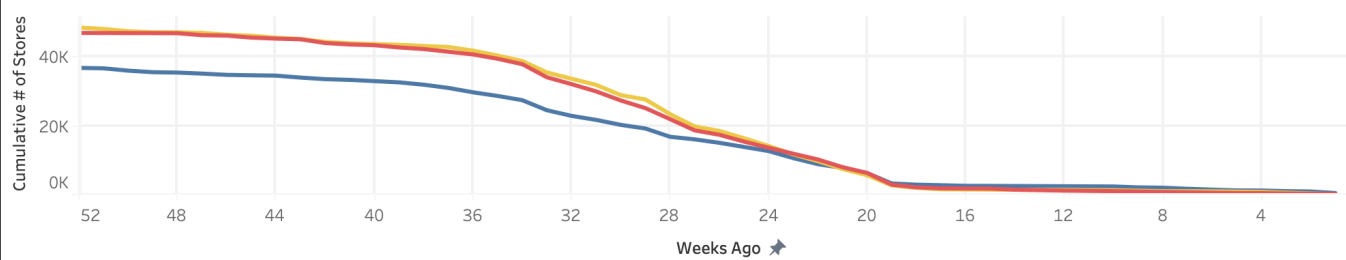


Northeast

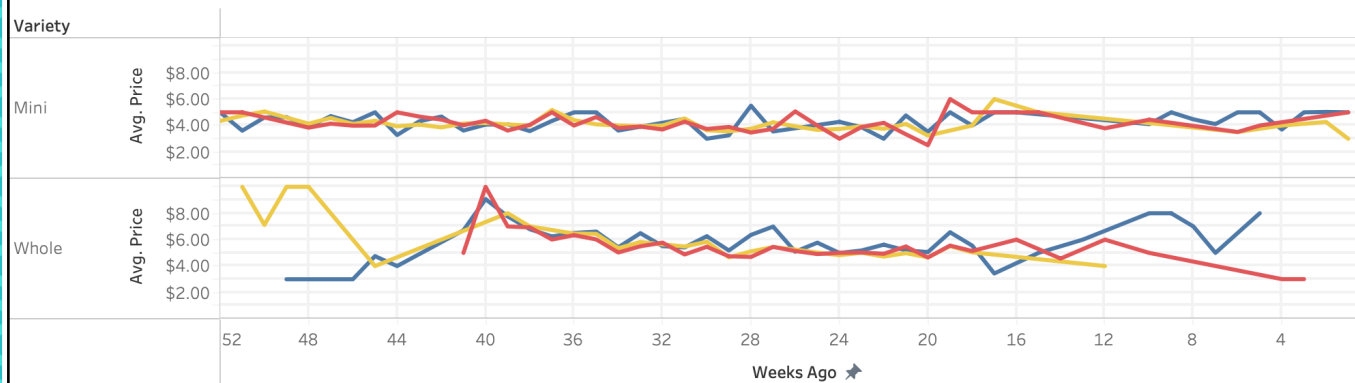
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

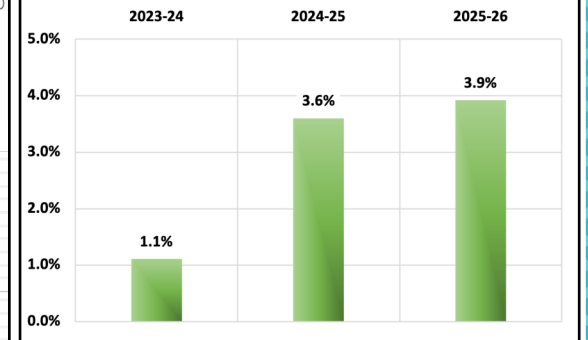


Weekly Average Price for Mini and Seedless Watermelon: Northeast



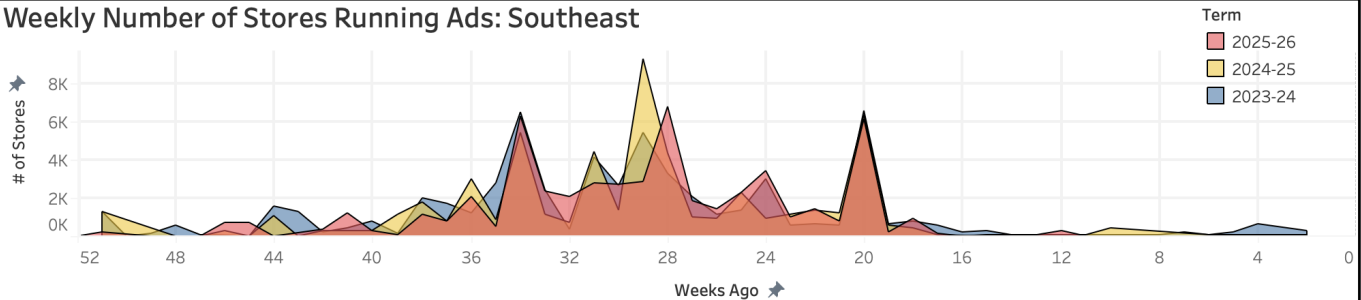
Price per Each	2023-24	2024-25	2025-26
# of Stores	36,836	48,567	47,004
Seedless	\$ 5.87	\$ 5.99	\$ 5.40
Mini	\$ 4.32	\$ 4.12	\$ 4.17
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

Percent of Ads for Organic: Northeast

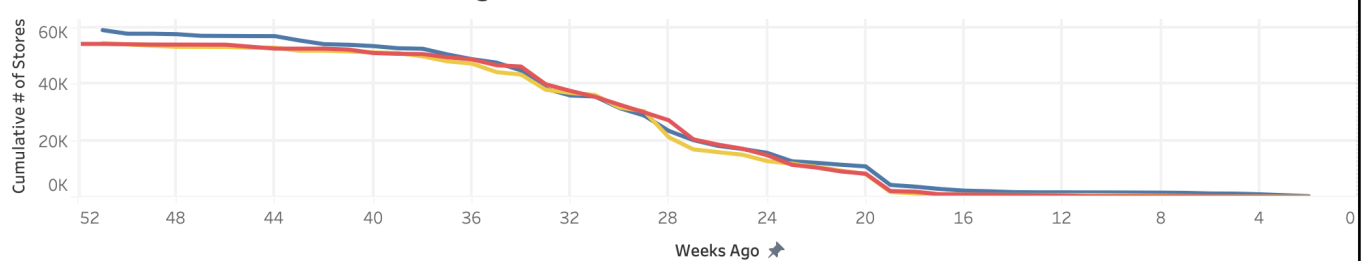


Southeast

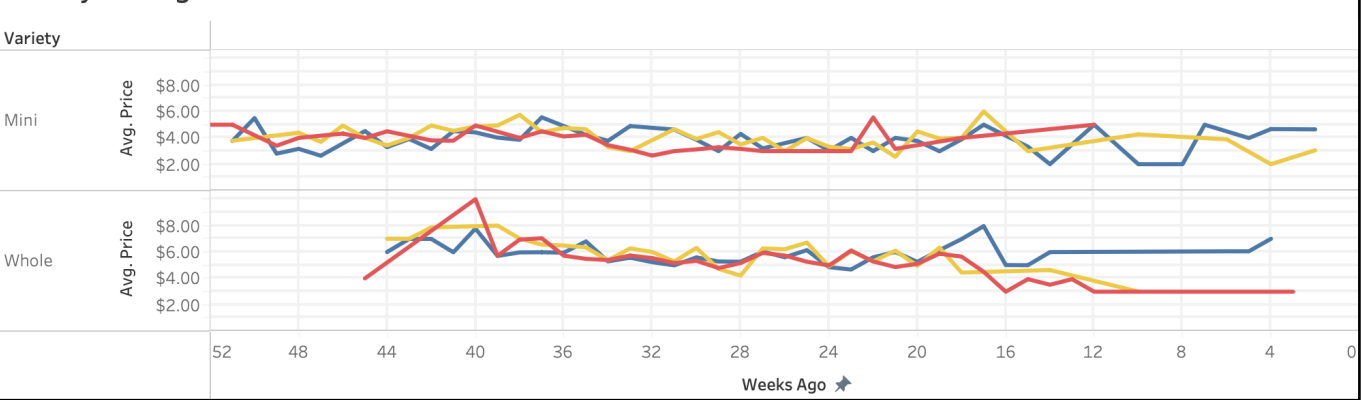
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

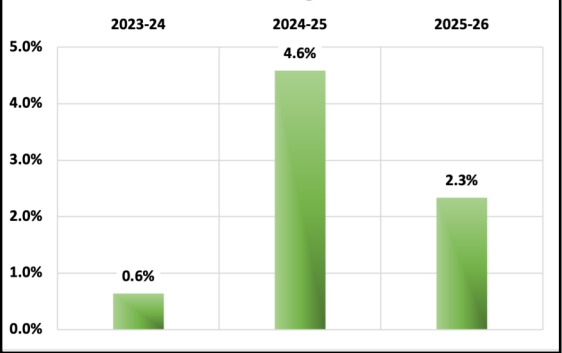


Weekly Average Price for Mini and Seedless Watermelon: Southeast

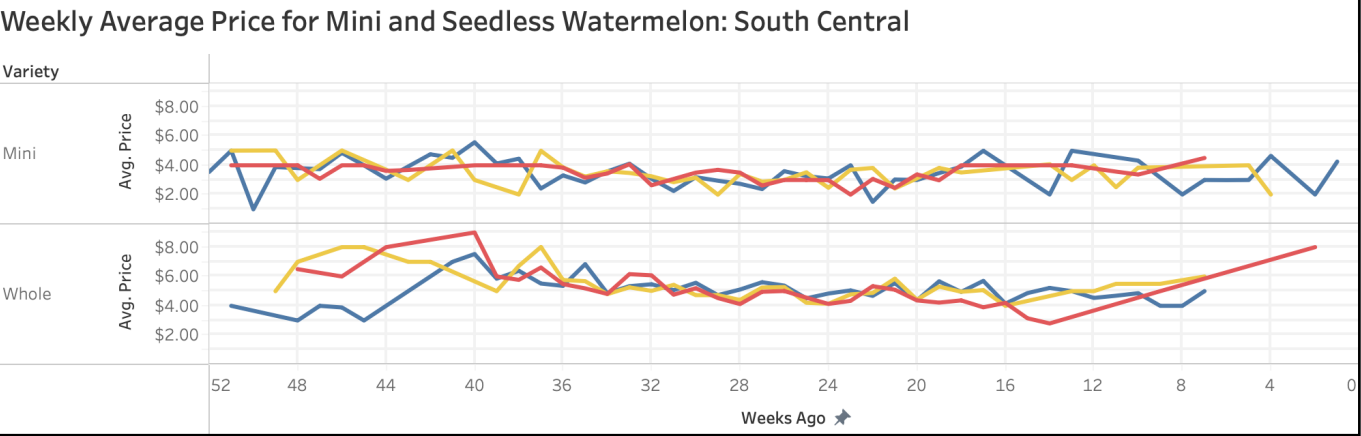
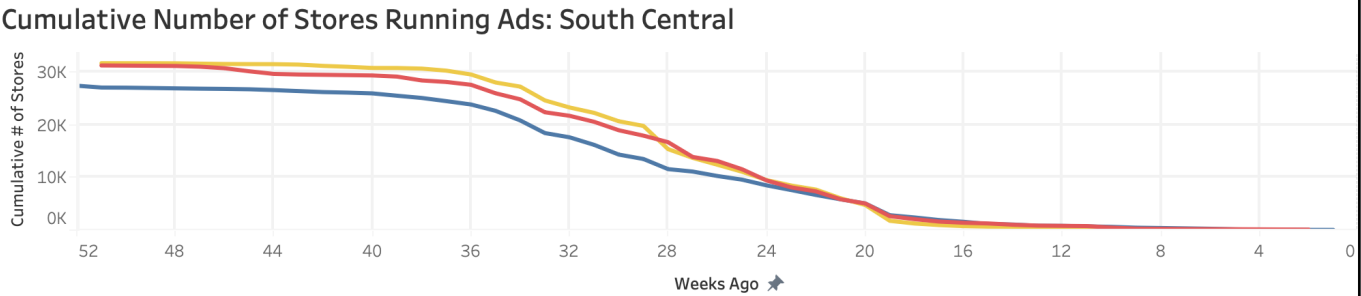
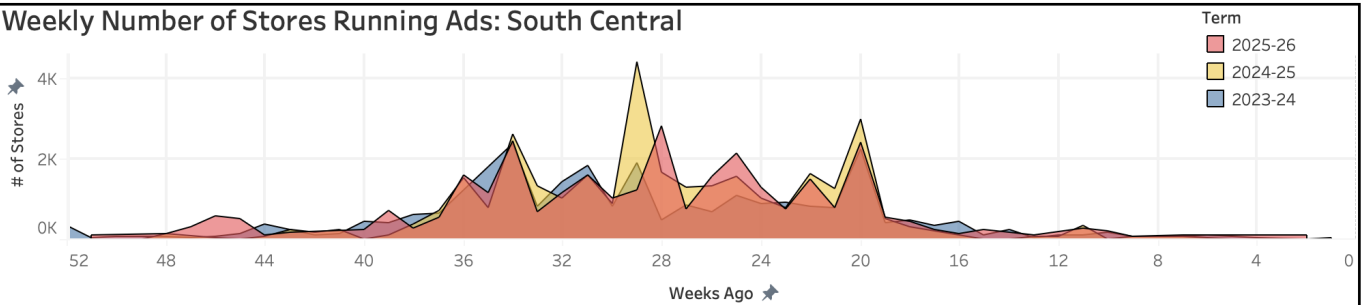


Price per Each	2023-24	2024-25	2025-26
# of Stores	59,303	54,643	54,406
Seedless	\$ 5.92	\$ 5.89	\$ 4.75
Mini	\$ 3.83	\$ 4.00	\$ 3.86
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.58	\$ 4.91	\$ 5.23

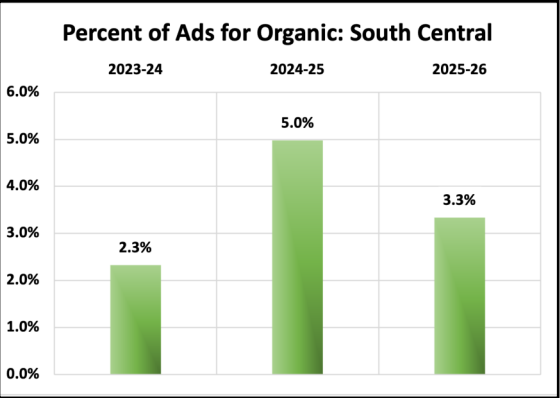
Percent of Ads for Organic: Southeast



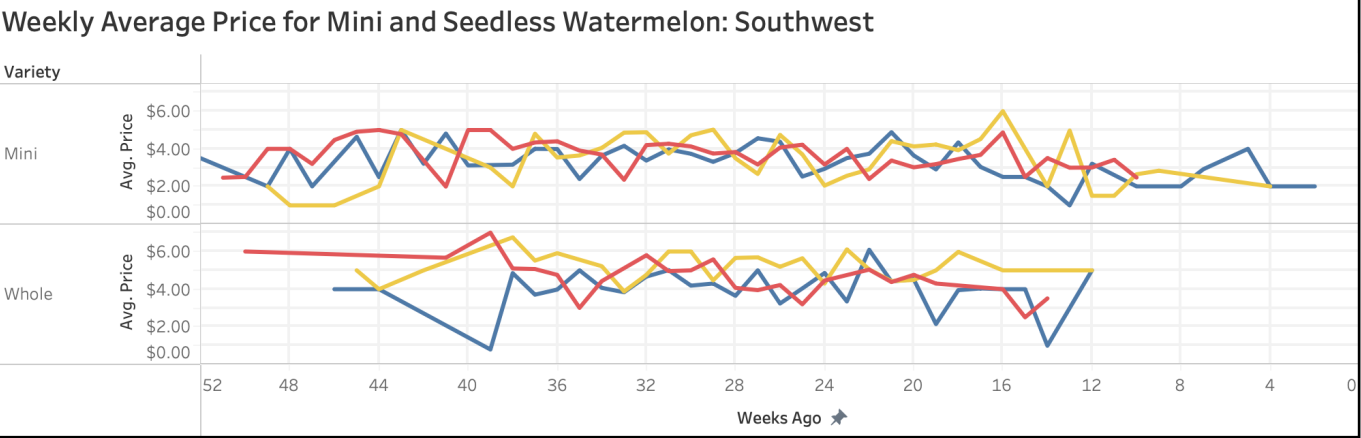
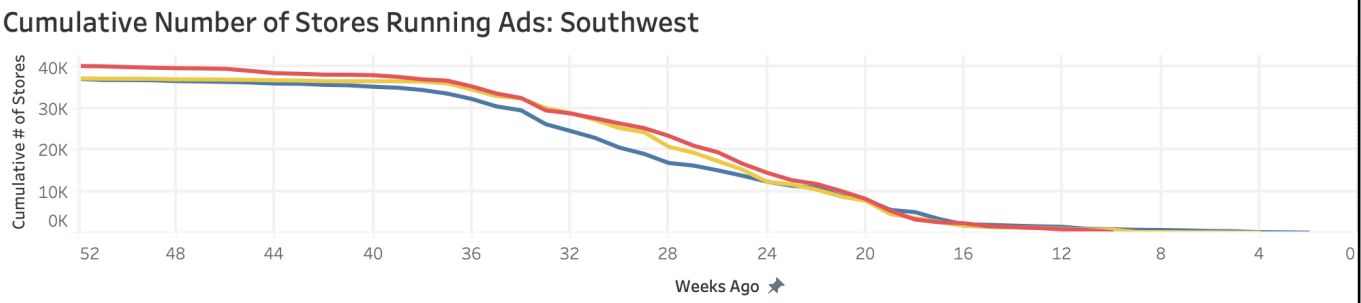
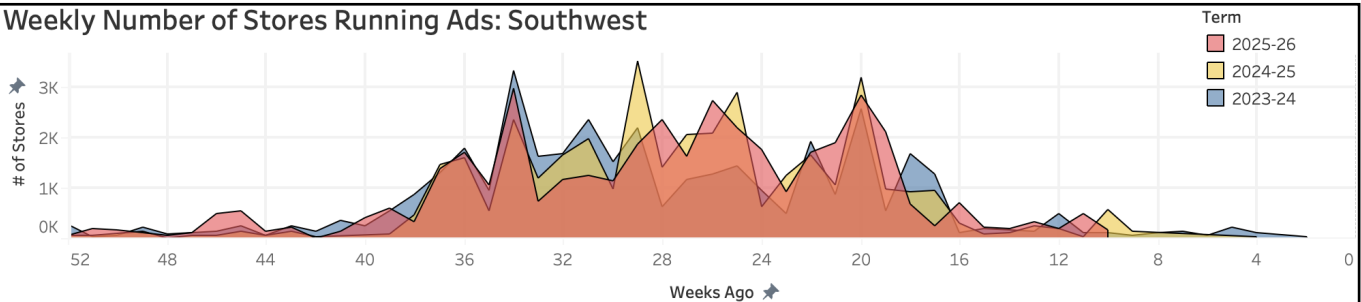
South Central



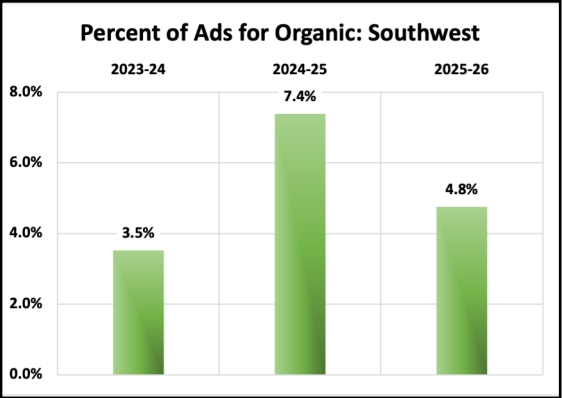
Price per Each	2023-24	2024-25	2025-26
# of Stores	27,398	31,658	31,228
Seedless	\$ 5.02	\$ 5.50	\$ 5.23
Mini	\$ 3.45	\$ 3.44	\$ 3.48
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47



Southwest

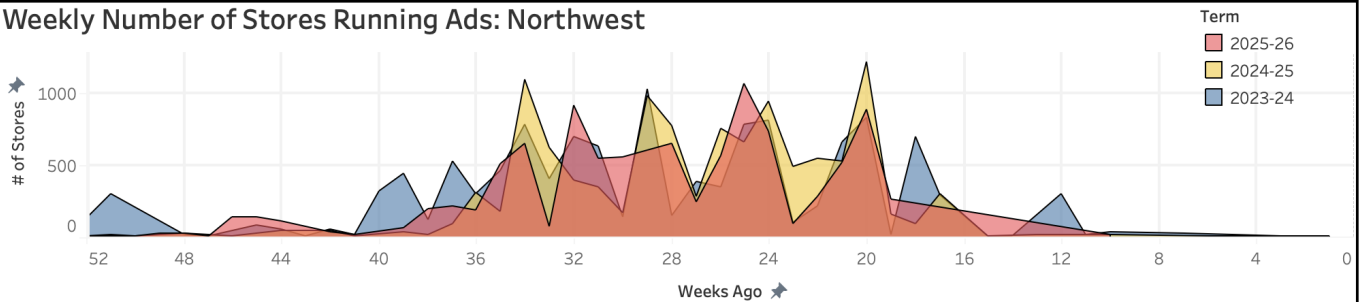


Price per Each	2023-24	2024-25	2025-26
# of Stores	37,081	37,182	40,165
Seedless	\$ 3.98	\$ 5.19	\$ 4.61
Mini	\$ 3.27	\$ 3.32	\$ 3.67
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.16	\$ 5.22	\$ 5.37

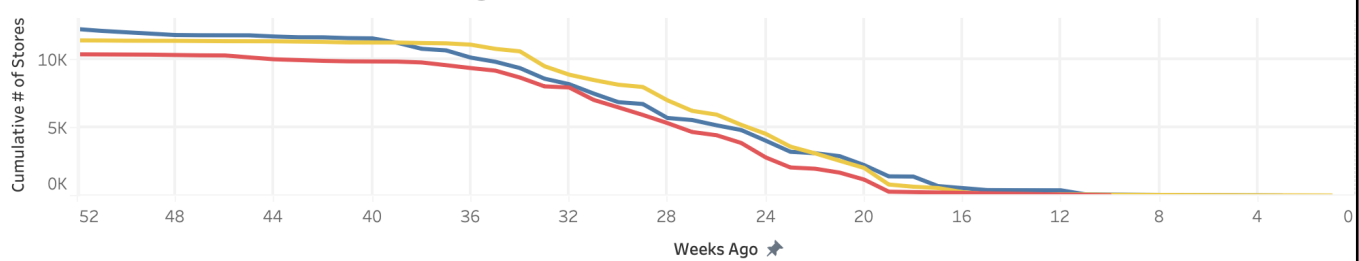


Northwest

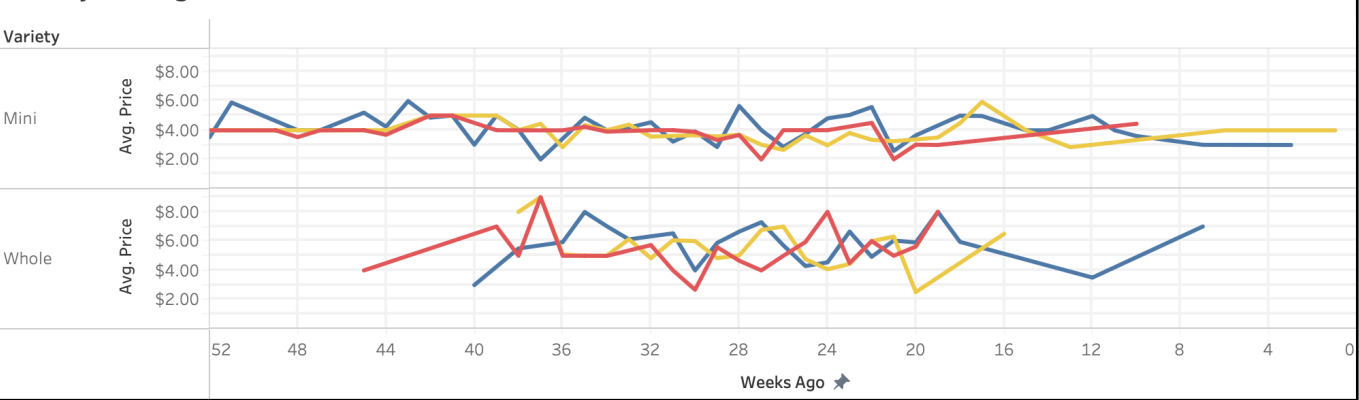
Weekly Number of Stores Running Ads: Northwest



Cumulative Number of Stores Running Ads: Northwest



Weekly Average Price for Mini and Seedless Watermelon: Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	12,282	11,447	10,418
Seedless	\$ 5.85	\$ 5.66	\$ 5.45
Mini	\$ 4.15	\$ 3.89	\$ 3.83
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.33	\$ 5.37

Percent of Ads for Organic: Northwest

