

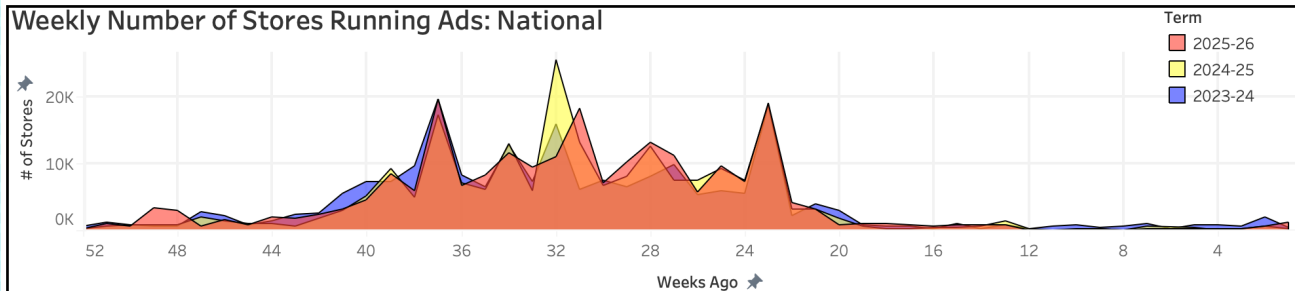
Retail Ad Report

Compiled by the National Watermelon Promotion Board

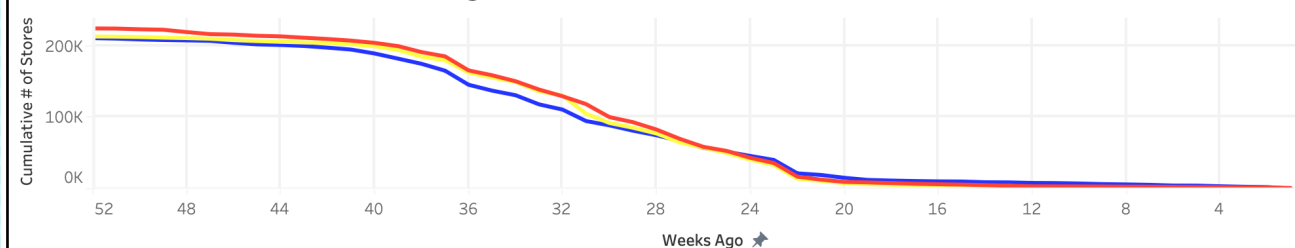


Data current through January 30, 2026

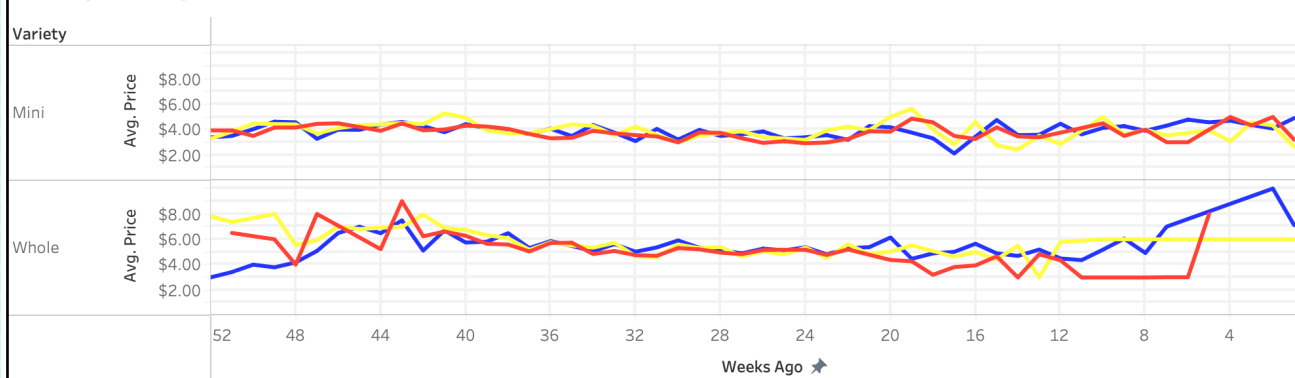
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

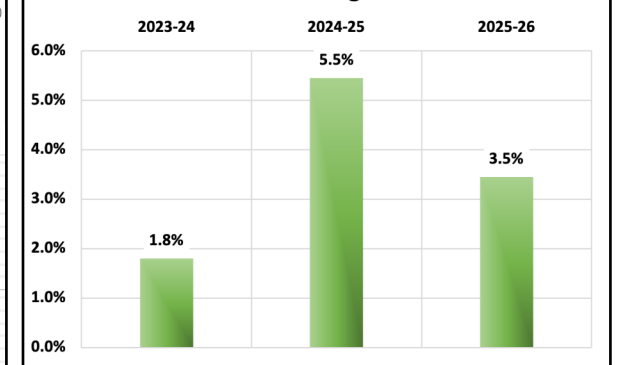


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2023-24	2024-25	2025-26
# of Stores	210,706	213,067	224,344
Seedless	\$ 5.43	\$ 5.70	\$ 4.94
Mini	\$ 3.92	\$ 3.92	\$ 3.80
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.26	\$ 4.93	\$ 5.17

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

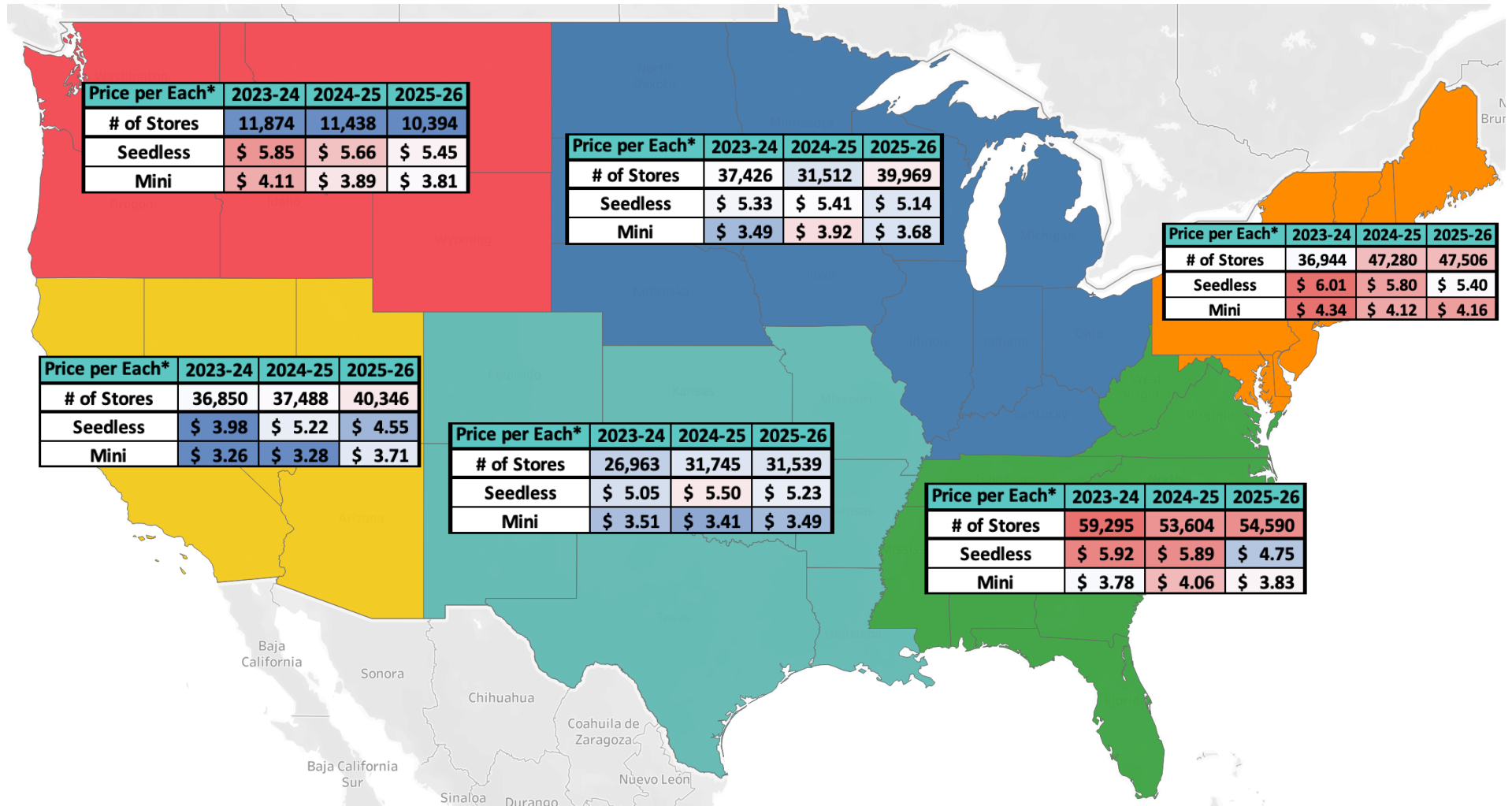
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	329	NA	\$ 4.25	1798	\$ 8.55	\$4.78	33	NA	\$3.98	56	NA	\$4.62	1270	NA	\$3.78	98	NA	NA	3584	\$ 8.55	\$4.51
2024-25	44	NA	\$ 4.69	165	NA	\$4.32	32	NA	\$3.98	95	NA	\$3.99	231	NA	\$4.99	404	\$ 5.99	\$2.48	971	\$ 5.99	\$3.65
2025-26	114	NA	\$ 3.00	771	NA	\$4.65	0	NA	NA	406	NA	\$3.82	415	NA	\$4.49	585	NA	\$3.35	2291	NA	\$4.38

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

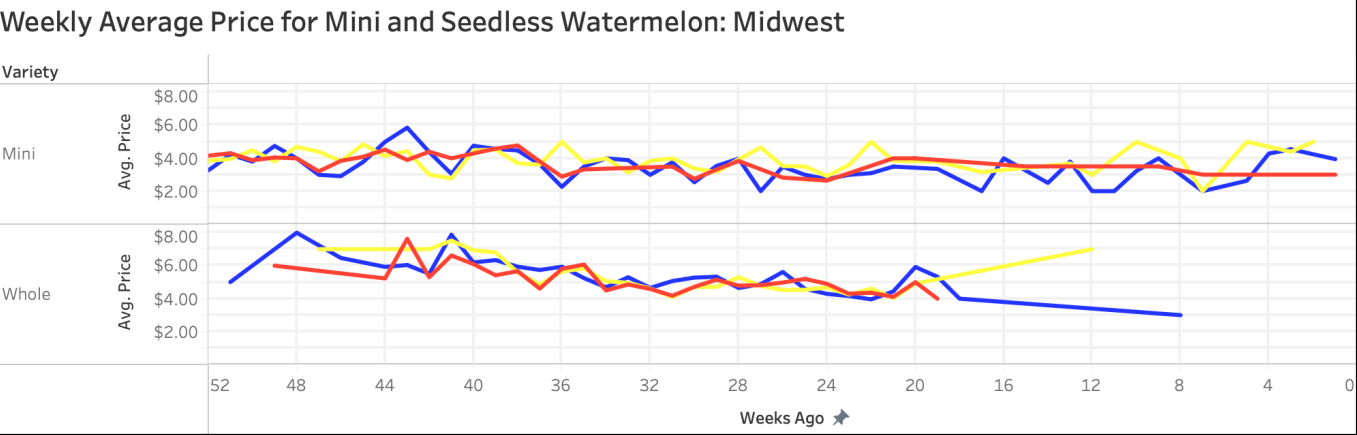
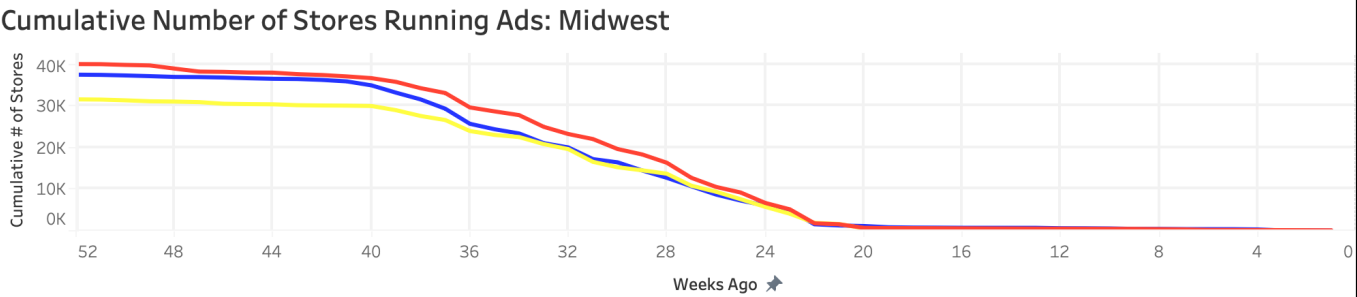
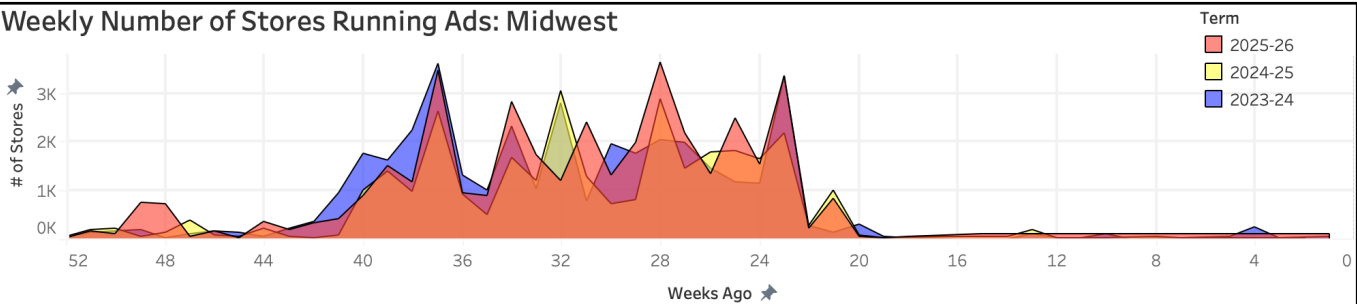


Regional Map

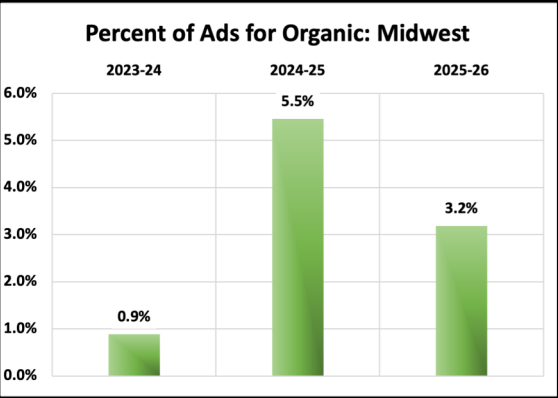


* Although included in # of Stores, organic prices omitted from average.

Midwest

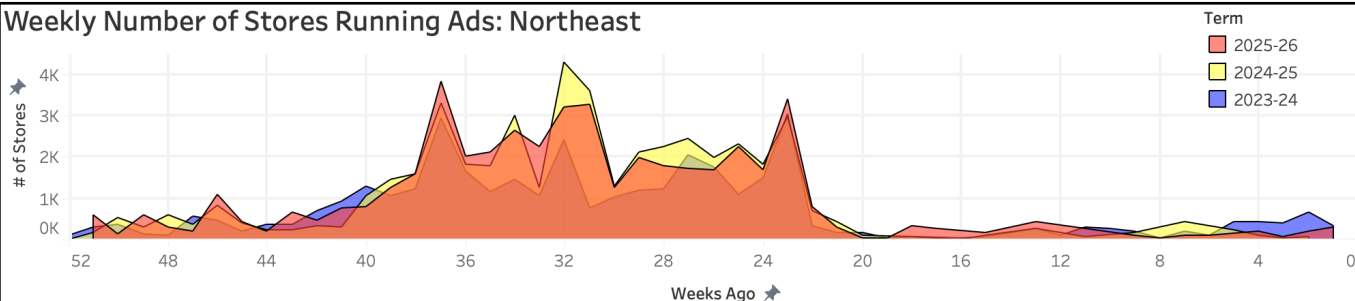


Price per Each	2023-24	2024-25	2025-26
# of Stores	37,426	31,512	39,969
Seedless	\$ 5.33	\$ 5.41	\$ 5.14
Mini	\$ 3.49	\$ 3.92	\$ 3.68
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.78	\$ 4.96	\$ 5.03

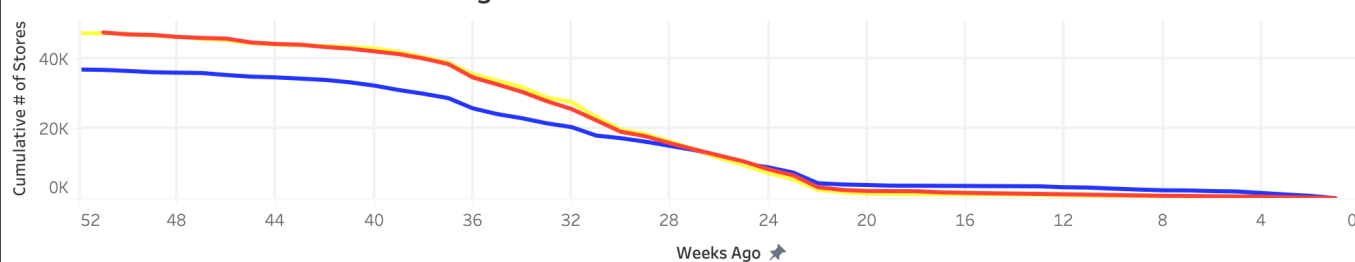


Northeast

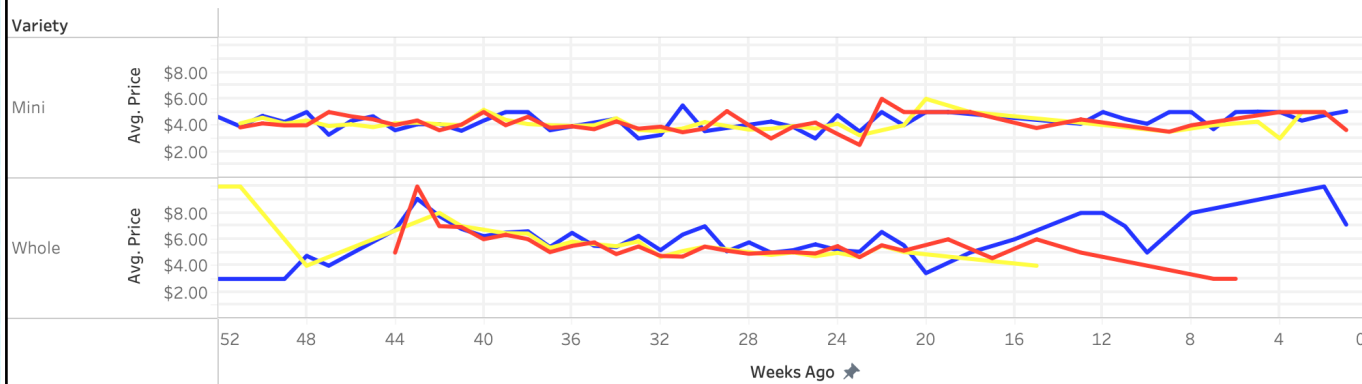
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

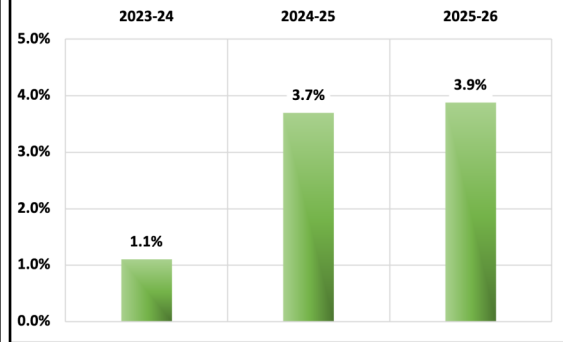


Weekly Average Price for Mini and Seedless Watermelon: Northeast



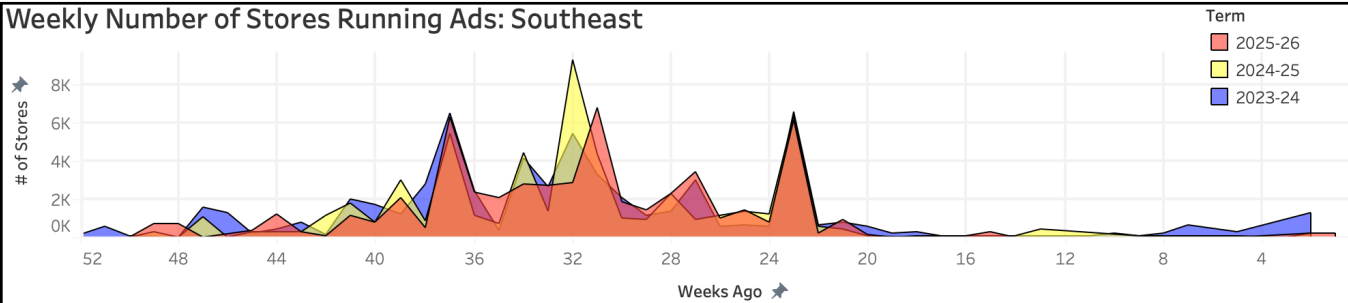
Price per Each	2023-24	2024-25	2025-26
# of Stores	36,944	47,280	47,506
Seedless	\$ 6.01	\$ 5.80	\$ 5.40
Mini	\$ 4.34	\$ 4.12	\$ 4.16
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

Percent of Ads for Organic: Northeast

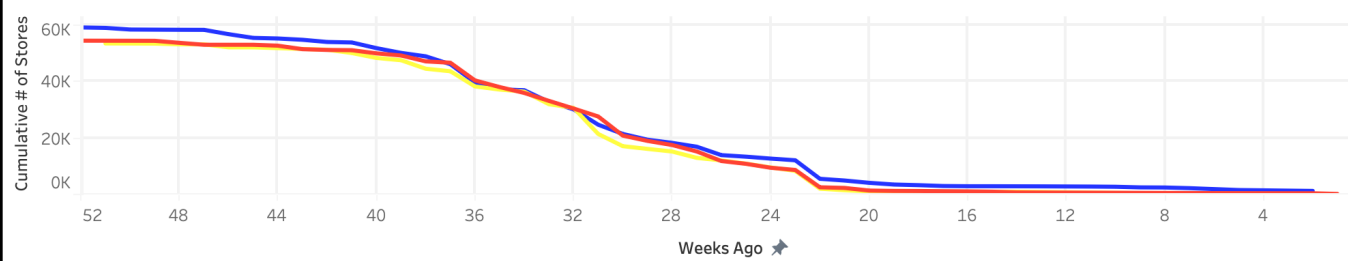


Southeast

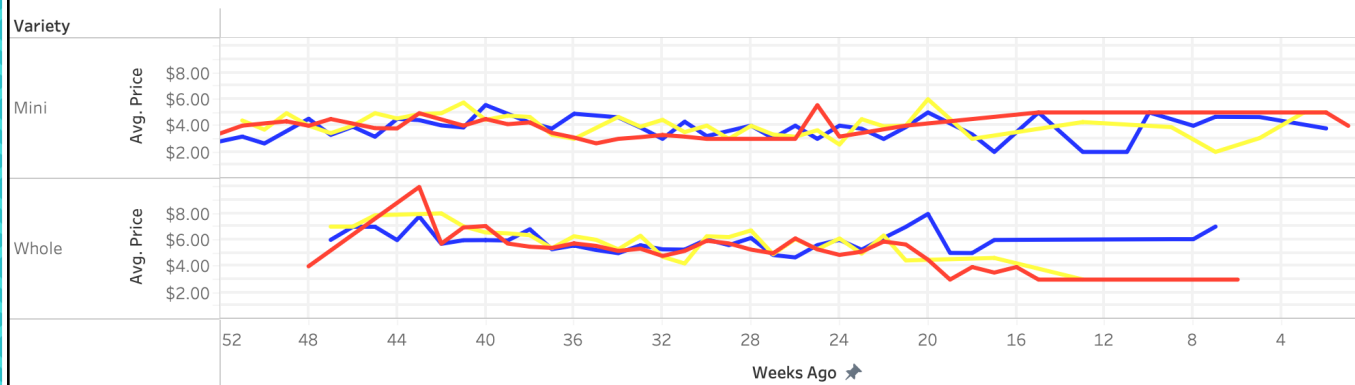
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

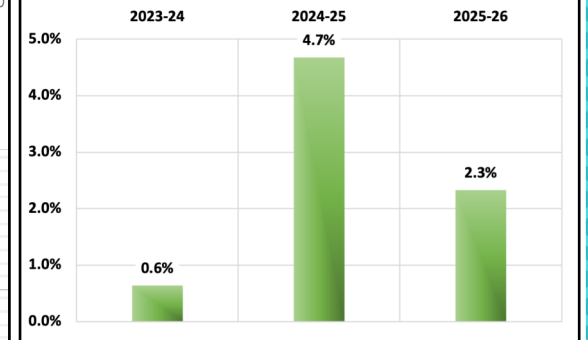


Weekly Average Price for Mini and Seedless Watermelon: Southeast

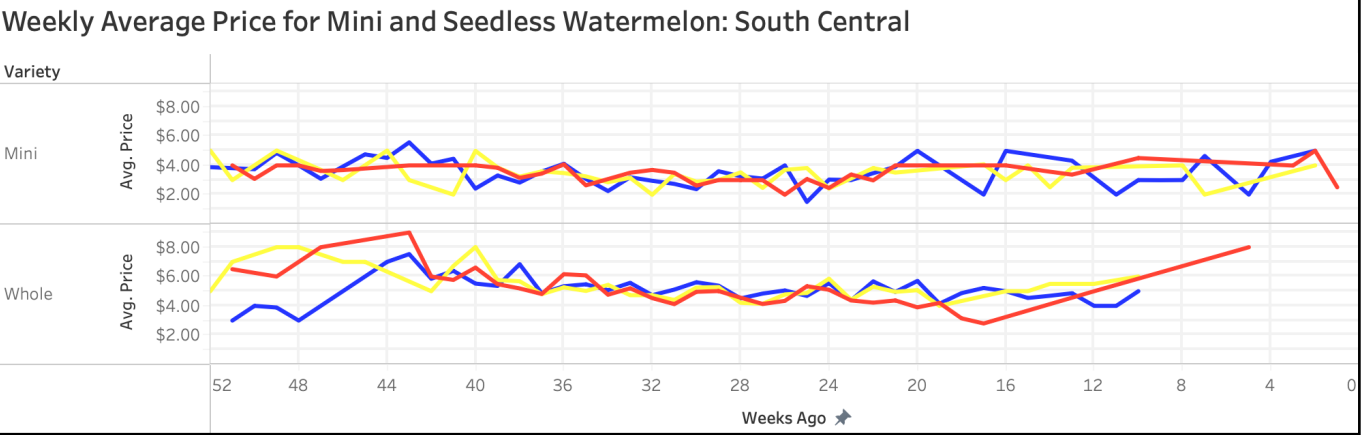
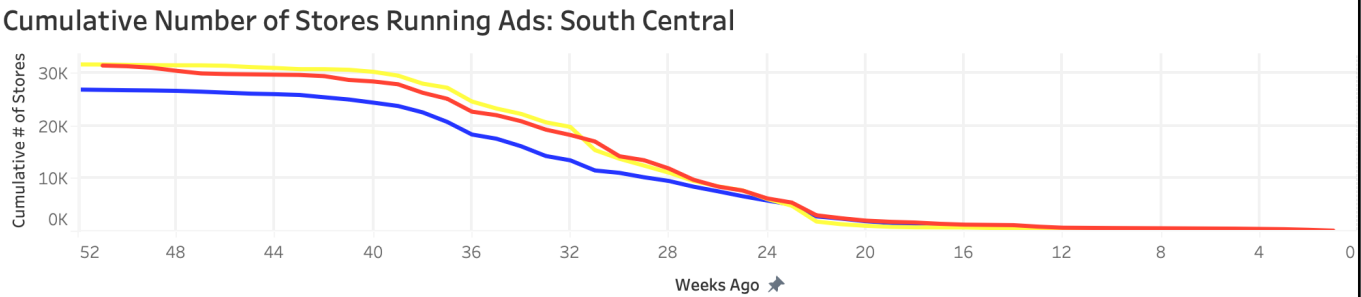
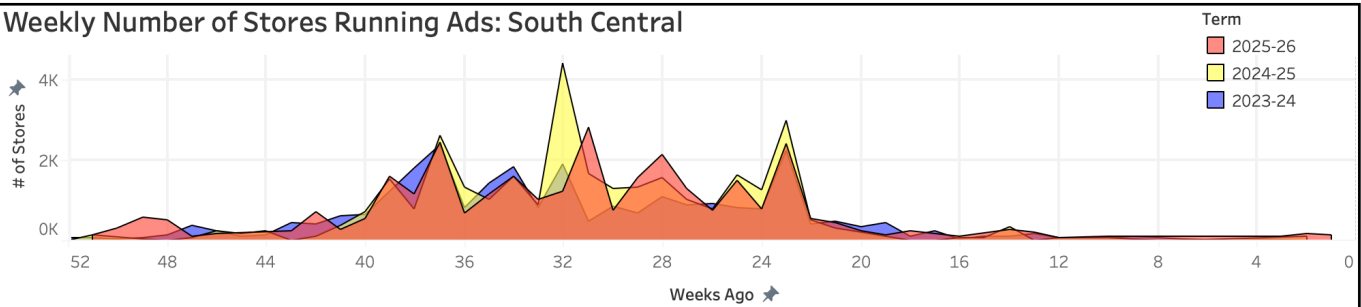


Price per Each	2023-24	2024-25	2025-26
# of Stores	59,295	53,604	54,590
Seedless	\$ 5.92	\$ 5.89	\$ 4.75
Mini	\$ 3.78	\$ 4.06	\$ 3.83
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.58	\$ 4.91	\$ 5.23

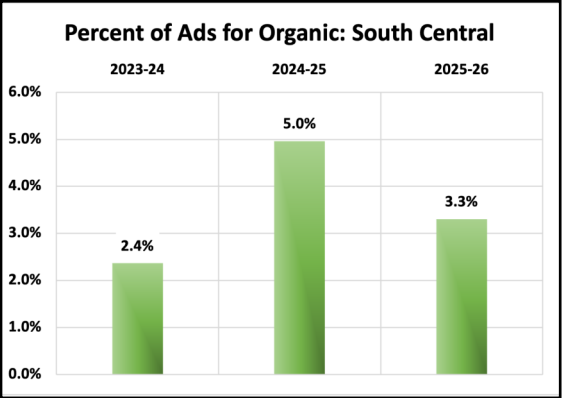
Percent of Ads for Organic: Southeast



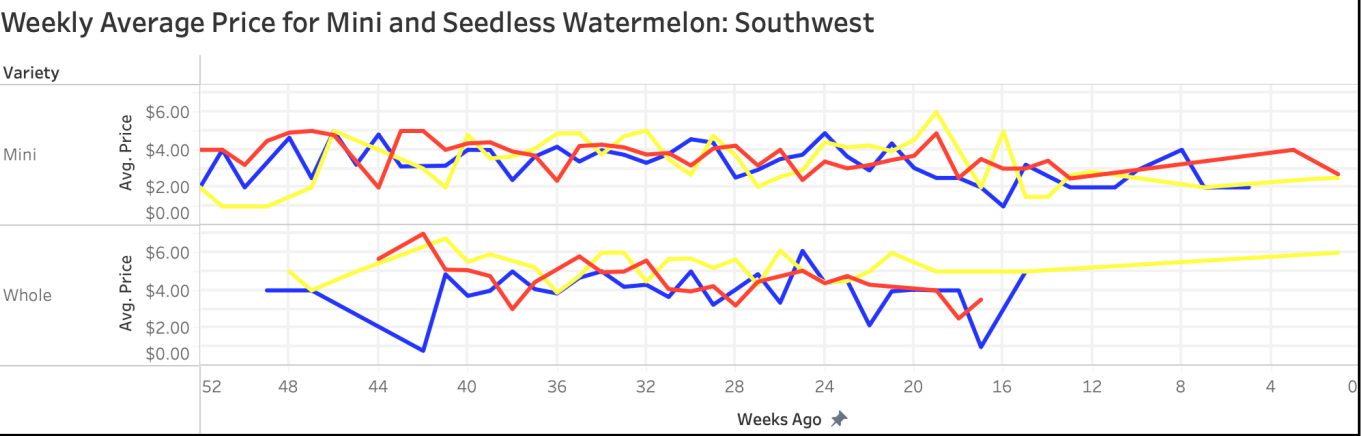
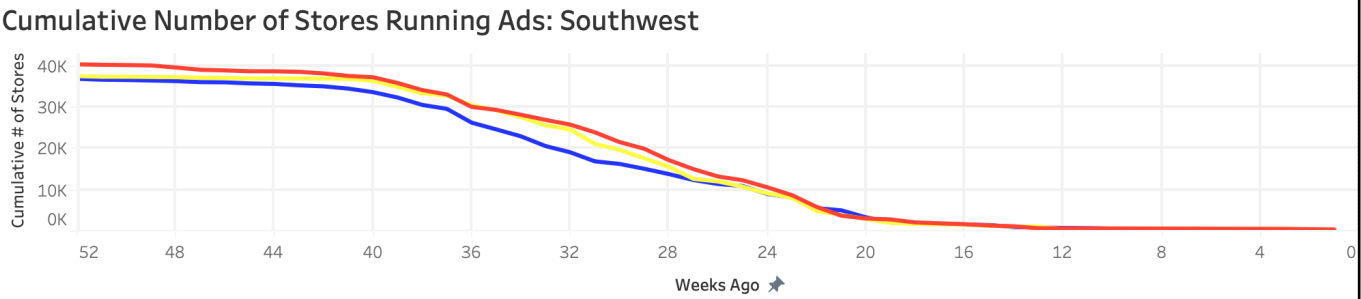
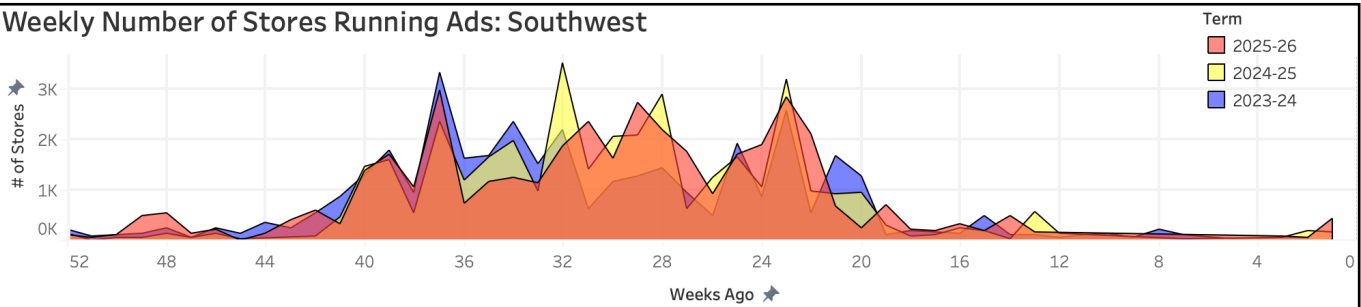
South Central



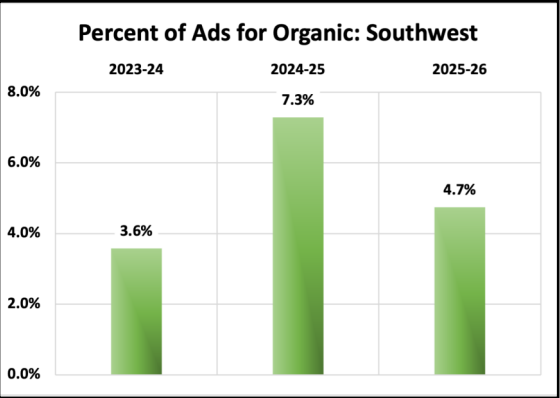
Price per Each	2023-24	2024-25	2025-26
# of Stores	26,963	31,745	31,539
Seedless	\$ 5.05	\$ 5.50	\$ 5.23
Mini	\$ 3.51	\$ 3.41	\$ 3.49
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47



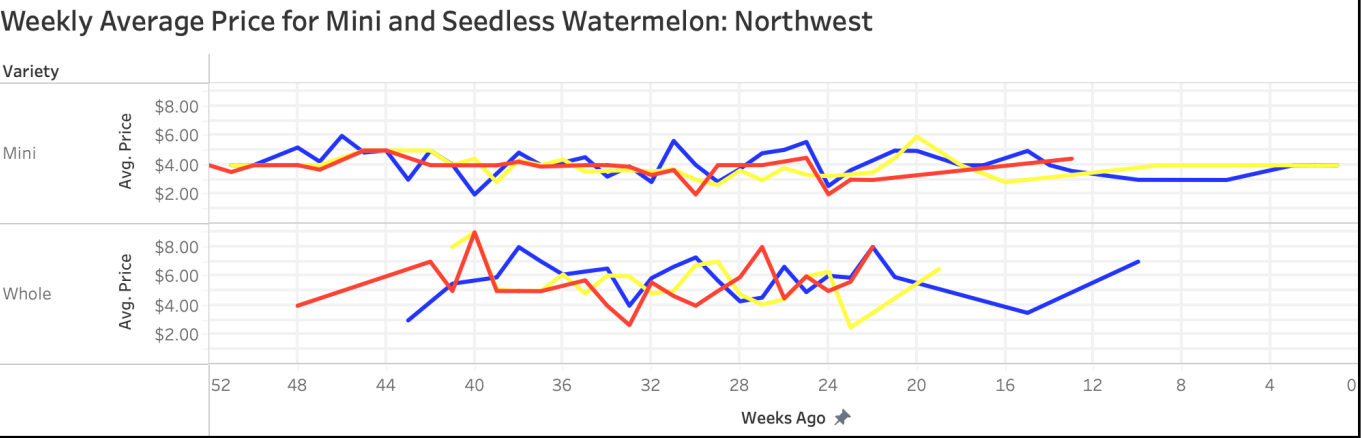
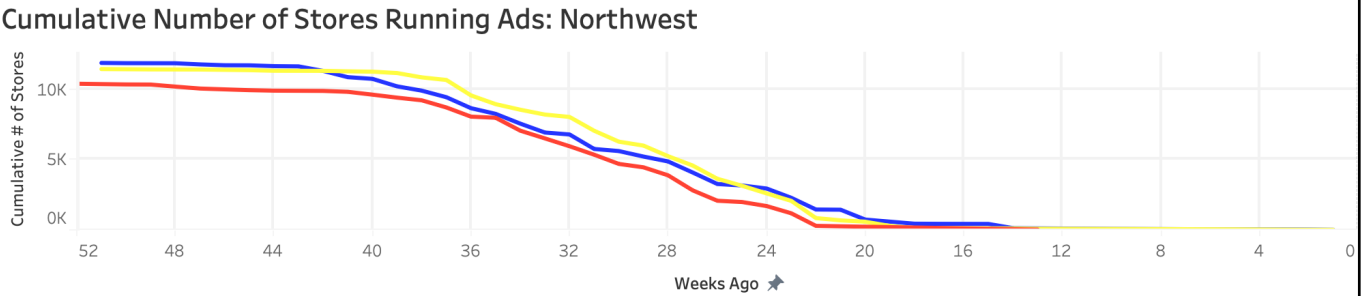
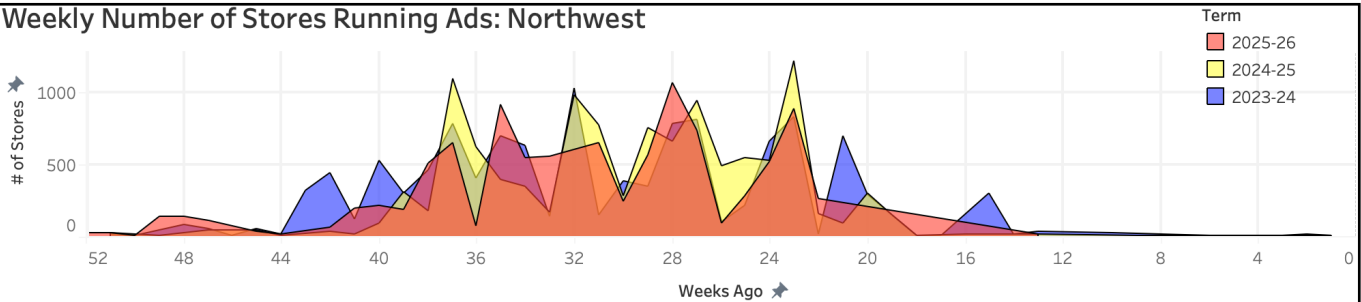
Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	36,850	37,488	40,346
Seedless	\$ 3.98	\$ 5.22	\$ 4.55
Mini	\$ 3.26	\$ 3.28	\$ 3.71
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.22	\$ 5.18	\$ 5.37



Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	11,874	11,438	10,394
Seedless	\$ 5.85	\$ 5.66	\$ 5.45
Mini	\$ 4.11	\$ 3.89	\$ 3.81
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.33	\$ 5.37

