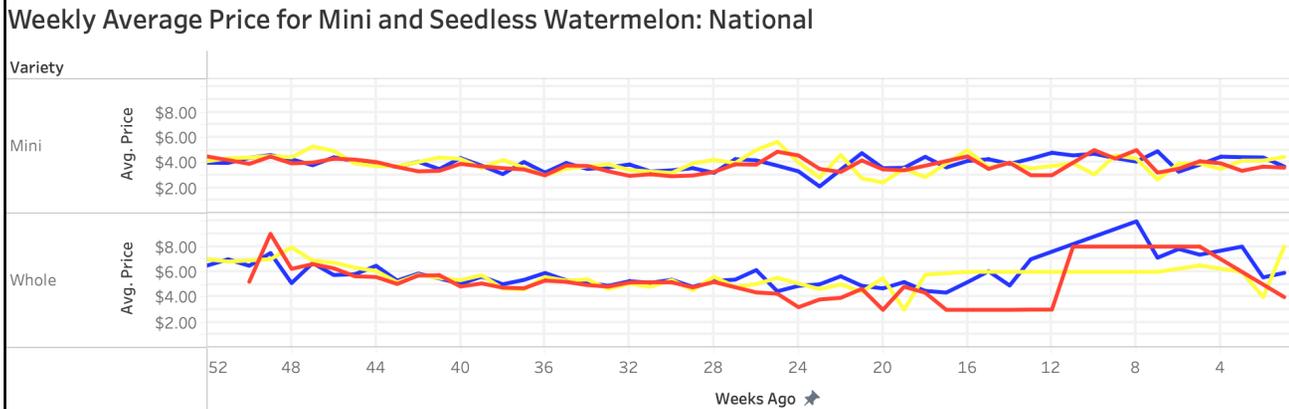
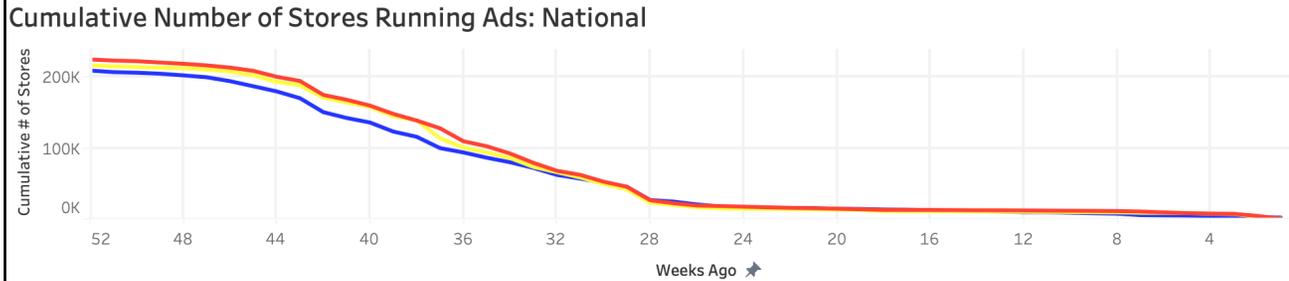
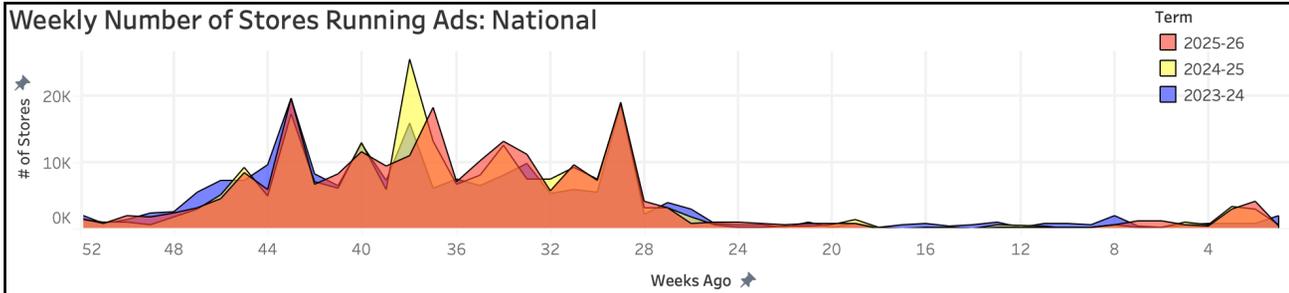


# Retail Ad Report

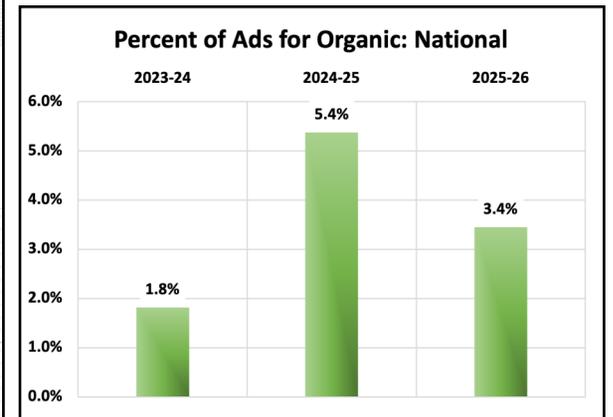
Compiled by the National Watermelon Promotion Board



Data current through March 13, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	209,376	216,563	225,077
Seedless	\$ 5.78	\$ 5.58	\$ 4.88
Mini	\$ 3.93	\$ 3.92	\$ 3.76
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.26	\$ 4.97	\$ 5.28



[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](mailto:marney@watermelon.org)

# Summary of Past Five Weeks

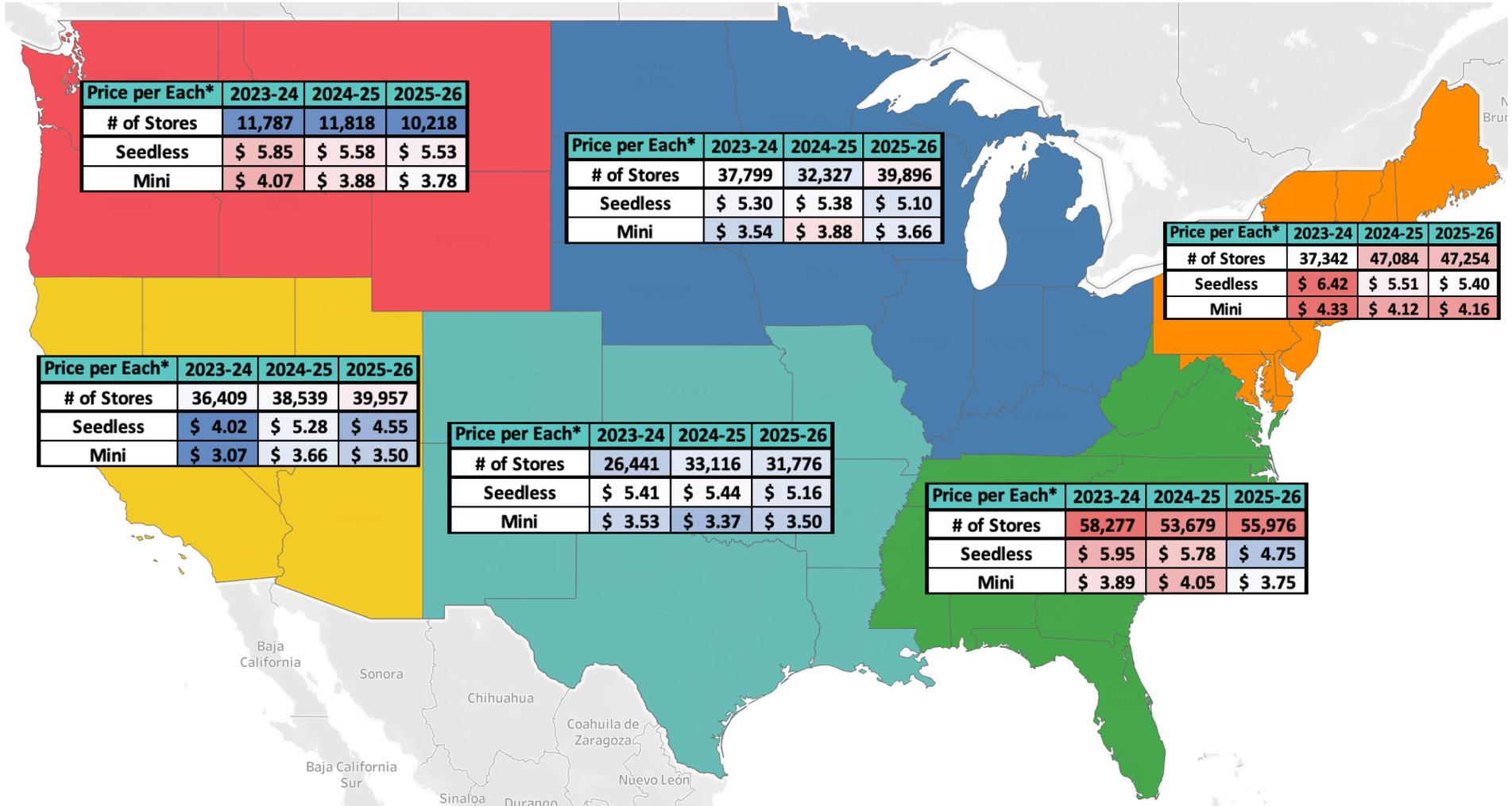
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	816	\$ 6.99	\$ 4.34	1787	\$ 3.99	\$4.24	52	NA	\$3.99	110	\$ 7.99	\$4.35	1358	\$ 6.99	\$4.01	270	\$ 4.49	\$1.33	4393	\$ 6.48	\$4.25
2024-25	1666	\$ 5.99	\$ 3.78	1186	NA	\$4.27	407	\$ 3.99	\$3.91	1485	\$ 6.99	\$3.67	1425	\$ 3.99	\$4.24	1292	NA	\$4.39	7461	\$ 5.99	\$4.07
2025-26	1796	NA	\$ 3.89	1277	NA	\$4.15	281	NA	\$3.63	1434	NA	\$3.32	1897	\$ 3.99	\$3.72	947	NA	\$2.57	7632	\$ 3.99	\$3.64

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



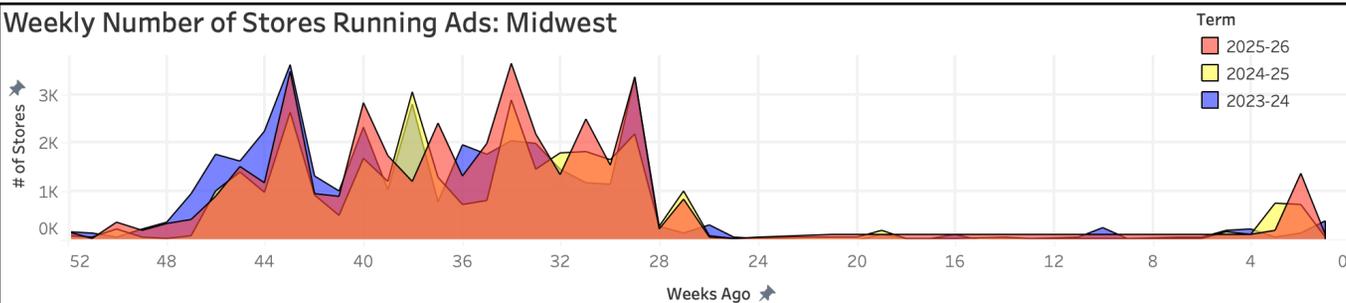
# Regional Map



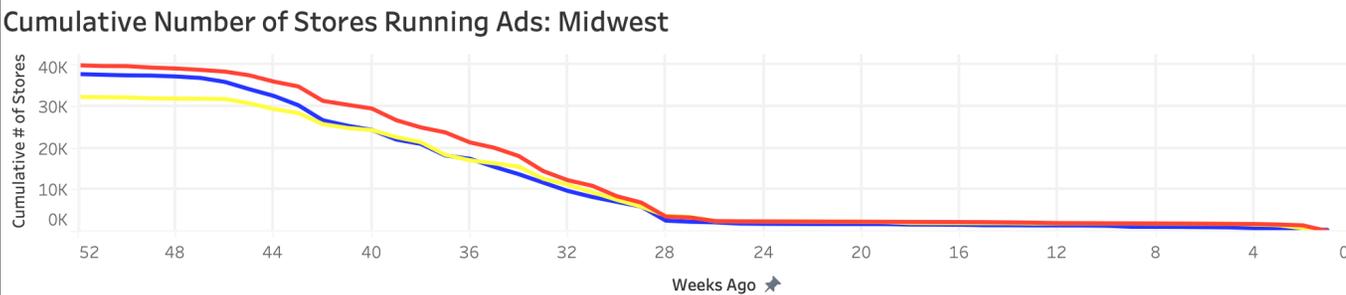
\* Although included in # of Stores, organic prices omitted from average.

# Midwest

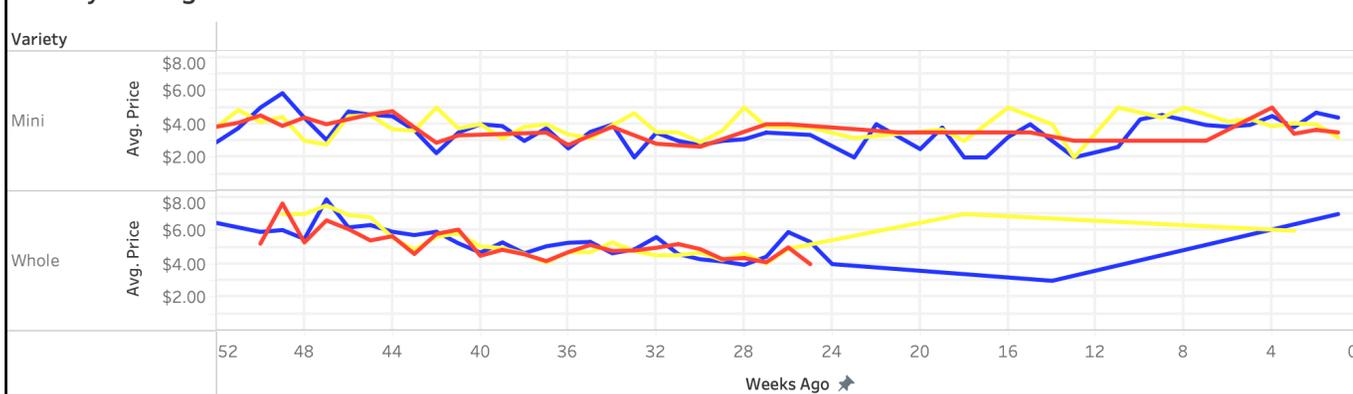
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

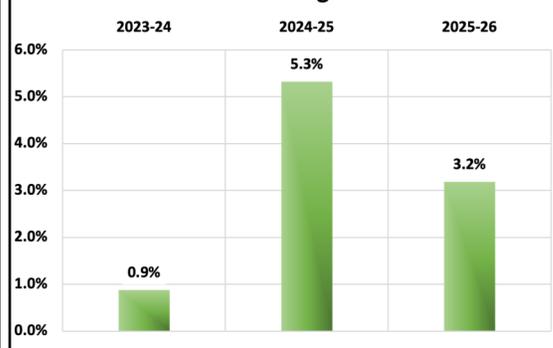


Weekly Average Price for Mini and Seedless Watermelon: Midwest

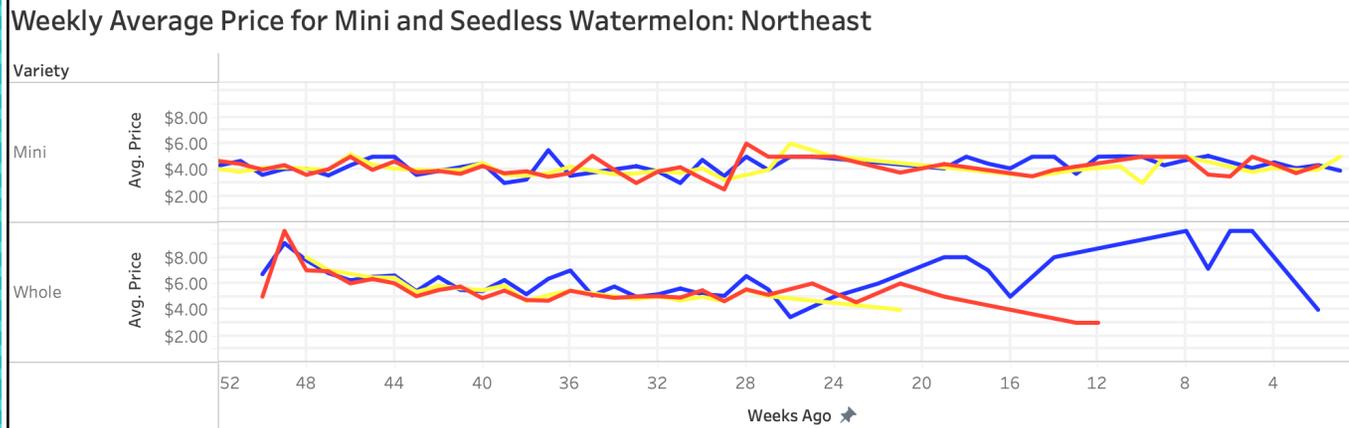
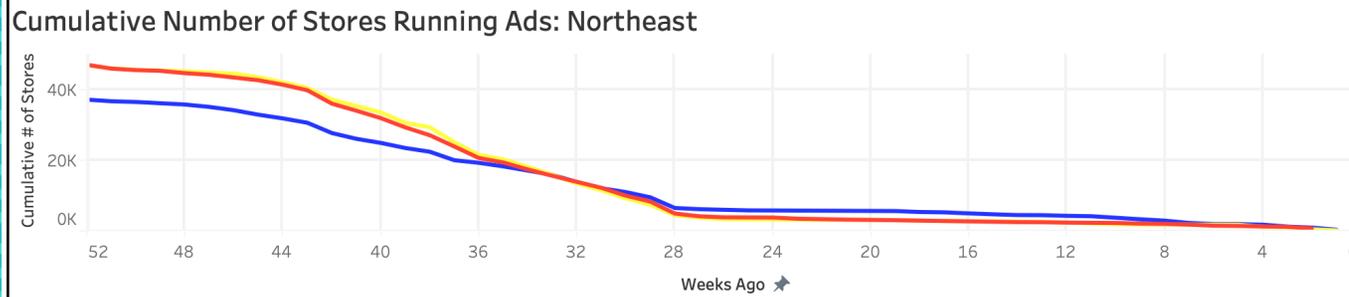
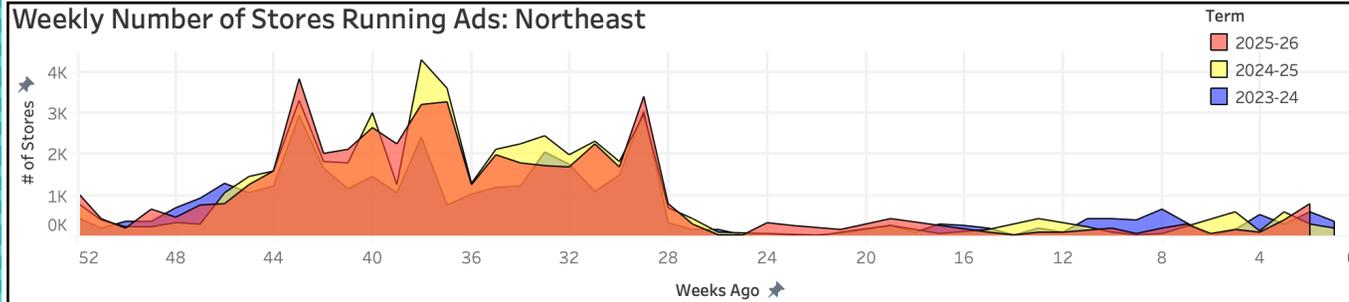


Price per Each	2023-24	2024-25	2025-26
# of Stores	37,799	32,327	39,896
Seedless	\$ 5.30	\$ 5.38	\$ 5.10
Mini	\$ 3.54	\$ 3.88	\$ 3.66
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.78	\$ 4.96	\$ 5.03

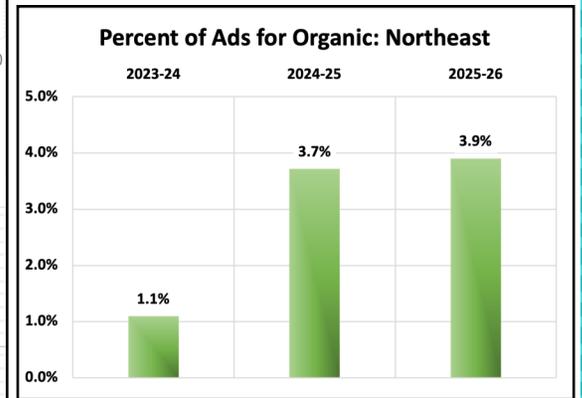
Percent of Ads for Organic: Midwest



# Northeast

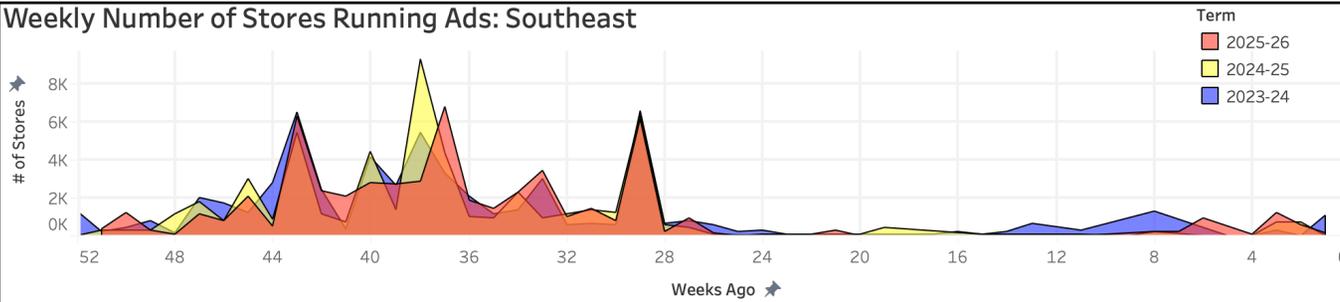


Price per Each	2023-24	2024-25	2025-26
# of Stores	37,342	47,084	47,254
Seedless	\$ 6.42	\$ 5.51	\$ 5.40
Mini	\$ 4.33	\$ 4.12	\$ 4.16
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

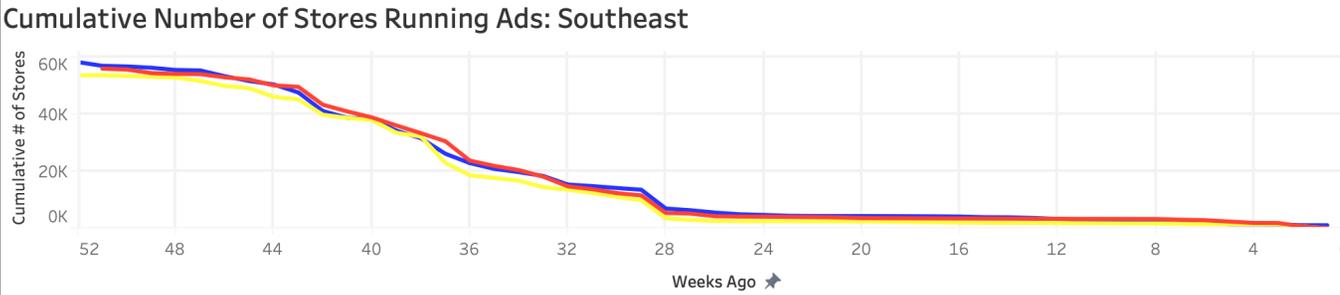


# Southeast

Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

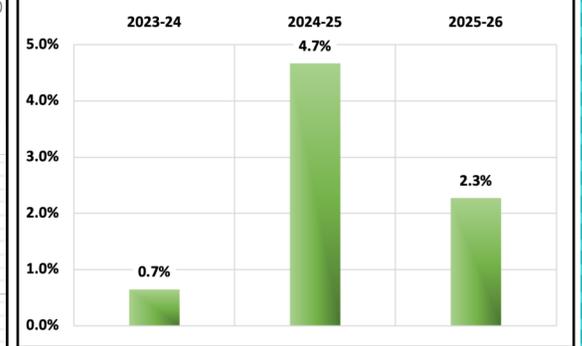


Weekly Average Price for Mini and Seedless Watermelon: Southeast



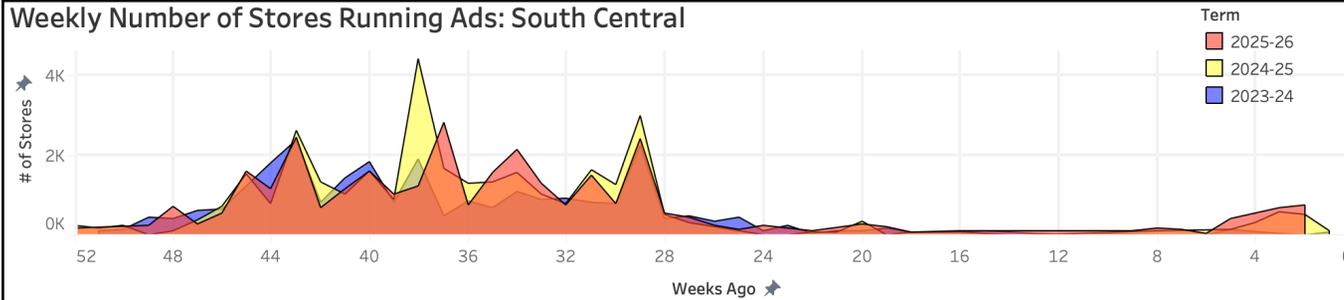
Price per Each	2023-24	2024-25	2025-26
<b># of Stores</b>	<b>58,277</b>	<b>53,679</b>	<b>55,976</b>
<b>Seedless</b>	<b>\$ 5.95</b>	<b>\$ 5.78</b>	<b>\$ 4.75</b>
<b>Mini</b>	<b>\$ 3.89</b>	<b>\$ 4.05</b>	<b>\$ 3.75</b>
<b>Organic Seedless</b>	<b>NA</b>	<b>NA</b>	<b>\$ 5.54</b>
<b>Organic Mini</b>	<b>\$ 4.58</b>	<b>\$ 4.91</b>	<b>\$ 5.23</b>

Percent of Ads for Organic: Southeast

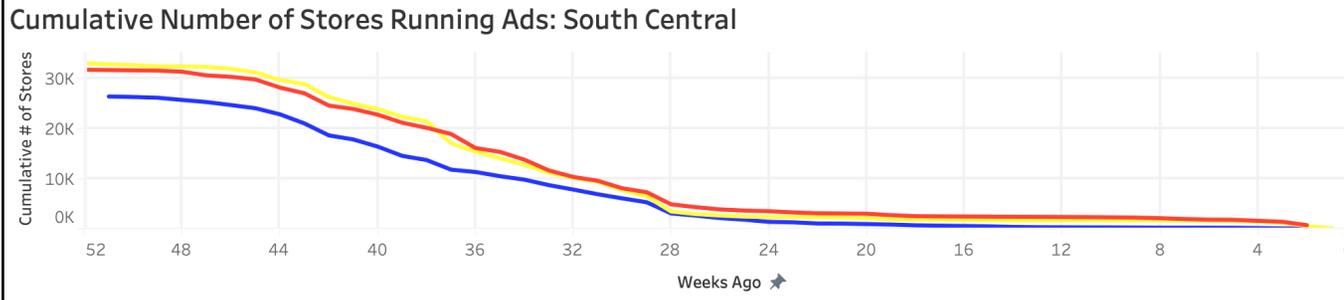


# South Central

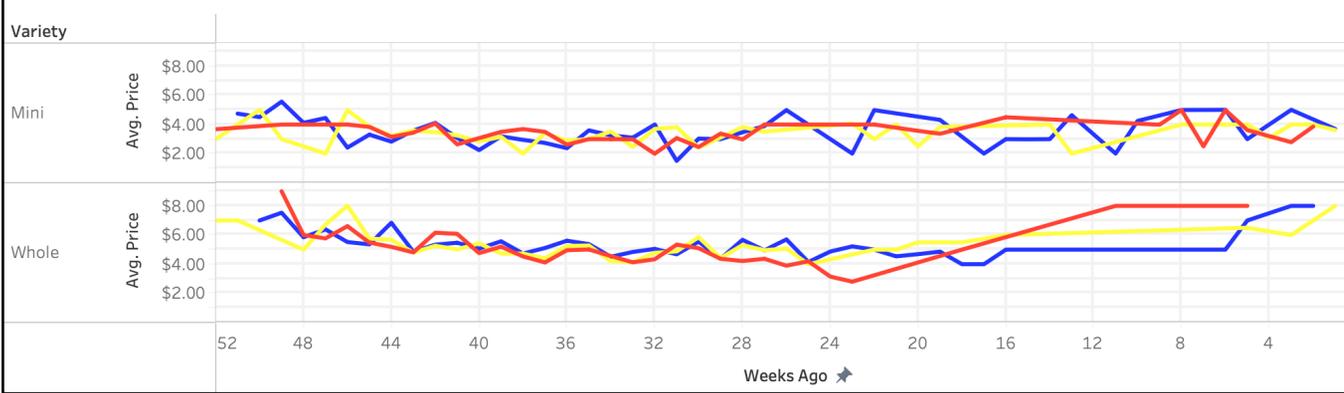
Weekly Number of Stores Running Ads: South Central



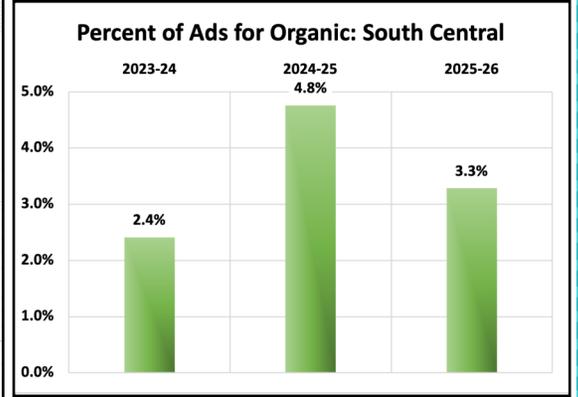
Cumulative Number of Stores Running Ads: South Central



Weekly Average Price for Mini and Seedless Watermelon: South Central

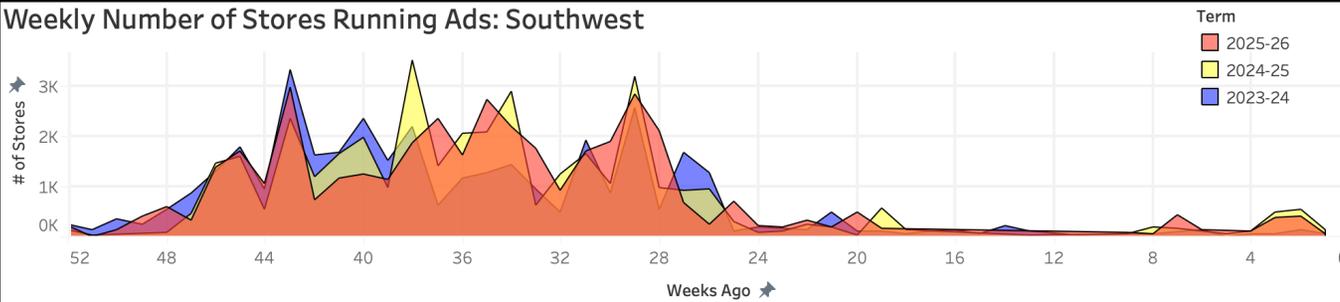


Price per Each	2023-24	2024-25	2025-26
# of Stores	26,441	33,116	31,776
Seedless	\$ 5.41	\$ 5.44	\$ 5.16
Mini	\$ 3.53	\$ 3.37	\$ 3.50
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47

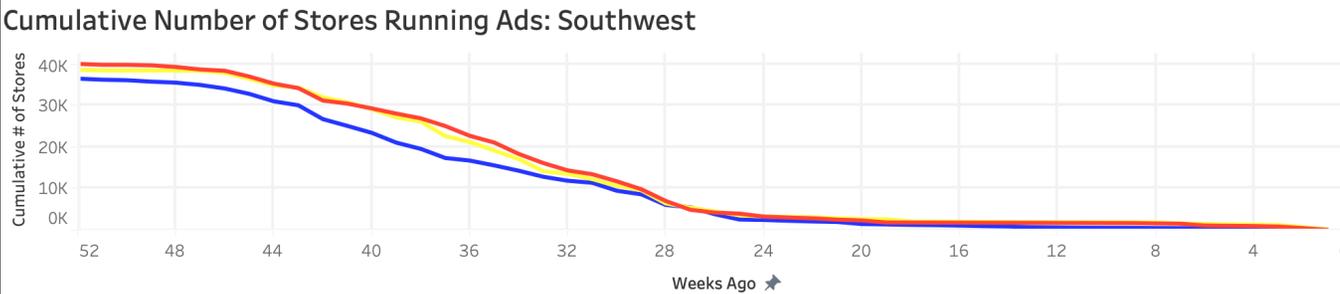


# Southwest

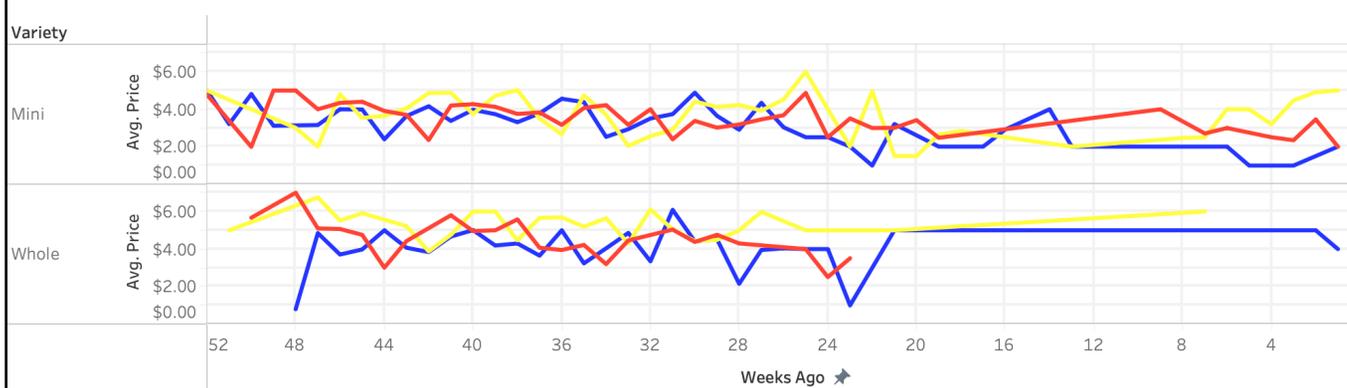
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

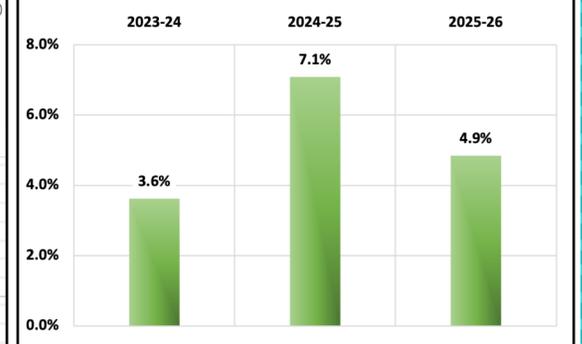


Weekly Average Price for Mini and Seedless Watermelon: Southwest



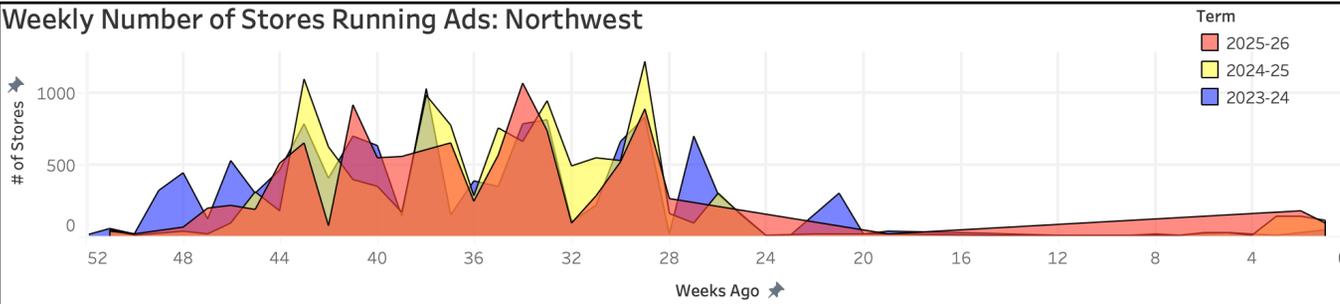
Price per Each	2023-24	2024-25	2025-26
# of Stores	36,409	38,539	39,957
Seedless	\$ 4.02	\$ 5.28	\$ 4.55
Mini	\$ 3.07	\$ 3.66	\$ 3.50
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.22	\$ 5.18	\$ 5.54

Percent of Ads for Organic: Southwest

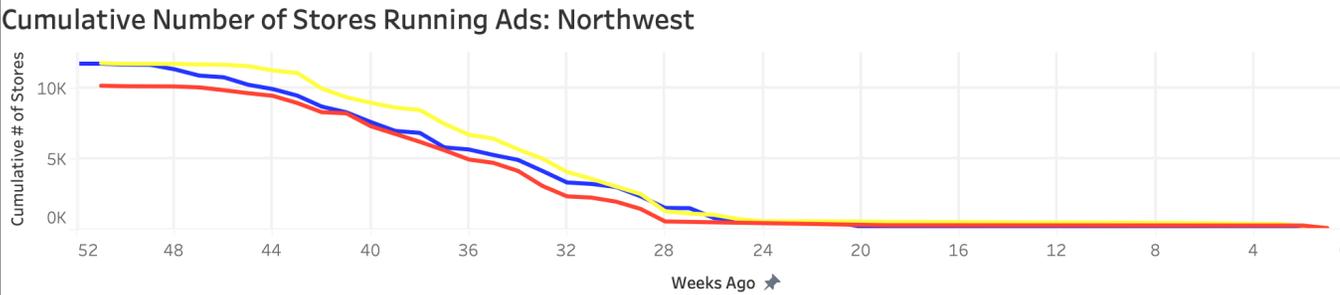


# Northwest

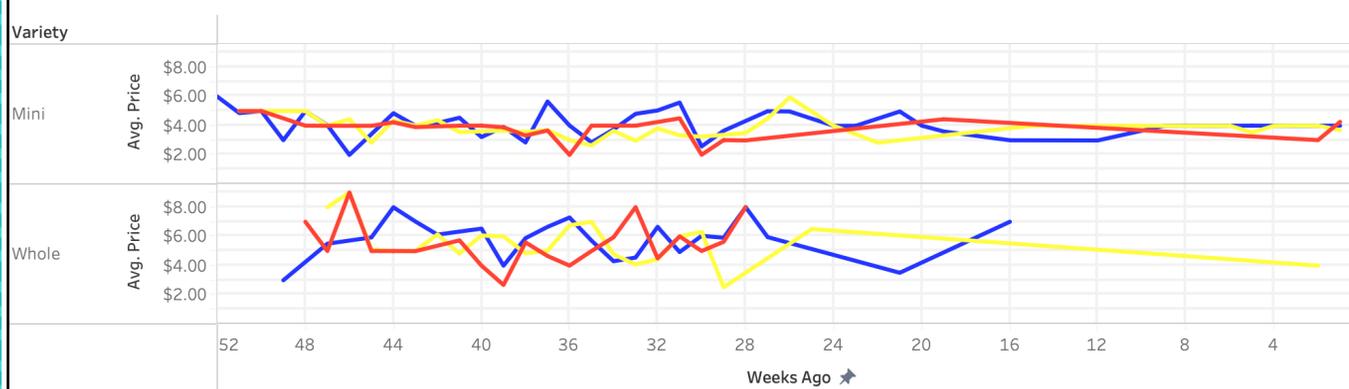
Weekly Number of Stores Running Ads: Northwest



Cumulative Number of Stores Running Ads: Northwest



Weekly Average Price for Mini and Seedless Watermelon: Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	11,787	11,818	10,218
Seedless	\$ 5.85	\$ 5.58	\$ 5.53
Mini	\$ 4.07	\$ 3.88	\$ 3.78
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.37	\$ 5.33

