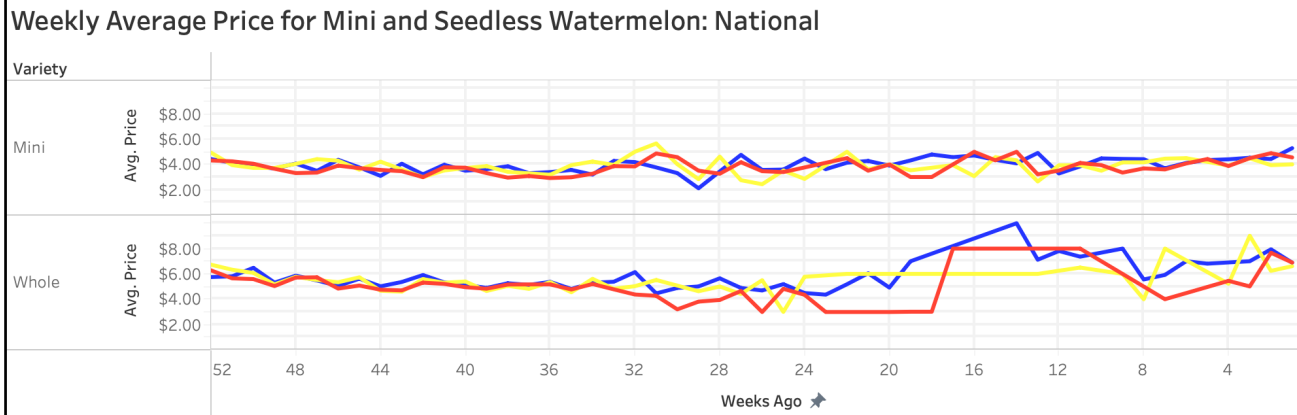
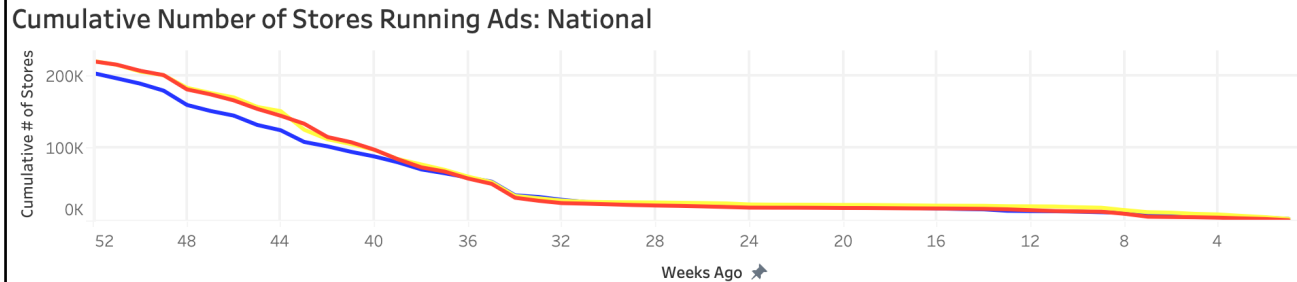
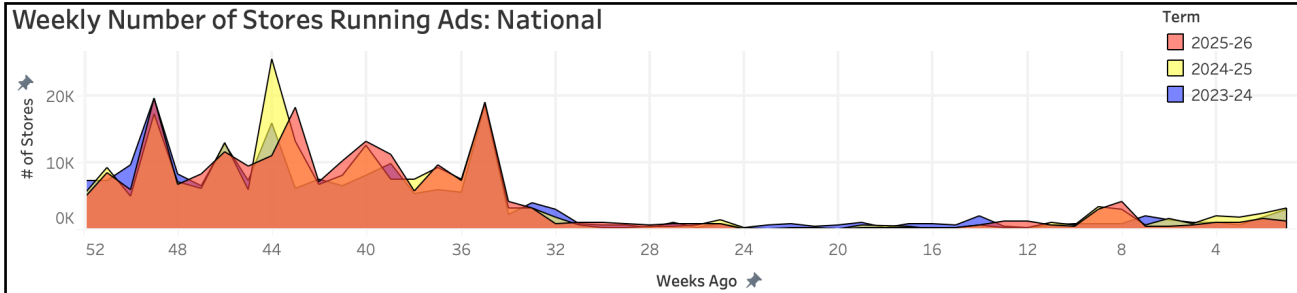


# Retail Ad Report

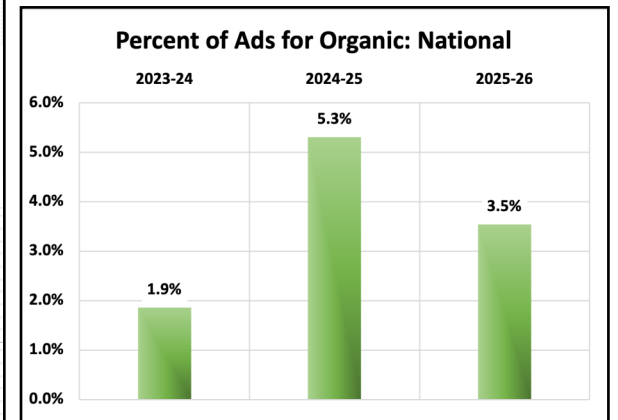
Compiled by the National Watermelon Promotion Board



Data current through April 24, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	203,000	219,541	219,122
Seedless	\$ 5.83	\$ 5.50	\$ 4.83
Mini	\$ 3.97	\$ 3.88	\$ 3.78
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.23	\$ 4.97	\$ 5.42



[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

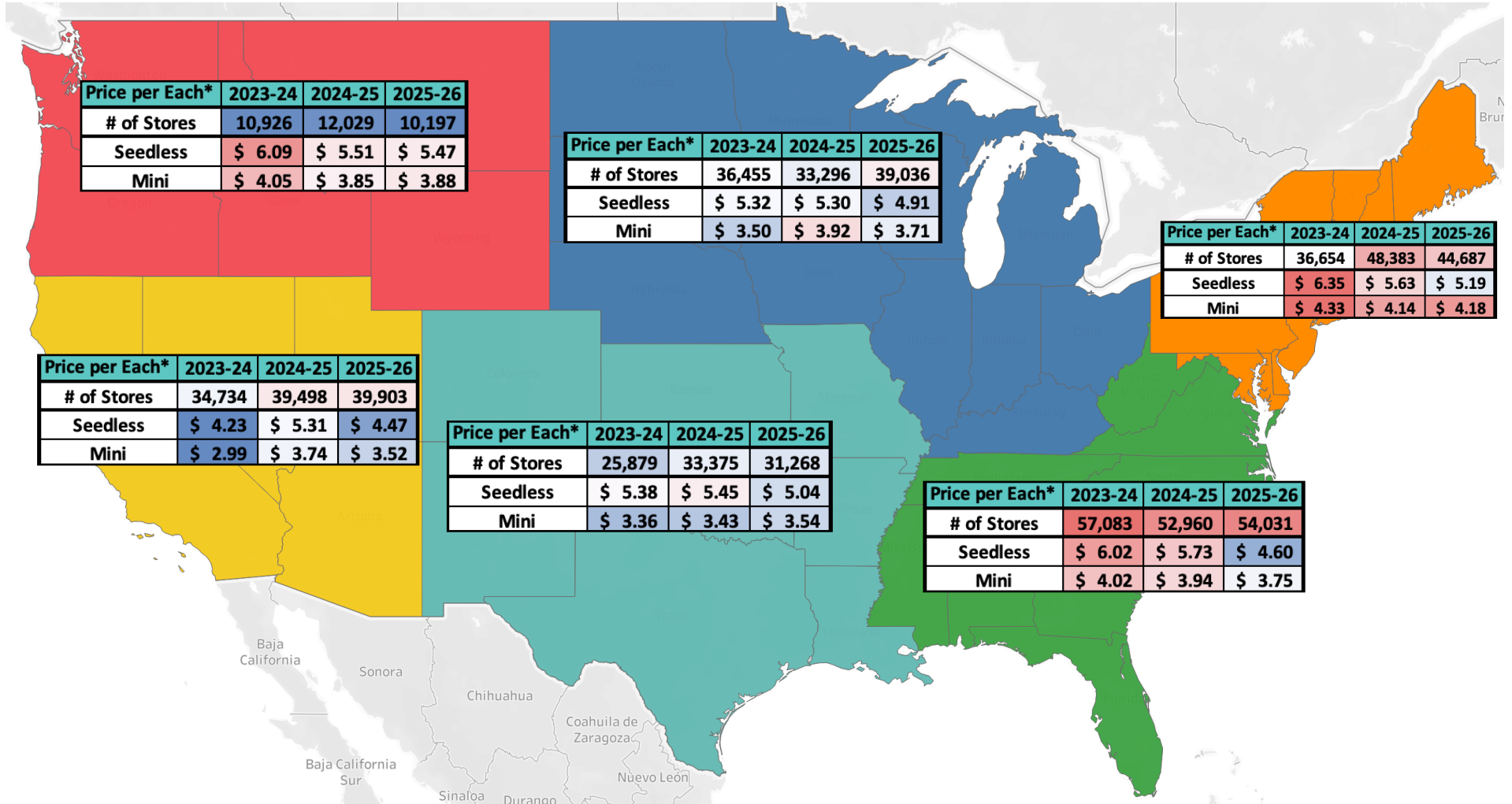
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	398	\$ 7.16	\$ 3.58	1074	\$ 7.49	\$4.10	65	\$ 7.99	\$4.66	733	\$ 5.85	\$3.33	3493	\$ 7.50	\$5.02	525	\$ 6.74	\$2.50	6288	\$ 7.27	\$4.66
2024-25	1314	\$ 6.19	\$ 4.20	2101	\$ 7.22	\$4.00	283	\$ 5.99	\$4.32	1242	\$ 6.91	\$3.99	2721	\$ 7.54	\$4.23	1433	\$ 5.91	\$3.99	9094	\$ 6.76	\$4.08
2025-26	313	NA	\$ 4.99	954	\$ 6.99	\$4.60	201	NA	\$5.10	863	\$ 5.68	\$3.78	799	\$ 7.72	\$4.25	1547	\$ 6.99	\$4.50	4677	\$ 6.25	\$4.45

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



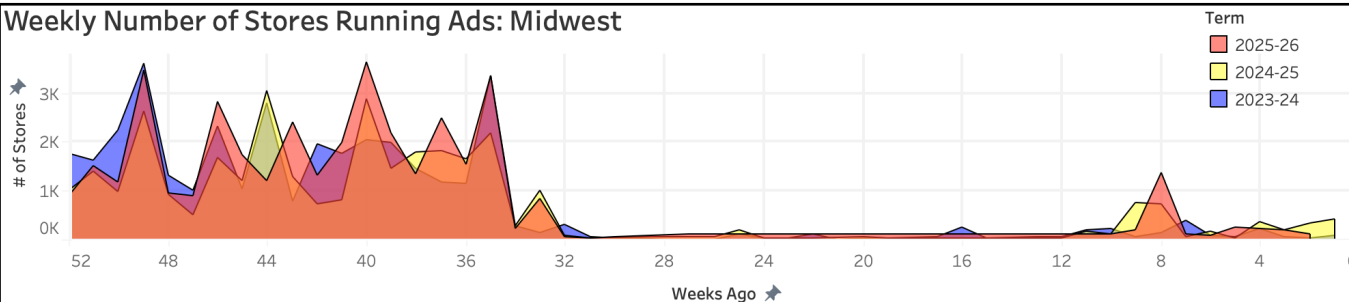
# Regional Map



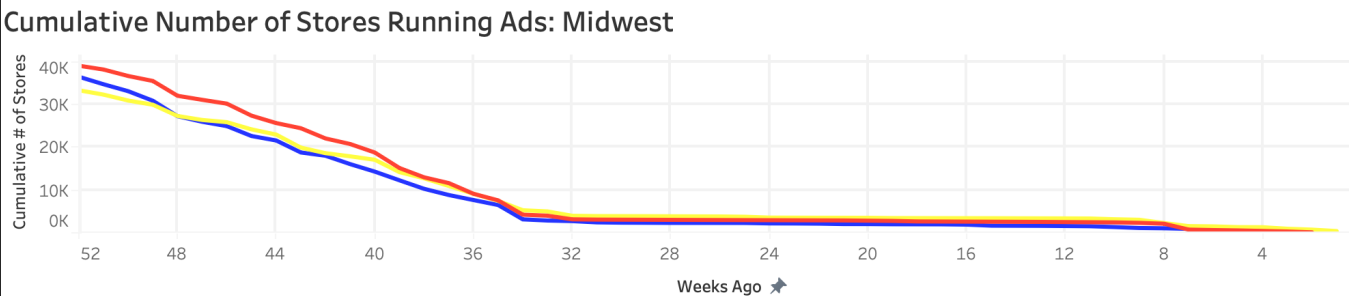
\* Although included in # of Stores, organic prices omitted from average.

# Midwest

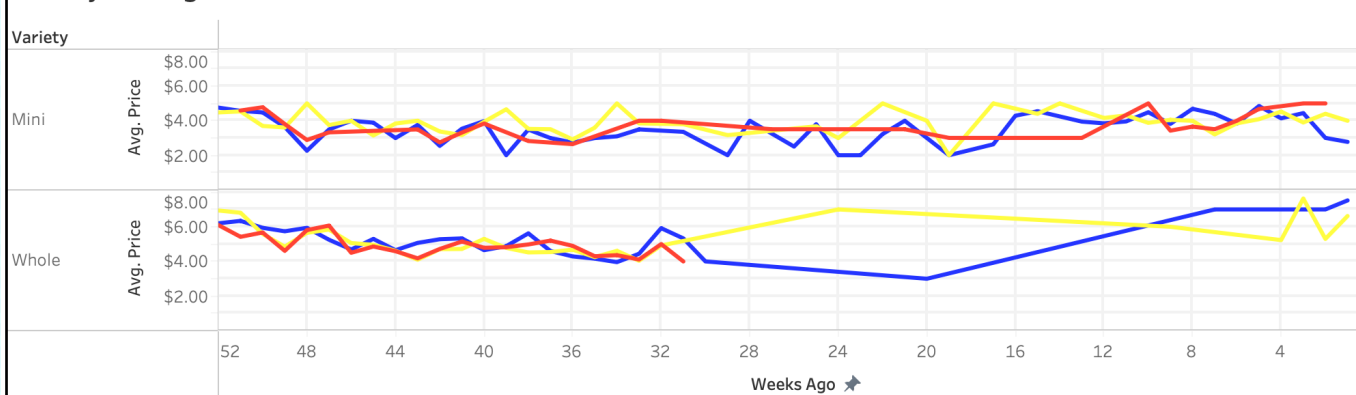
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

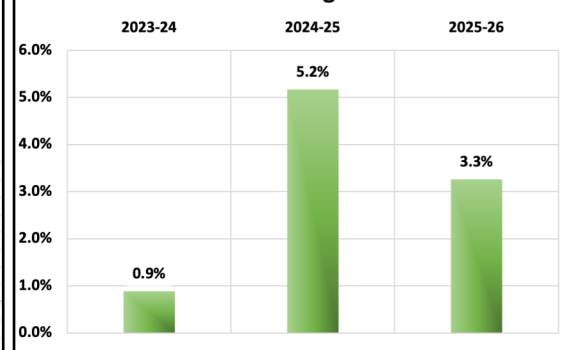


Weekly Average Price for Mini and Seedless Watermelon: Midwest



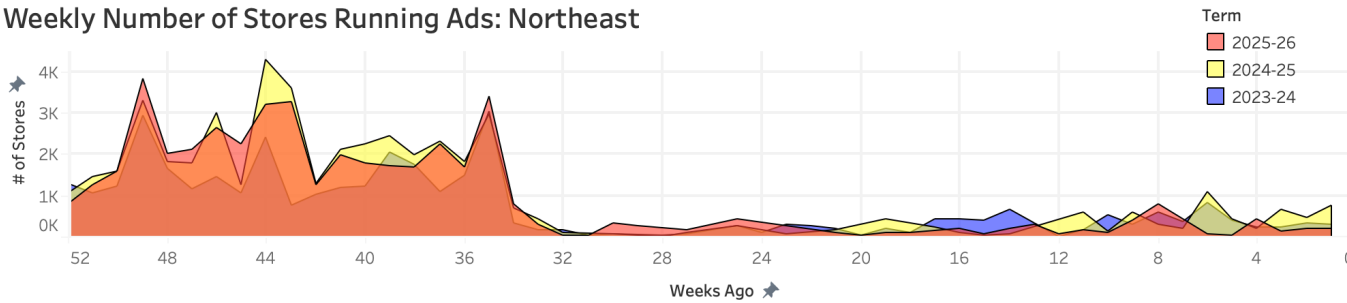
Price per Each	2023-24	2024-25	2025-26
# of Stores	36,455	33,296	39,036
Seedless	\$ 5.32	\$ 5.30	\$ 4.91
Mini	\$ 3.50	\$ 3.92	\$ 3.71
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.60	\$ 4.96	\$ 5.03

Percent of Ads for Organic: Midwest

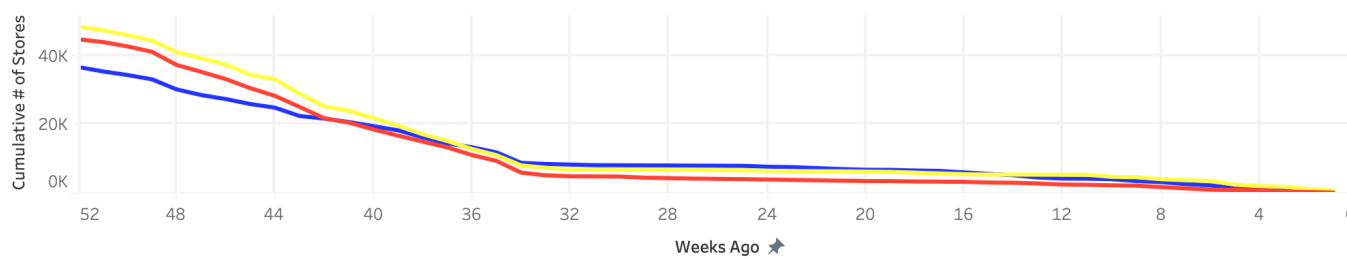


# Northeast

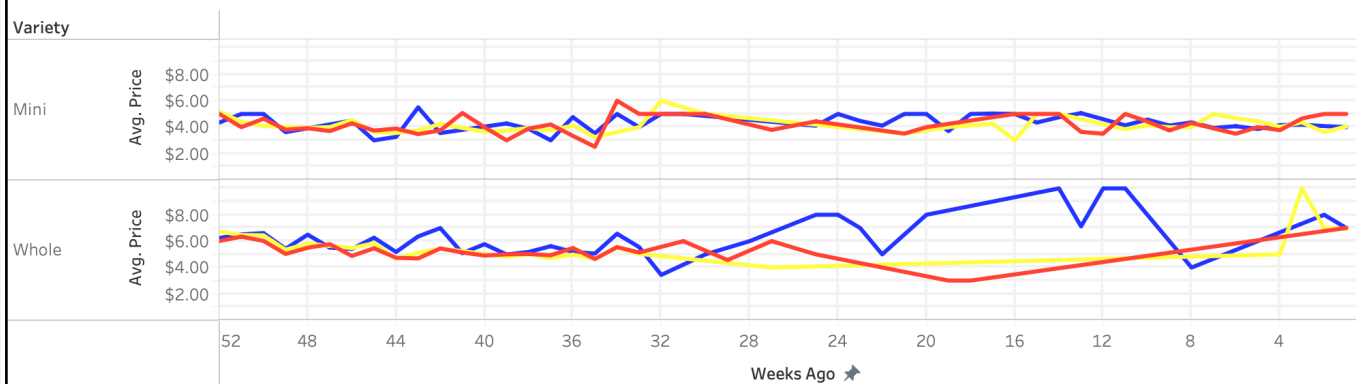
Weekly Number of Stores Running Ads: Northeast



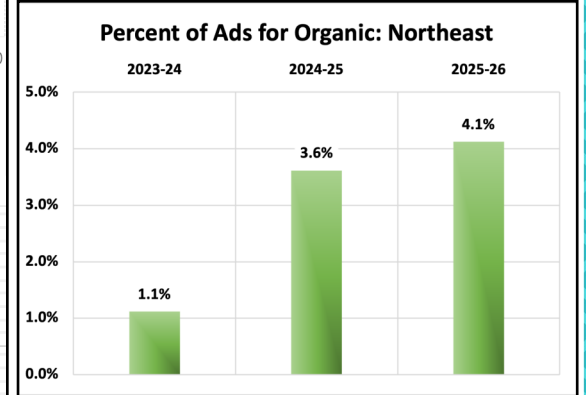
Cumulative Number of Stores Running Ads: Northeast



Weekly Average Price for Mini and Seedless Watermelon: Northeast

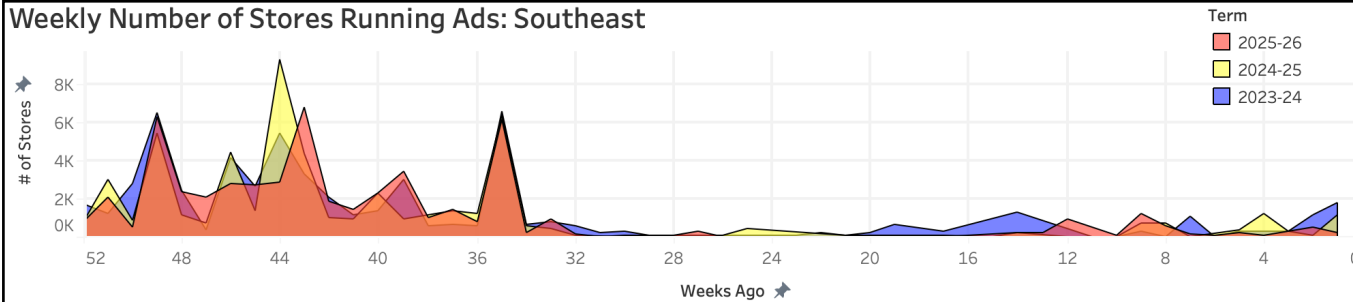


Price per Each	2023-24	2024-25	2025-26
# of Stores	36,654	48,383	44,687
Seedless	\$ 6.35	\$ 5.63	\$ 5.19
Mini	\$ 4.33	\$ 4.14	\$ 4.18
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

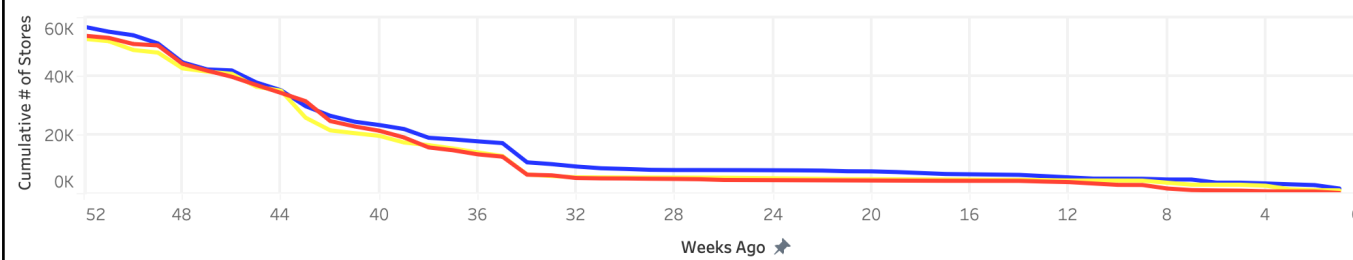


# Southeast

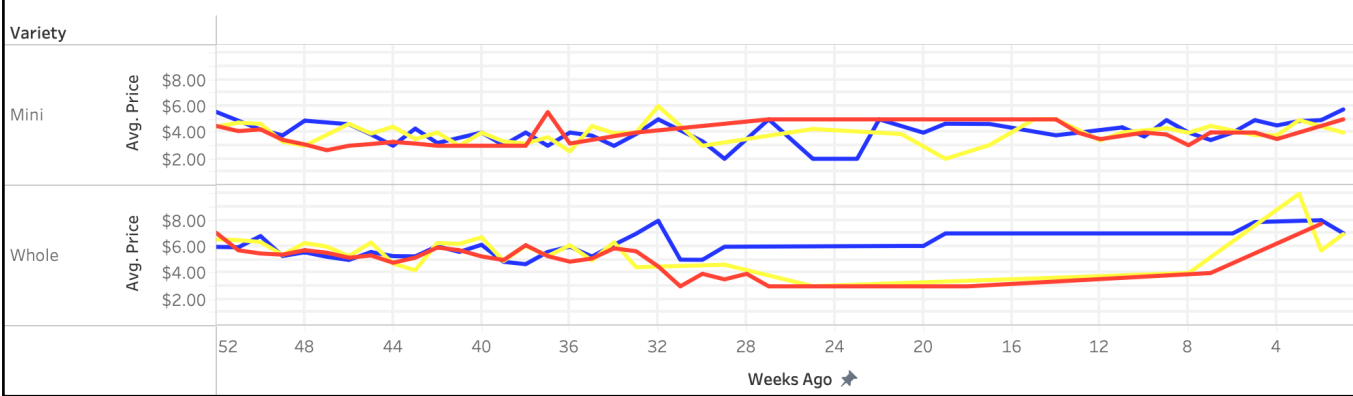
Weekly Number of Stores Running Ads: Southeast



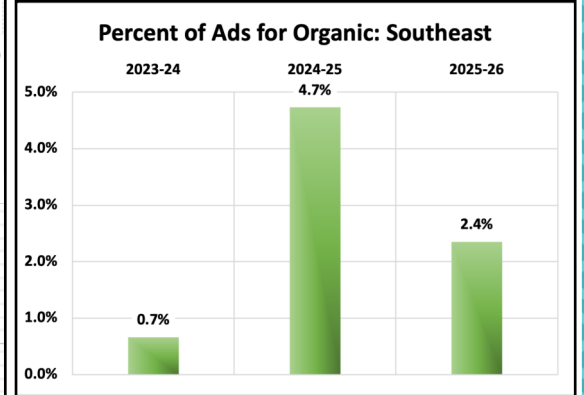
Cumulative Number of Stores Running Ads: Southeast



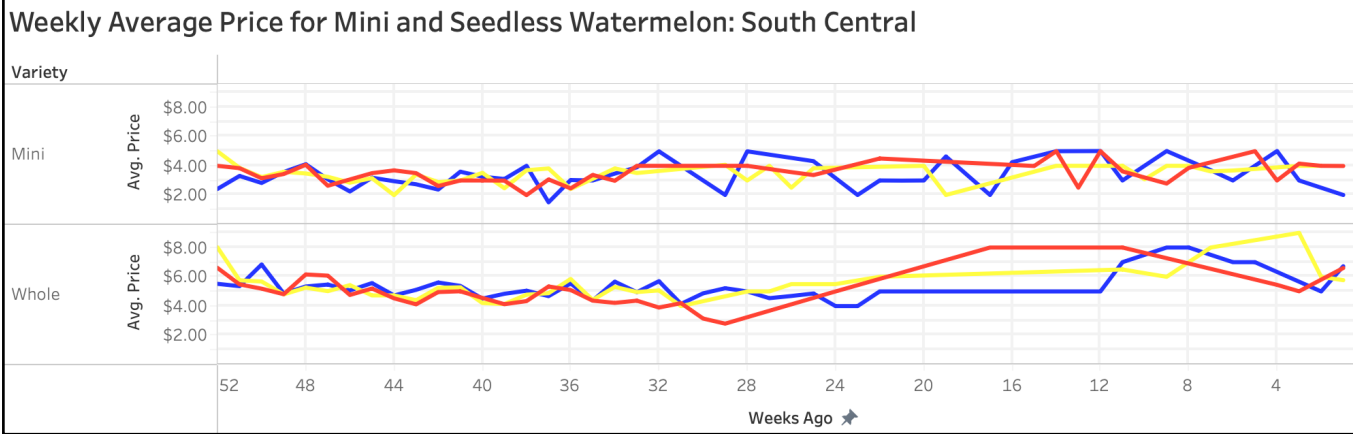
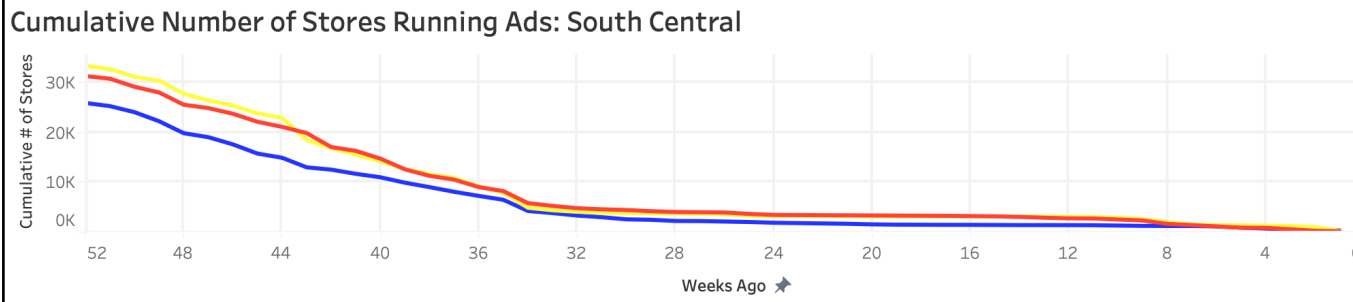
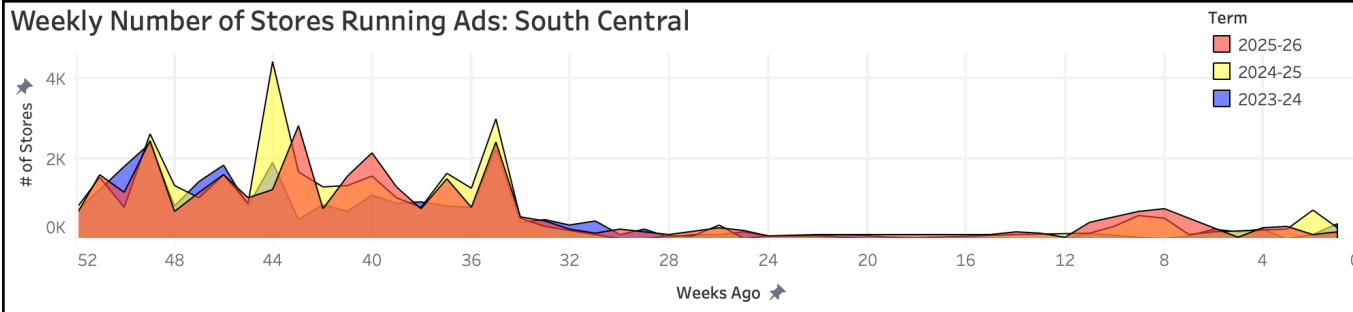
Weekly Average Price for Mini and Seedless Watermelon: Southeast



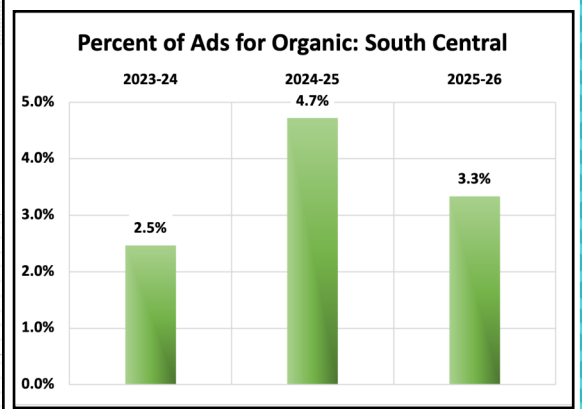
Price per Each	2023-24	2024-25	2025-26
# of Stores	57,083	52,960	54,031
Seedless	\$ 6.02	\$ 5.73	\$ 4.60
Mini	\$ 4.02	\$ 3.94	\$ 3.75
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.58	\$ 4.91	\$ 5.23



# South Central

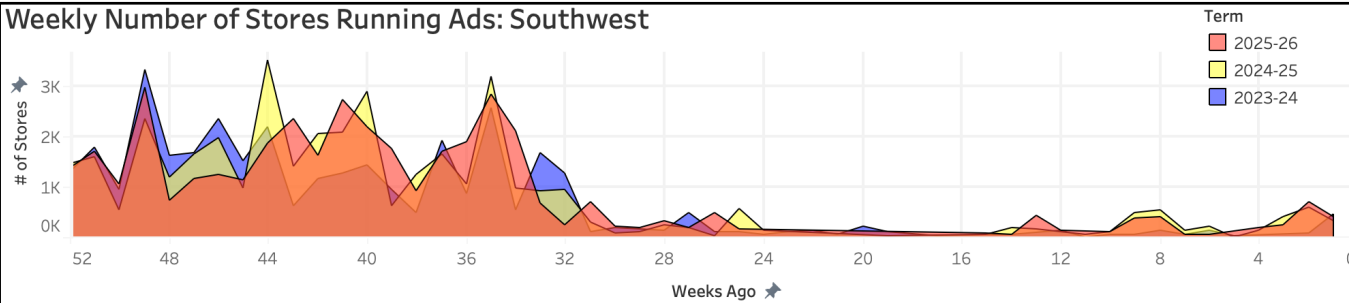


Price per Each	2023-24	2024-25	2025-26
# of Stores	25,879	33,375	31,268
Seedless	\$ 5.38	\$ 5.45	\$ 5.04
Mini	\$ 3.36	\$ 3.43	\$ 3.54
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47

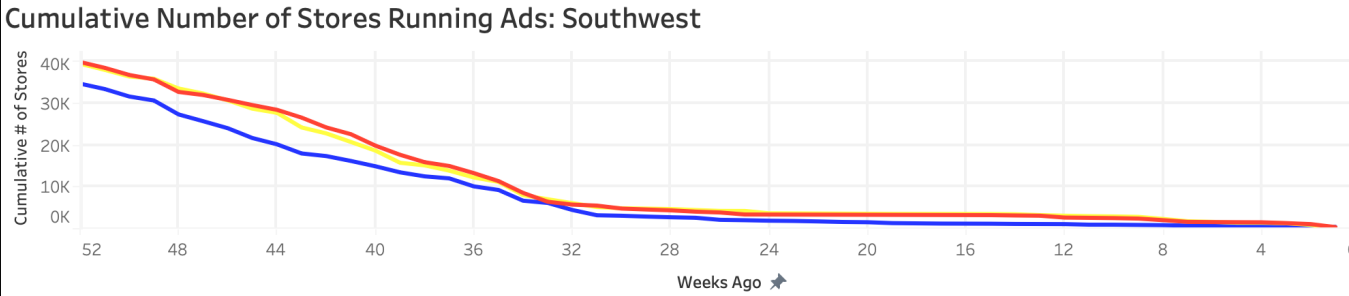


# Southwest

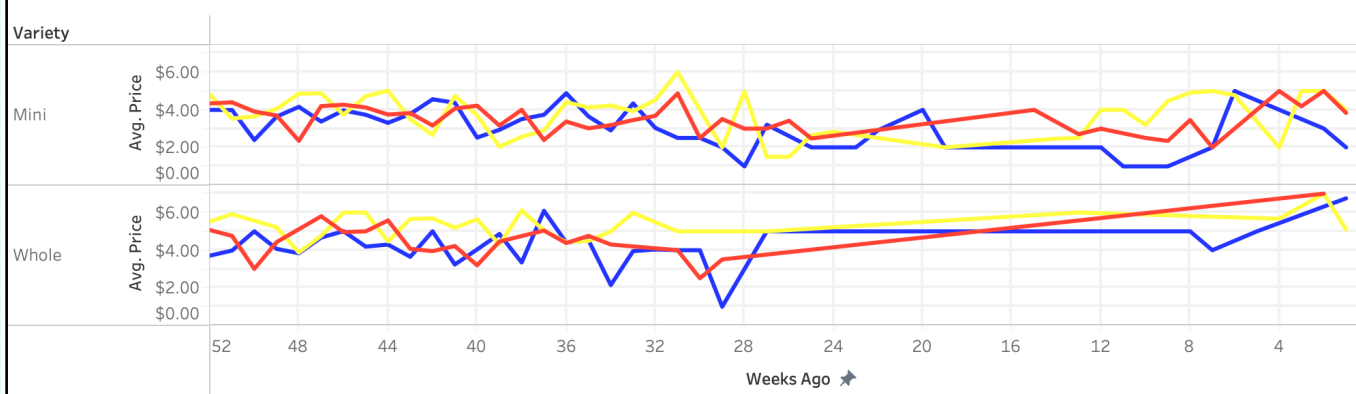
Weekly Number of Stores Running Ads: Southwest



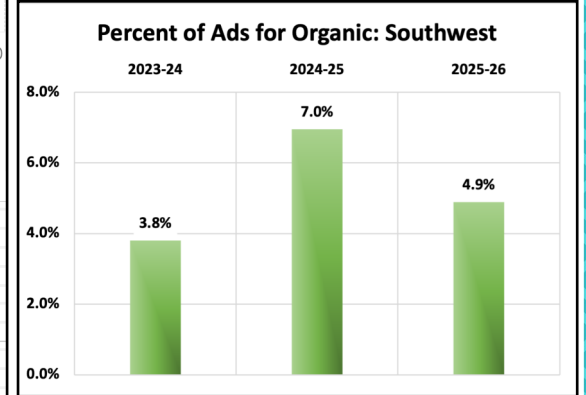
Cumulative Number of Stores Running Ads: Southwest



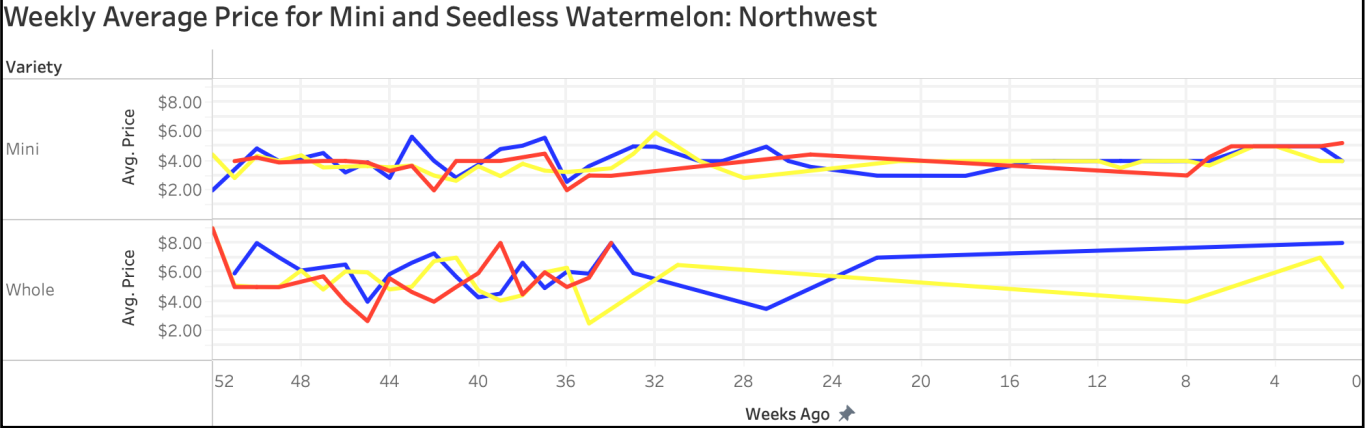
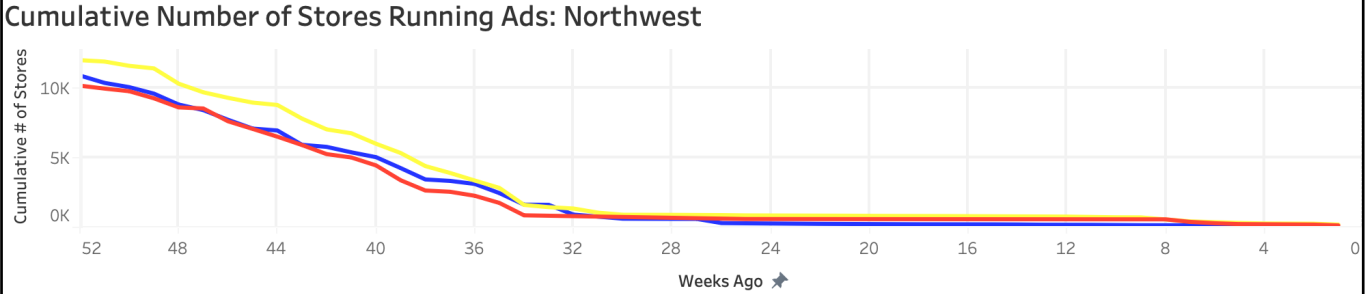
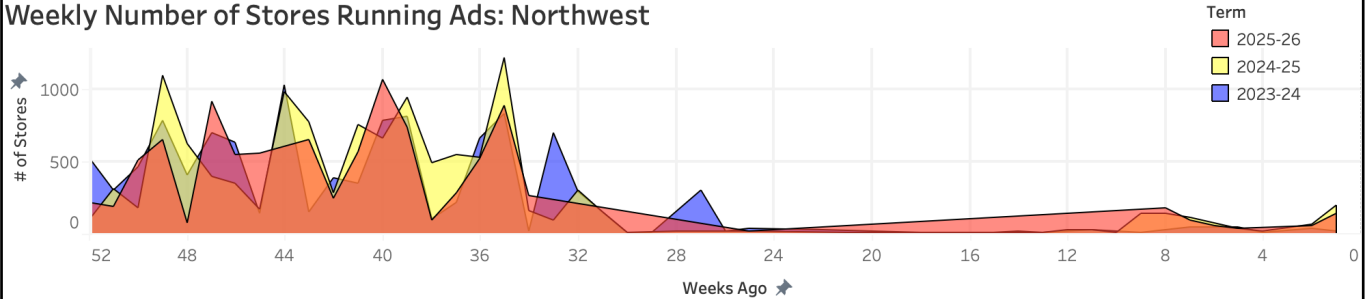
Weekly Average Price for Mini and Seedless Watermelon: Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	34,734	39,498	39,903
Seedless	\$ 4.23	\$ 5.31	\$ 4.47
Mini	\$ 2.99	\$ 3.74	\$ 3.52
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.22	\$ 5.18	\$ 5.70



# Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	10,926	12,029	10,197
Seedless	\$ 6.09	\$ 5.51	\$ 5.47
Mini	\$ 4.05	\$ 3.85	\$ 3.88
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.37	\$ 5.33

