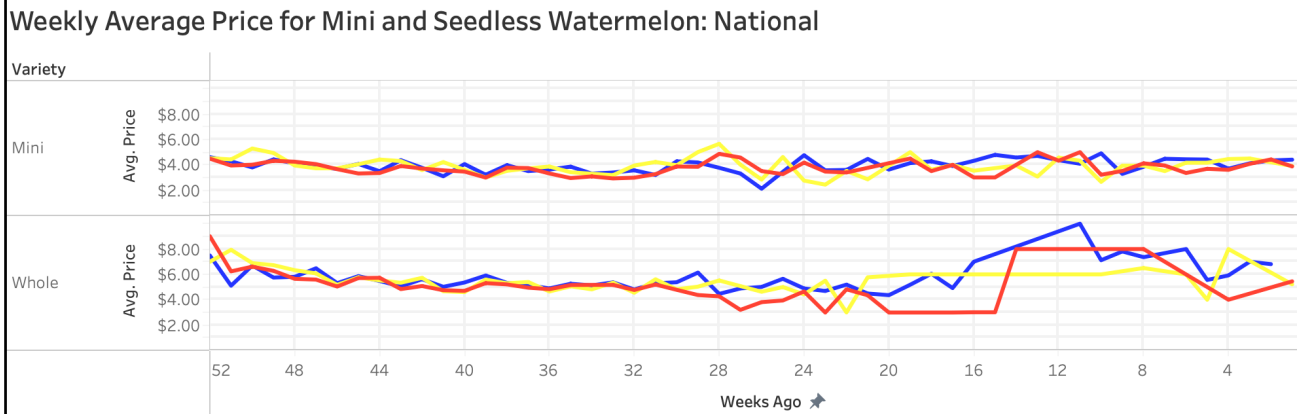
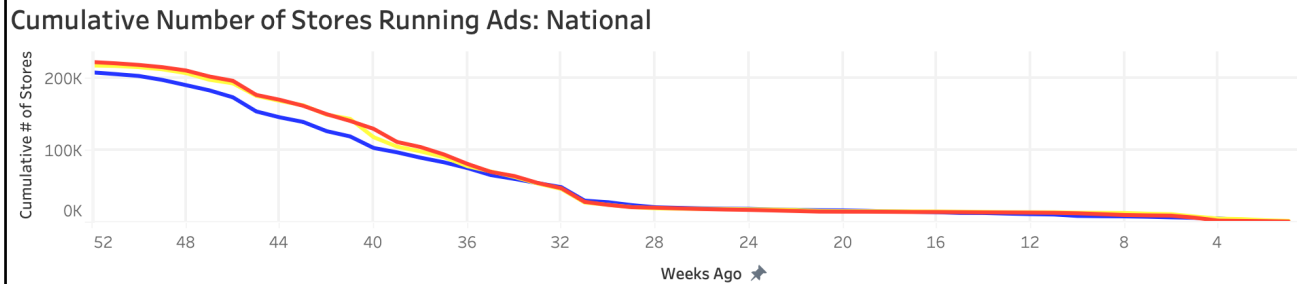
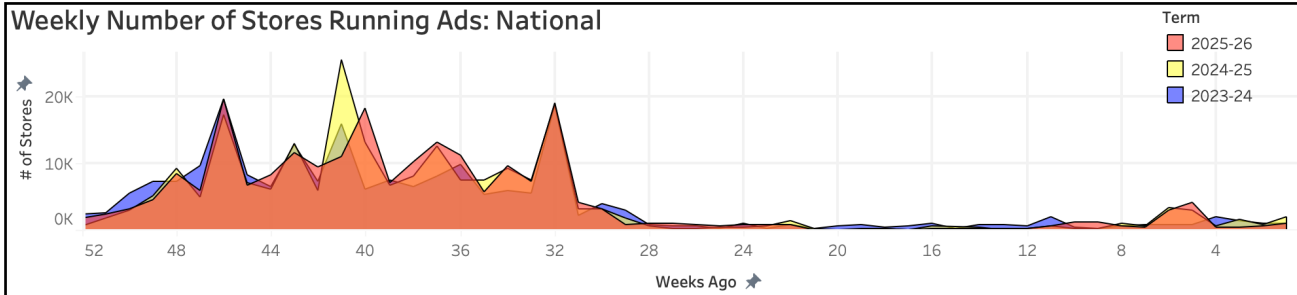


Retail Ad Report

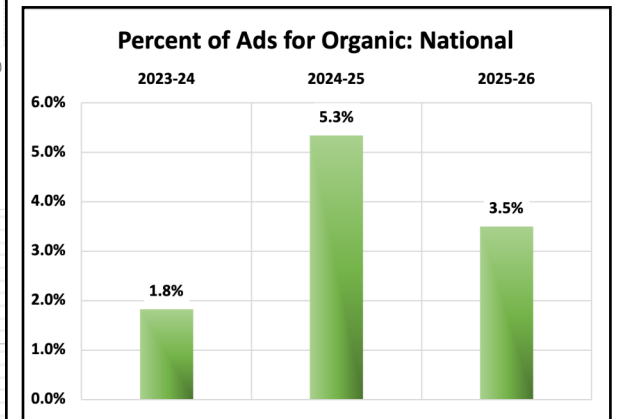
Compiled by the National Watermelon Promotion Board



Data current through April 3, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	208,207	217,715	222,551
Seedless	\$ 5.77	\$ 5.50	\$ 4.89
Mini	\$ 3.94	\$ 3.92	\$ 3.75
Organic Seedless	\$ 8.10	\$ 9.10	\$ 6.67
Organic Mini	\$ 5.26	\$ 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

Summary of Past Five Weeks

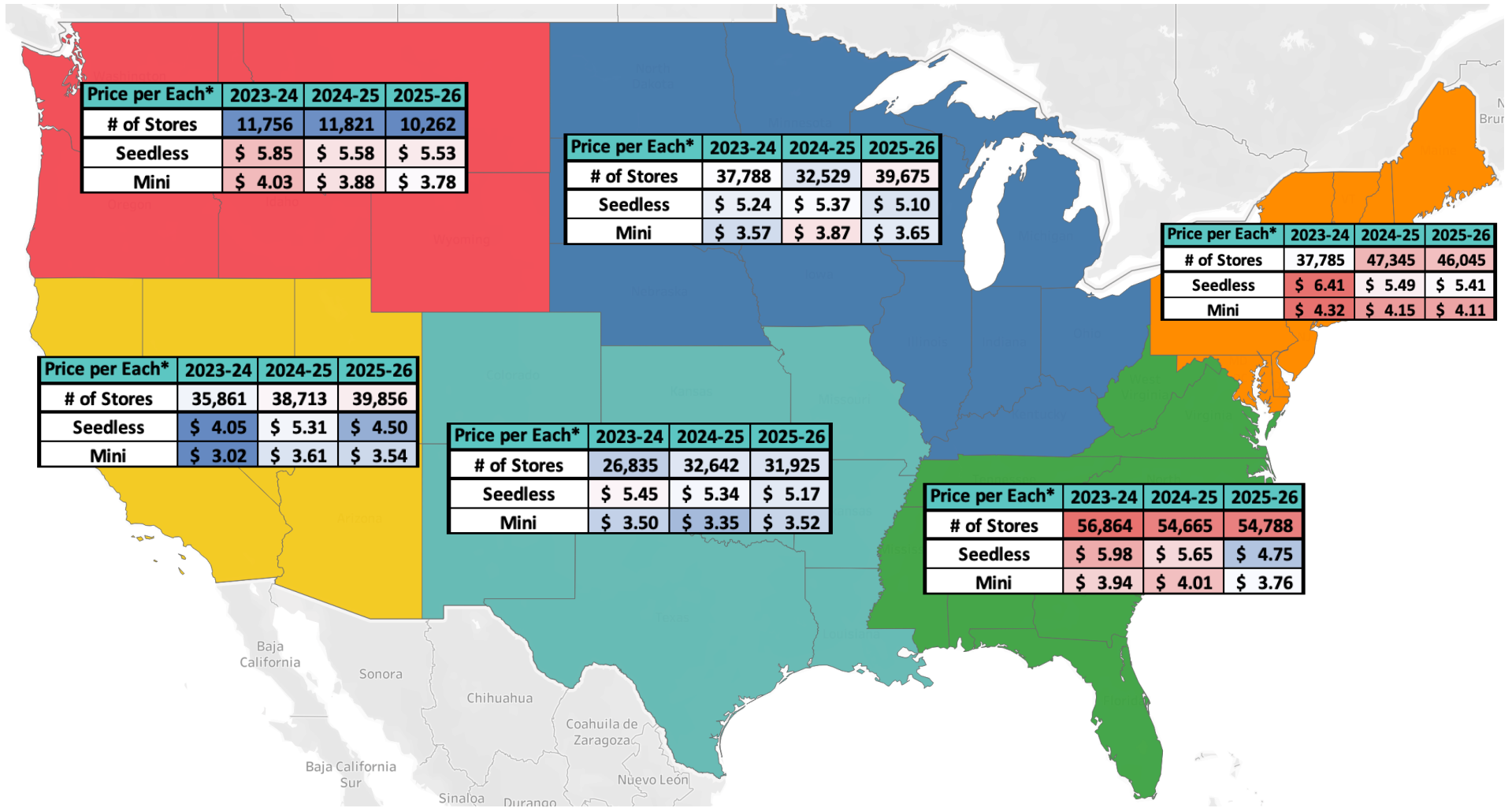
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	736	\$ 6.99	\$ 4.30	1846	NA	\$4.00	94	NA	\$4.66	723	\$ 6.99	\$3.89	1638	\$ 7.28	\$4.22	221	\$ 4.49	\$3.50	5258	\$ 6.57	\$4.14
2024-25	618	\$ 5.22	\$ 3.91	1927	\$ 4.99	\$4.53	168	NA	\$4.55	287	\$ 7.99	\$3.64	1573	NA	\$4.02	492	\$ 5.66	\$3.92	5065	\$ 6.60	\$4.26
2025-26	444	NA	\$ 4.05	521	NA	\$3.75	194	NA	\$4.74	320	\$ 5.44	\$3.99	496	\$ 3.99	\$3.87	291	NA	\$3.50	2266	\$ 4.72	\$3.99

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



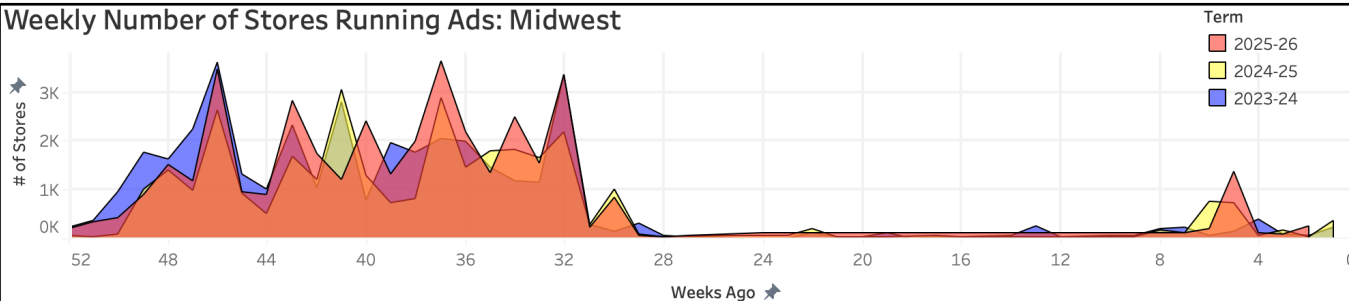
Regional Map



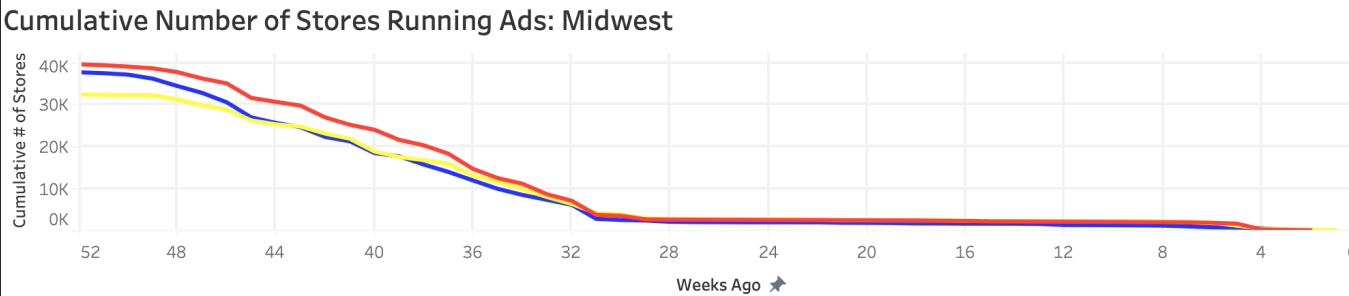
* Although included in # of Stores, organic prices omitted from average.

Midwest

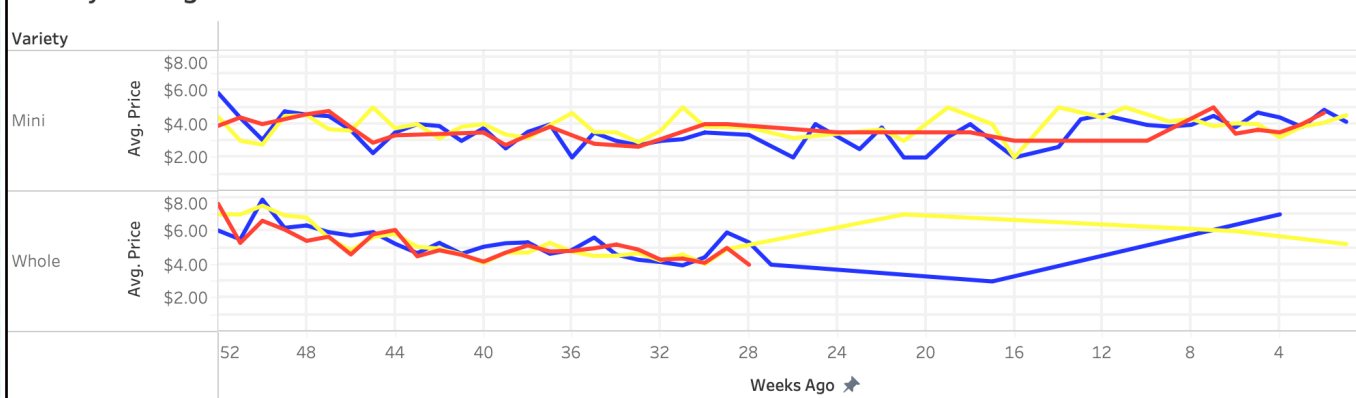
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

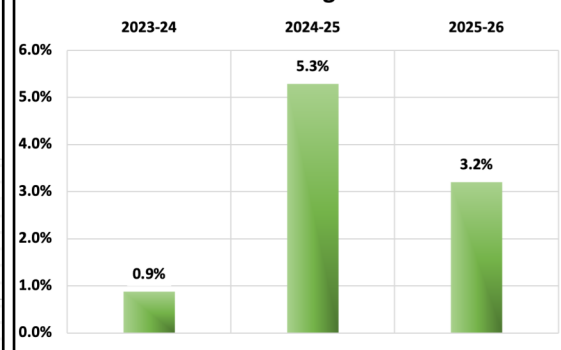


Weekly Average Price for Mini and Seedless Watermelon: Midwest



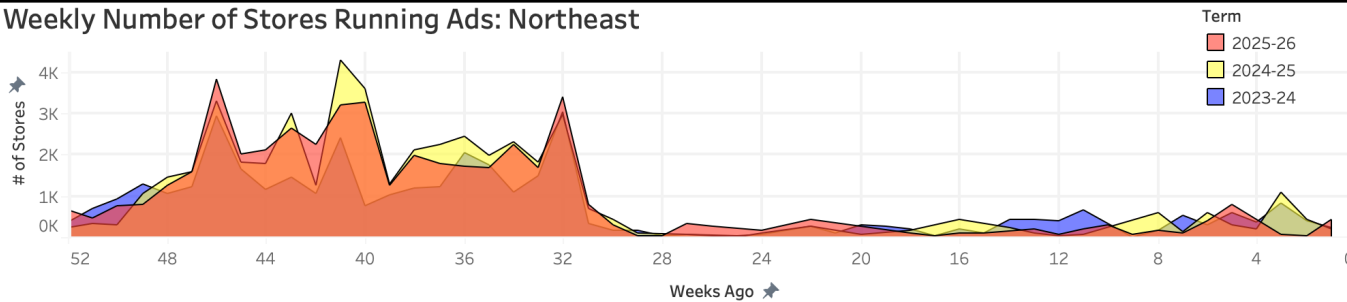
Price per Each	2023-24	2024-25	2025-26
# of Stores	37,788	32,529	39,675
Seedless	\$ 5.24	\$ 5.37	\$ 5.10
Mini	\$ 3.57	\$ 3.87	\$ 3.65
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.78	\$ 4.96	\$ 5.03

Percent of Ads for Organic: Midwest

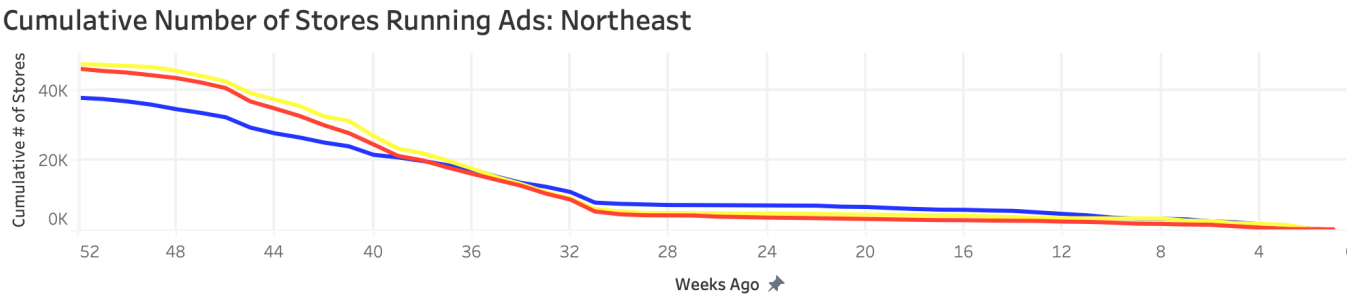


Northeast

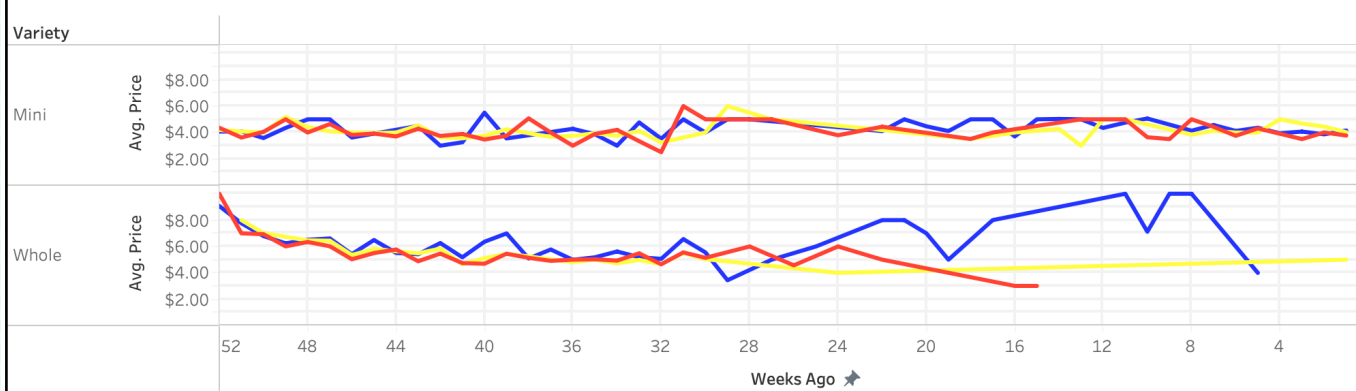
Weekly Number of Stores Running Ads: Northeast



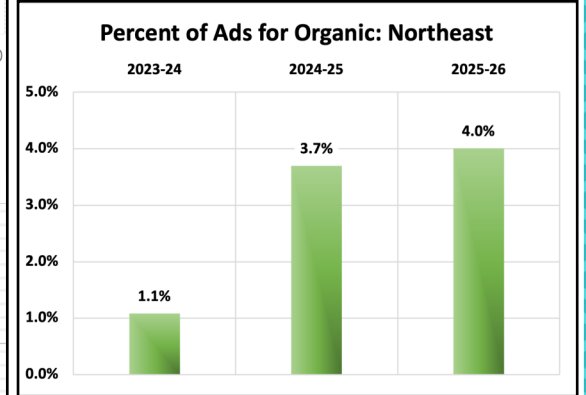
Cumulative Number of Stores Running Ads: Northeast



Weekly Average Price for Mini and Seedless Watermelon: Northeast

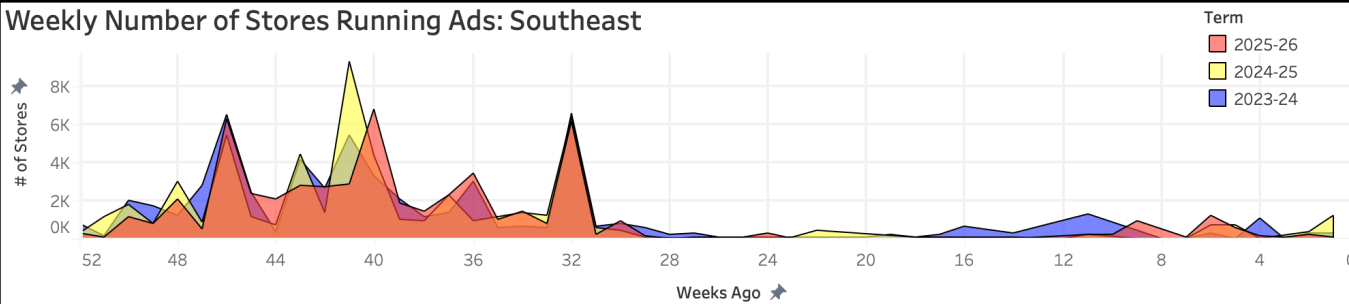


Price per Each	2023-24	2024-25	2025-26
# of Stores	37,785	47,345	46,045
Seedless	\$ 6.41	\$ 5.49	\$ 5.41
Mini	\$ 4.32	\$ 4.15	\$ 4.11
Organic Seedless	\$ 8.70	\$ 9.56	\$ 5.99
Organic Mini	\$ 5.56	\$ 5.30	\$ 5.50

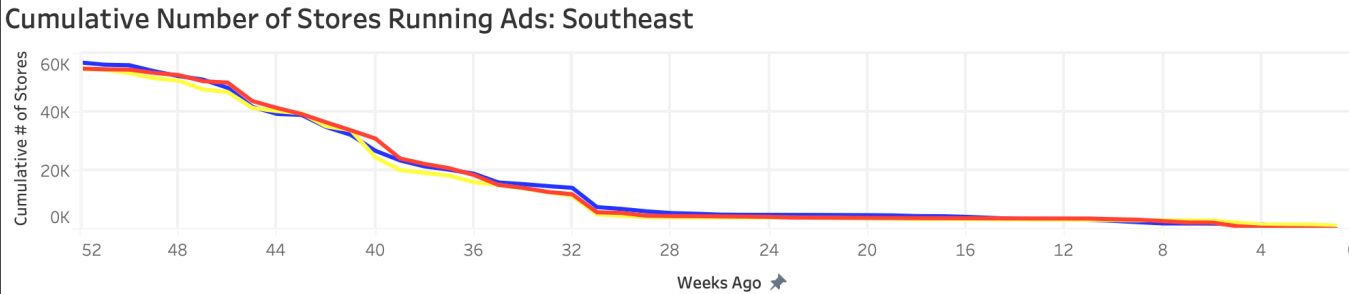


Southeast

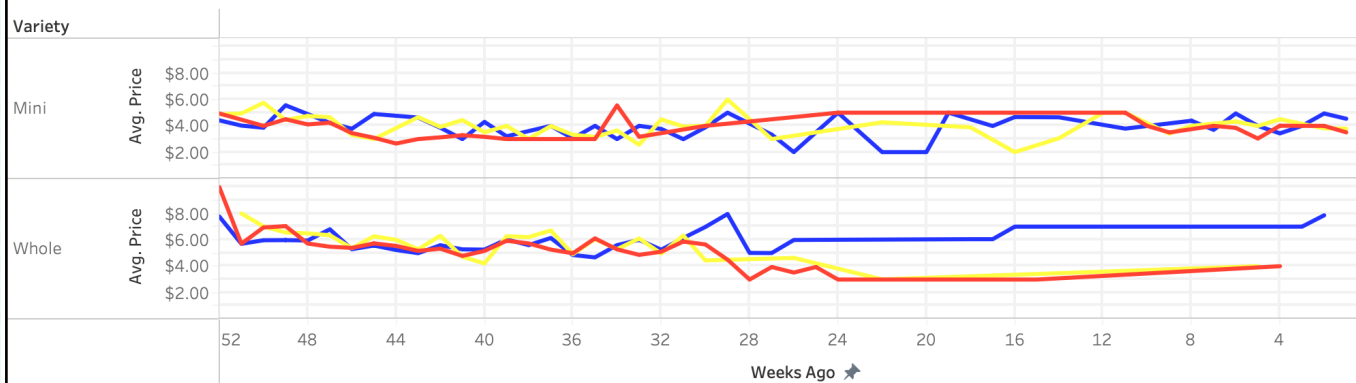
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

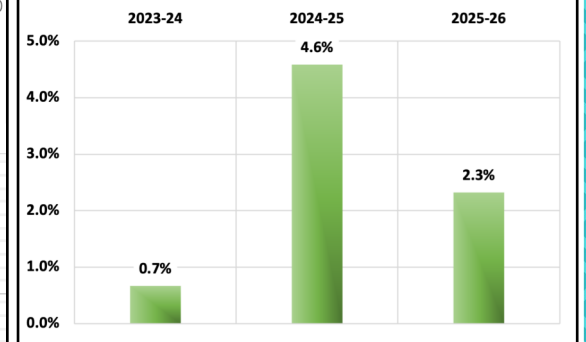


Weekly Average Price for Mini and Seedless Watermelon: Southeast



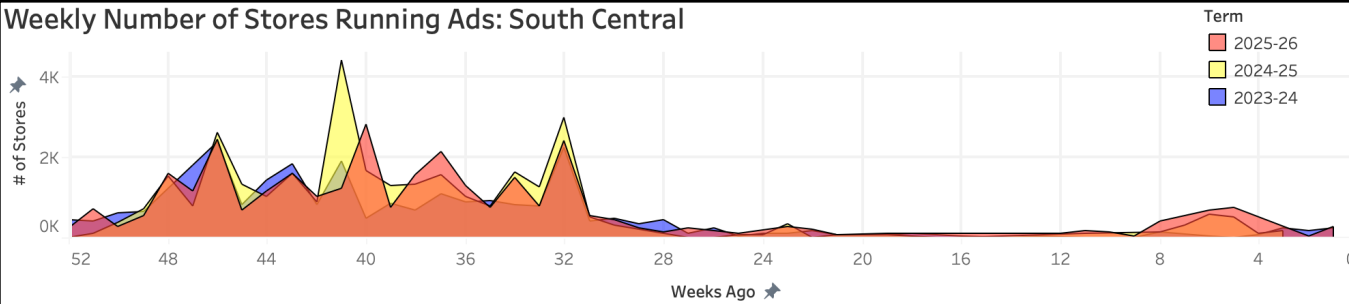
Price per Each	2023-24	2024-25	2025-26
# of Stores	56,864	54,665	54,788
Seedless	\$ 5.98	\$ 5.65	\$ 4.75
Mini	\$ 3.94	\$ 4.01	\$ 3.76
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.58	\$ 4.91	\$ 5.23

Percent of Ads for Organic: Southeast

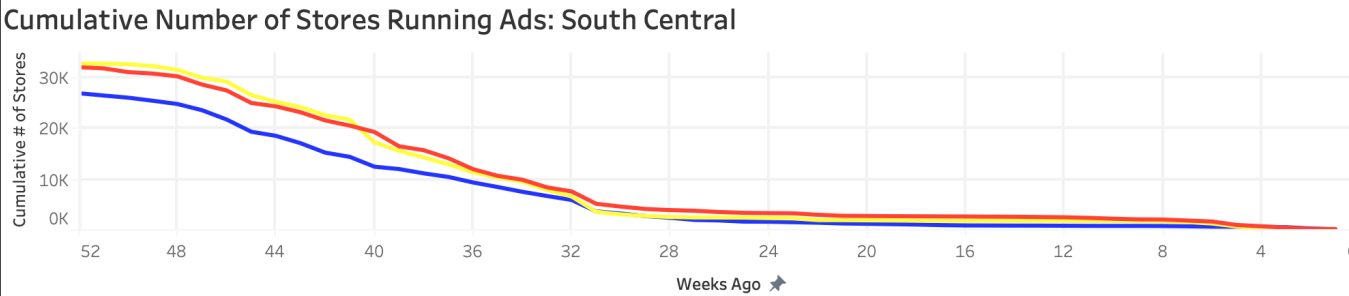


South Central

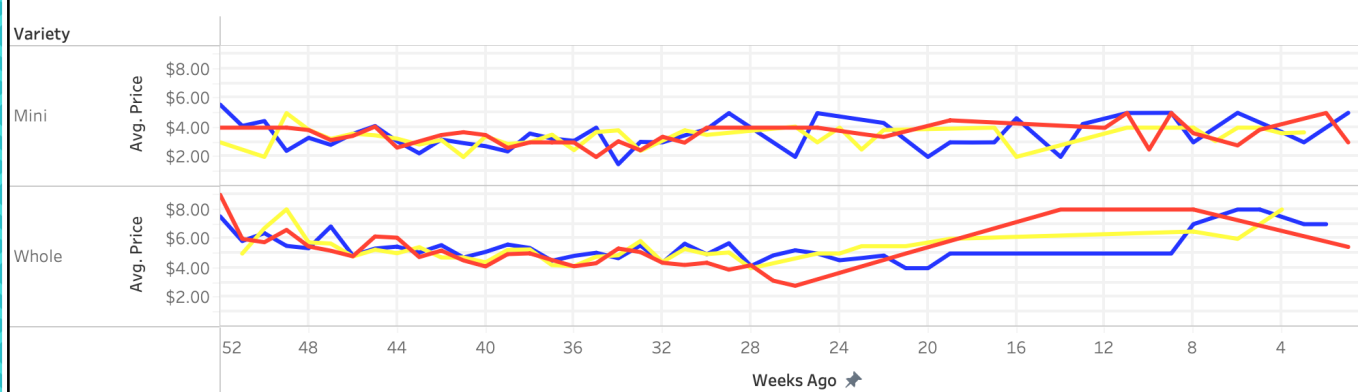
Weekly Number of Stores Running Ads: South Central



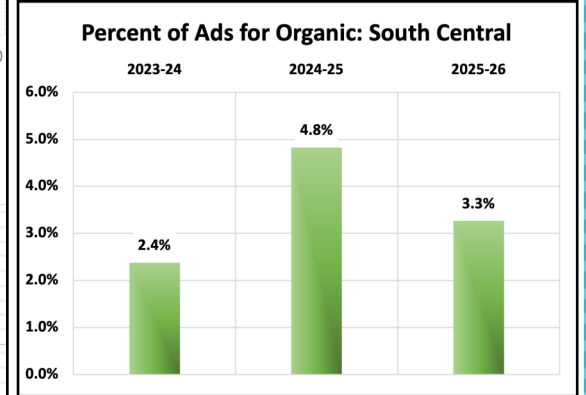
Cumulative Number of Stores Running Ads: South Central



Weekly Average Price for Mini and Seedless Watermelon: South Central

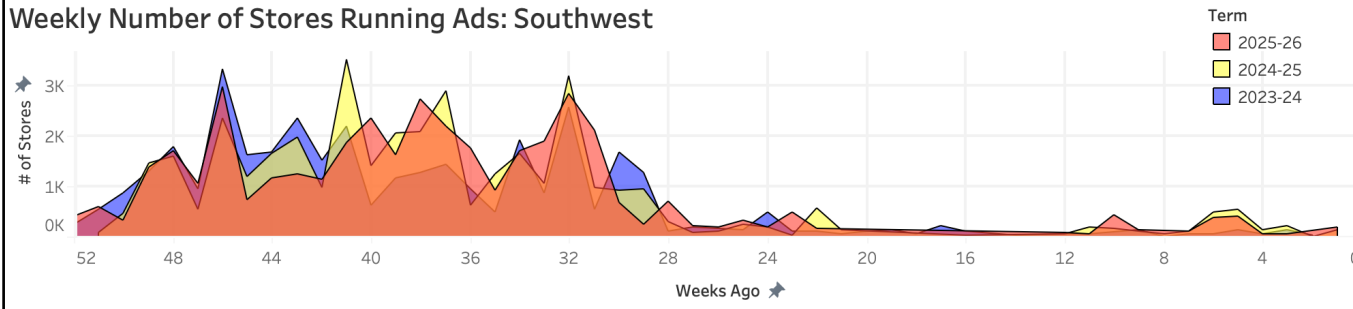


Price per Each	2023-24	2024-25	2025-26
# of Stores	26,835	32,642	31,925
Seedless	\$ 5.45	\$ 5.34	\$ 5.17
Mini	\$ 3.50	\$ 3.35	\$ 3.52
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.23	\$ 5.09	\$ 5.47

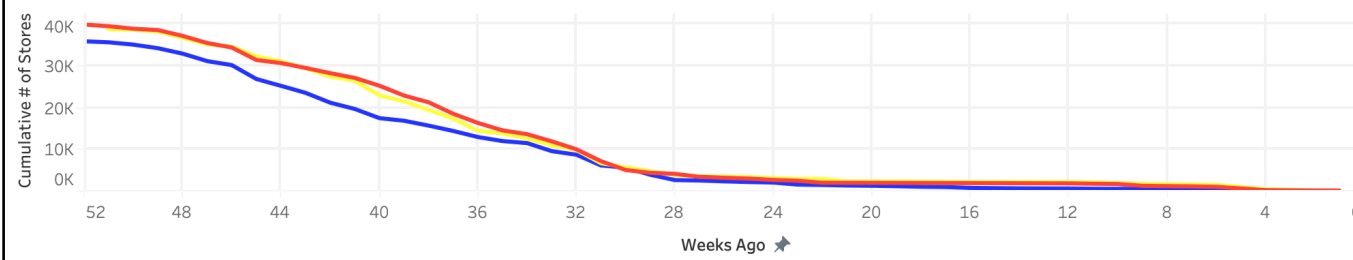


Southwest

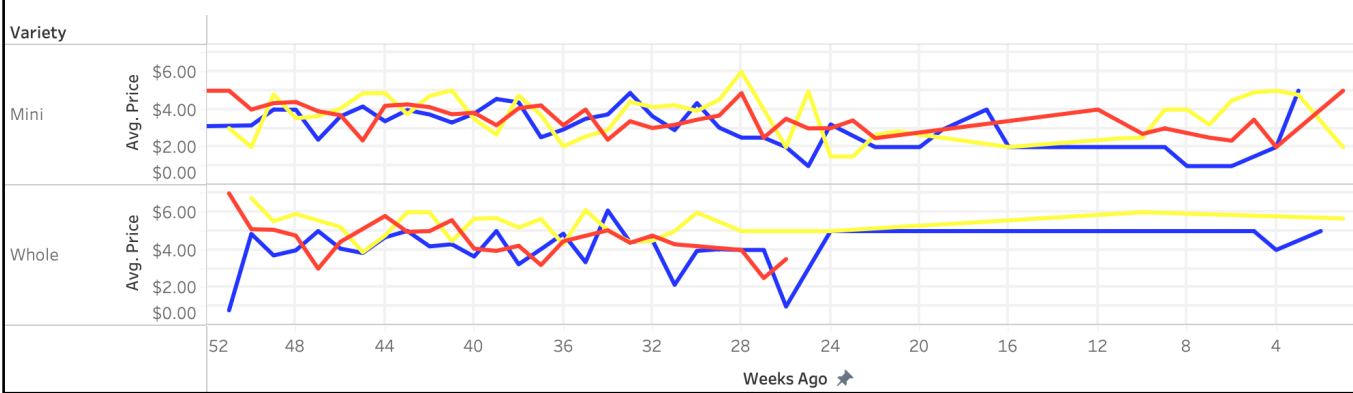
Weekly Number of Stores Running Ads: Southwest



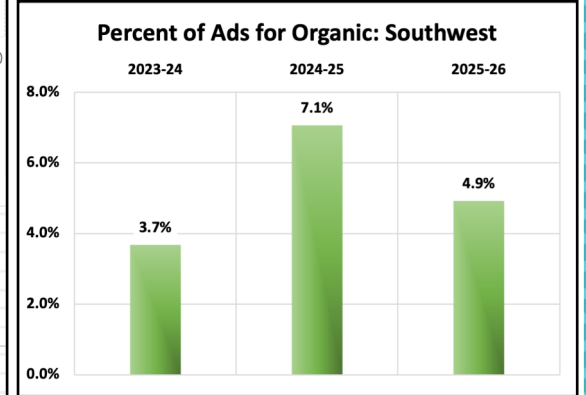
Cumulative Number of Stores Running Ads: Southwest



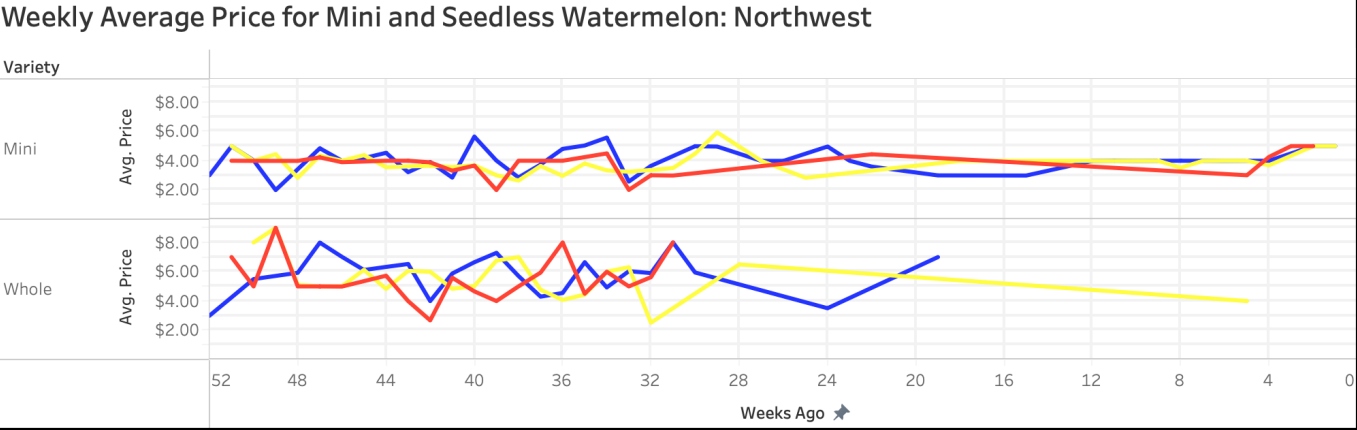
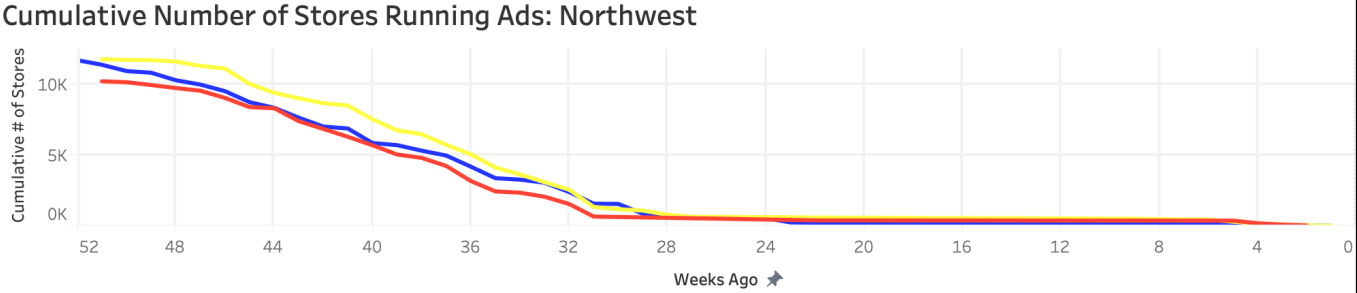
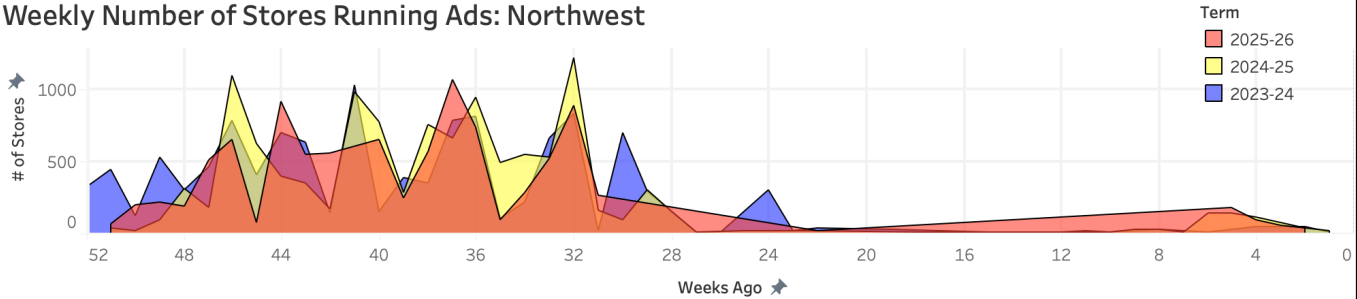
Weekly Average Price for Mini and Seedless Watermelon: Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	35,861	38,713	39,856
Seedless	\$ 4.05	\$ 5.31	\$ 4.50
Mini	\$ 3.02	\$ 3.61	\$ 3.54
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	11,756	11,821	10,262
Seedless	\$ 5.85	\$ 5.58	\$ 5.53
Mini	\$ 4.03	\$ 3.88	\$ 3.78
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.52	\$ 5.37	\$ 5.33

