

# Watermelon Market Report

Compiled by the National Watermelon Promotion Board

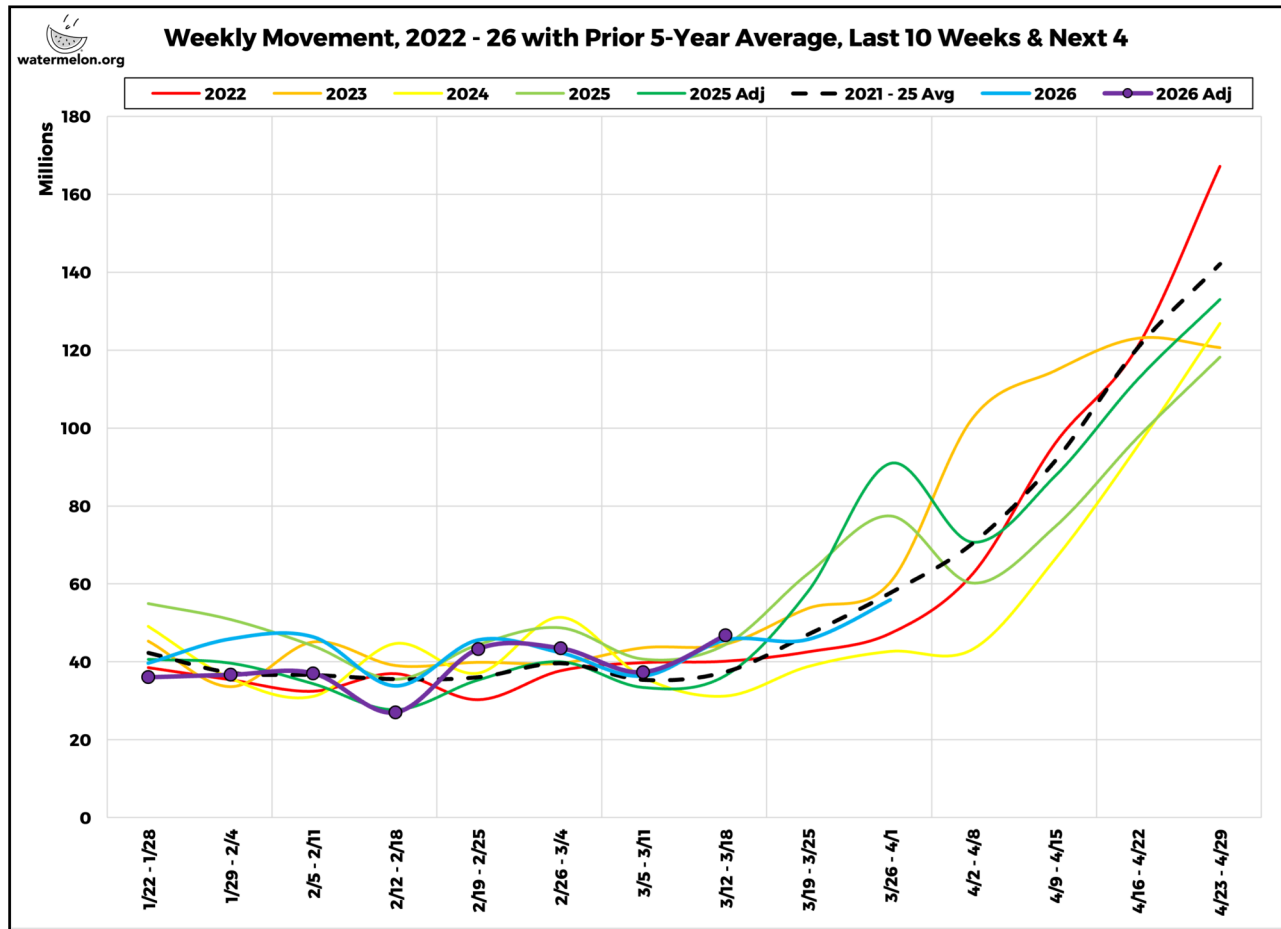


## Market

AMS Data through 4/1/26, Adjustments through 3/22/26

- Unadjusted data shows volume hugging average past two weeks
- Weekly seedless FOB dipped slightly from last week's peak, remains above \$0.50

AMS & Adjusted Data



## Movement

- Adjustments in quad-3 were slight as retail capture was similar to past years
- Recent adjusted weeks peg volume at above average and in a normal range

Adjusted Data

Movement	2026	2025	2026 v 25	2021—25 Avg	2026 v Avg
Last 7 Days	39,656,794	52,350,456	-24.2%	43,730,155	-9.3%
Last 30 Days	169,763,324	168,155,173	+1.0%	168,916,210	+0.5%
Year to Date	438,833,973	398,948,661	+10.0%	420,072,338	+4.5%

Source: [AMS Market News Portal](#), [Adjusted Methodology](#)

To download NWPB's detailed Excel files visit:

<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

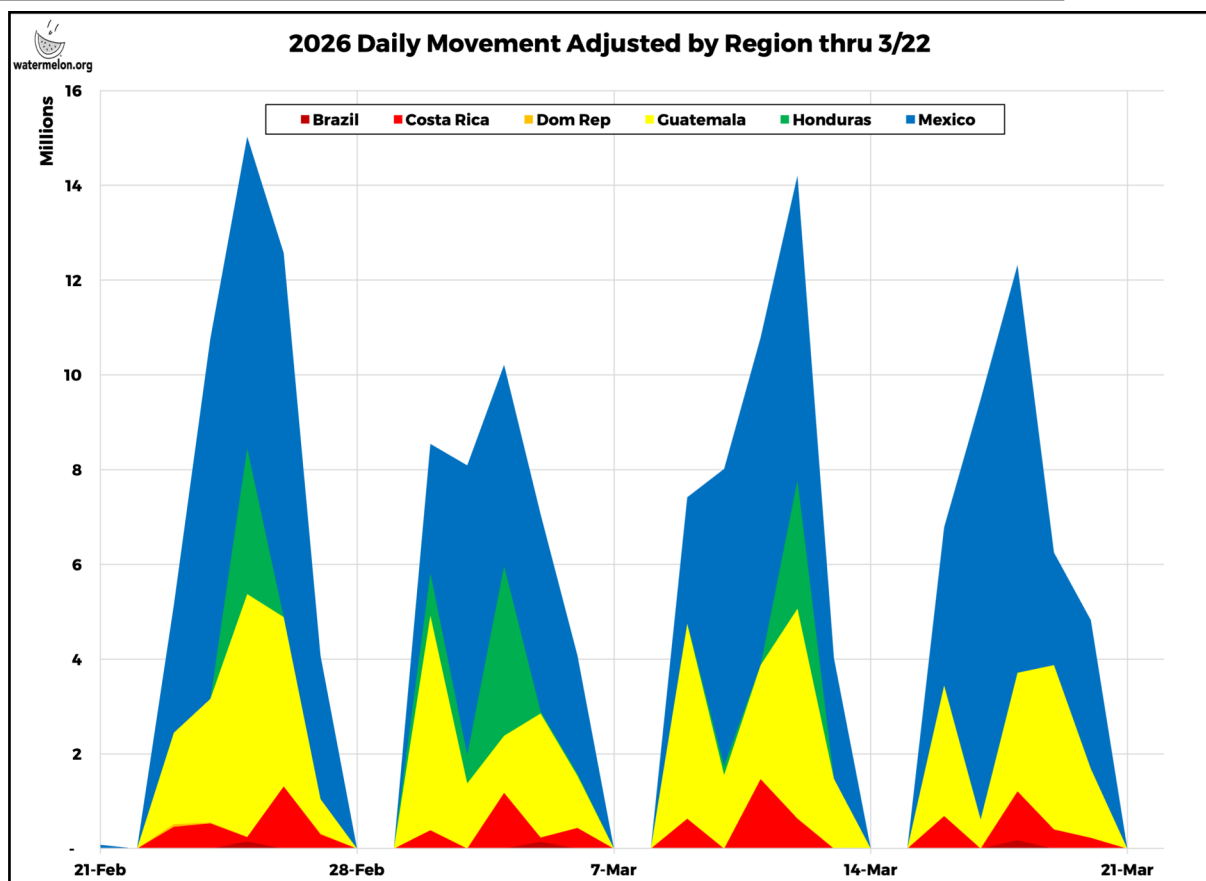
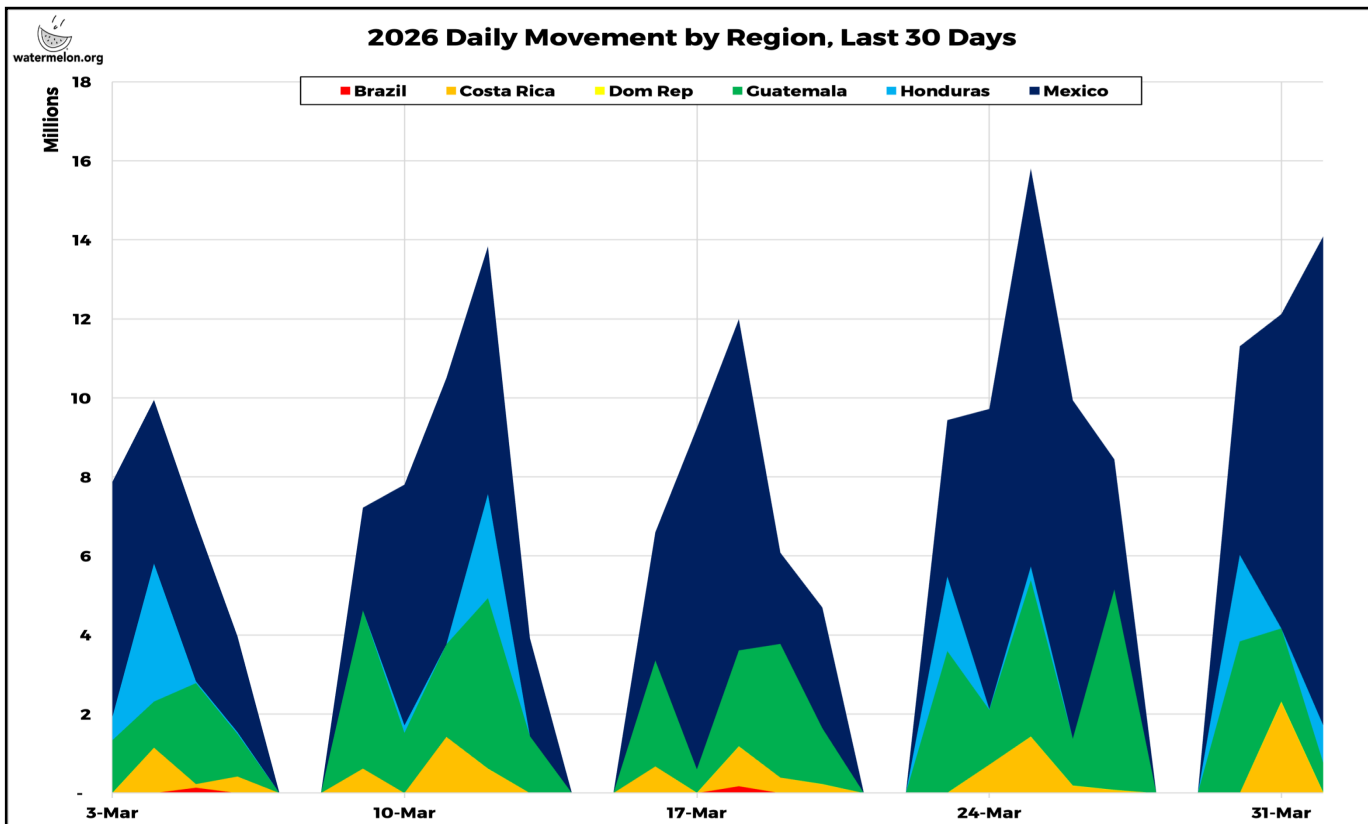
For questions or expanded information reach out to:

Jason Hanselman • Phone: (407) 925-5285 • Email: [jasonh116@gmail.com](mailto:jasonh116@gmail.com)



# Source Regions—Past Week vs. Prior

- **Decreasing volume:**
- **Stable volume (+-15%):** Costa Rica, Guatemala
- **Increasing volume:** Dominican Republic, Honduras, Mexico

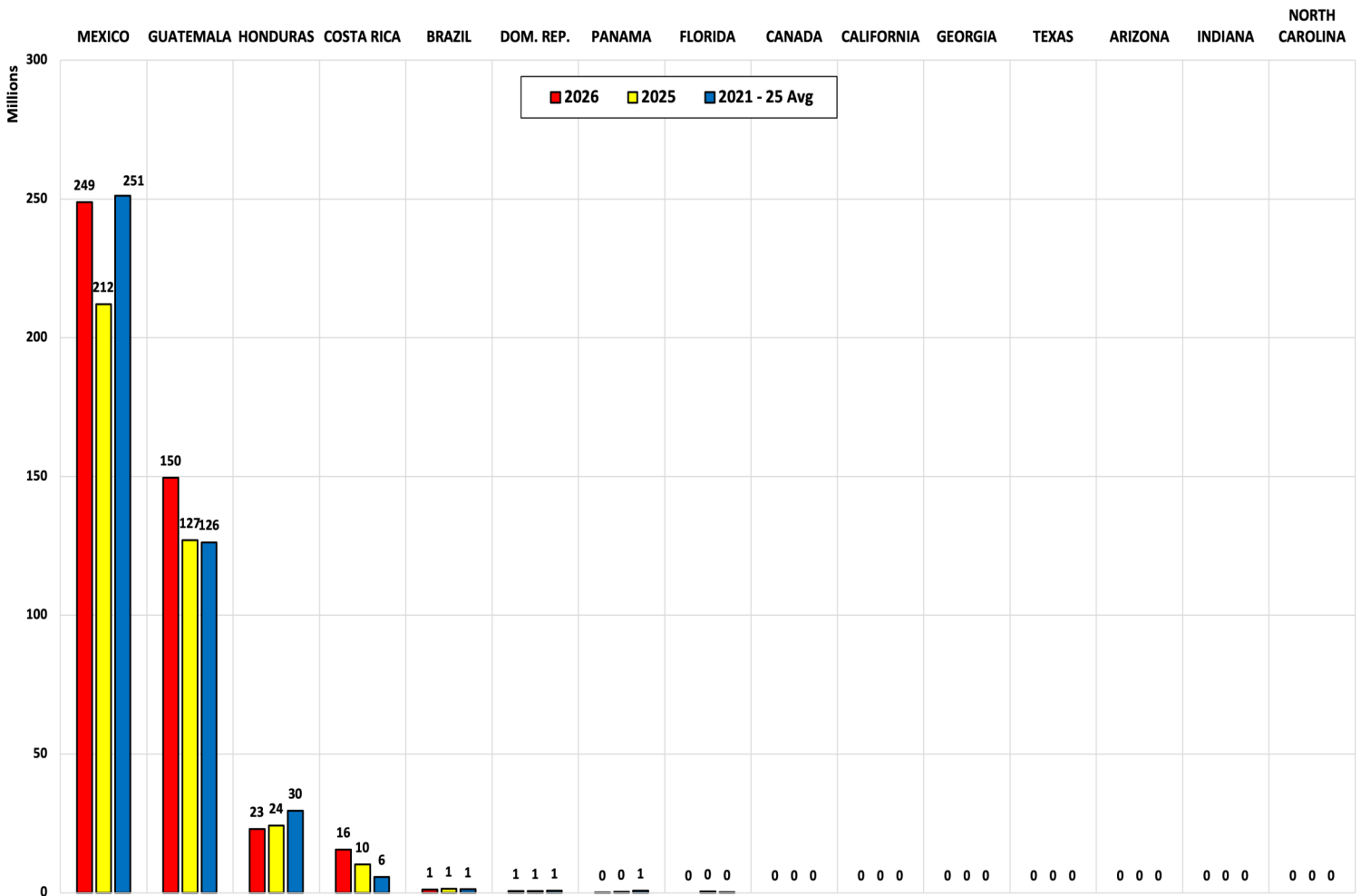


## 2026 Movement:

- Mexico 17% above 2025, 1% below average
- Guatemala 18% above 2024 and average
- Honduras 5% below 2025, 22% below average
- Costa Rica 52% above 2025, well above average
- Brazil 12% below 2025, 1% below average
- Dom. Rep. 10% below 2025, 26% below average
- Panama 71% below 2025, 87% below average

Region	Year to 3/22				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	248,911,595	212,120,379	17%	251,169,160	-1%
GUATEMALA	149,590,053	126,996,316	18%	126,307,406	18%
HONDURAS	22,943,398	24,249,852	-5%	29,514,371	-22%
COSTA RICA	15,526,178	10,237,067	52%	5,725,468	171%
BRAZIL	1,197,452	1,353,578	-12%	1,213,916	-1%
DOM. REP.	573,837	637,848	-10%	775,169	-26%
PANAMA	91,460	312,944	-71%	678,706	-87%
FLORIDA	0	410,670	-100%	162,134	-100%
CANADA	0	0	NA	7	-100%
CALIFORNIA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
TEXAS	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
<b>Total</b>	<b>438,833,973</b>	<b>376,318,654</b>	<b>16.6%</b>	<b>415,546,337</b>	<b>5.6%</b>

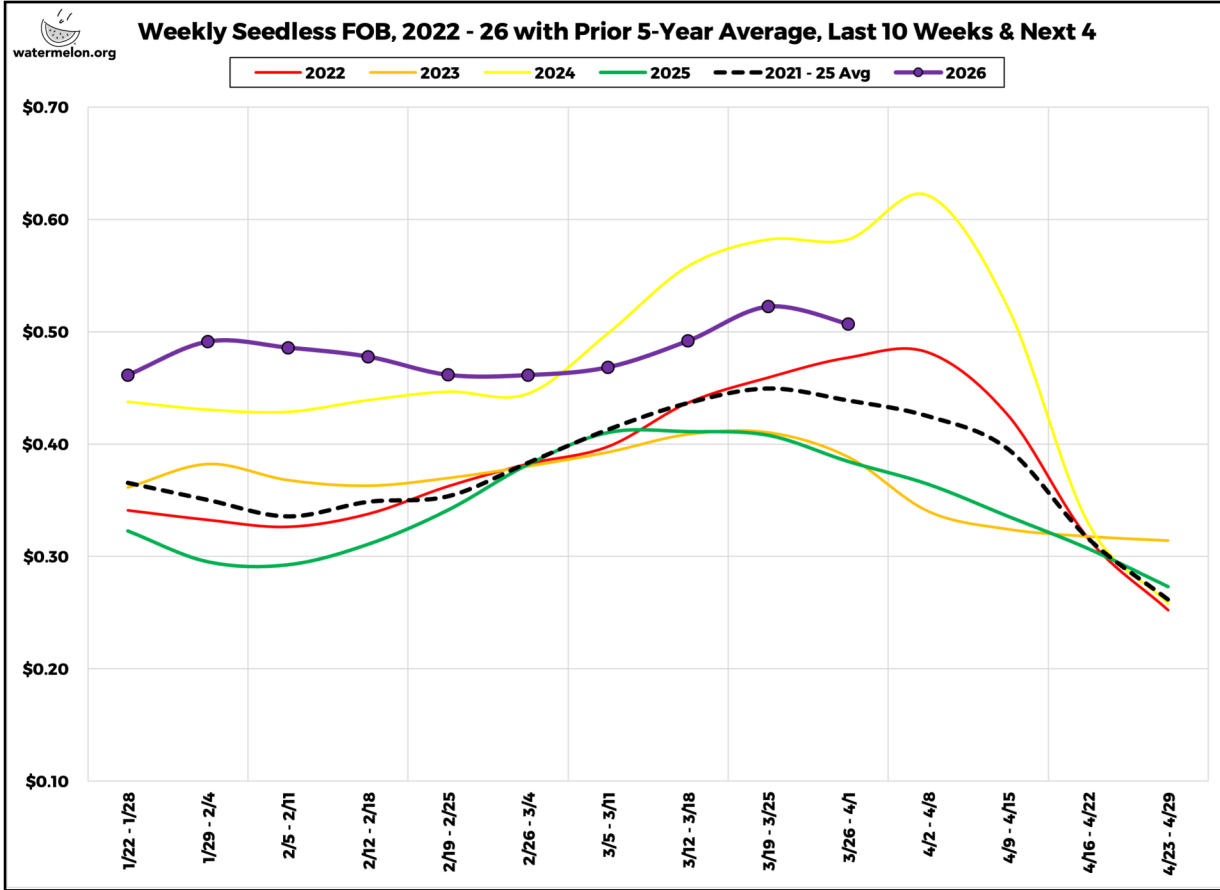
### Year to 3/22 Movement by Region Across Three Timeframes, Top-15



# Seedless FOB Pricing

- Slight slippage in past week, but ~5 cents above average
- Nogales crossings have dipped in most recent days, though Texas crossings haven't changed

Seedless FOB	2026	2025	2021-25
Last 7 Days	\$0.510	\$0.410	\$0.446
Last 30 Days	\$0.475	\$0.395	\$0.409
Year to Date	\$0.446	\$0.371	\$0.381



AMS Data

AMS Data

