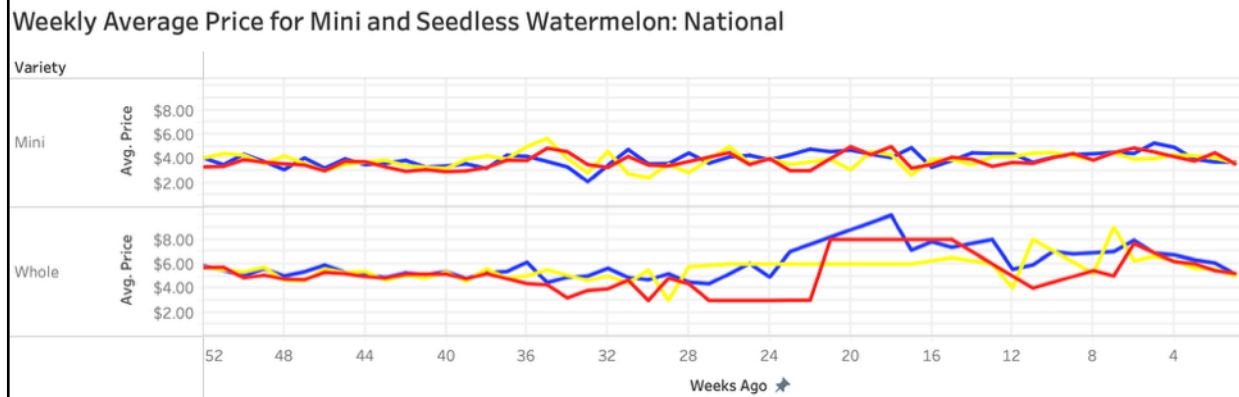
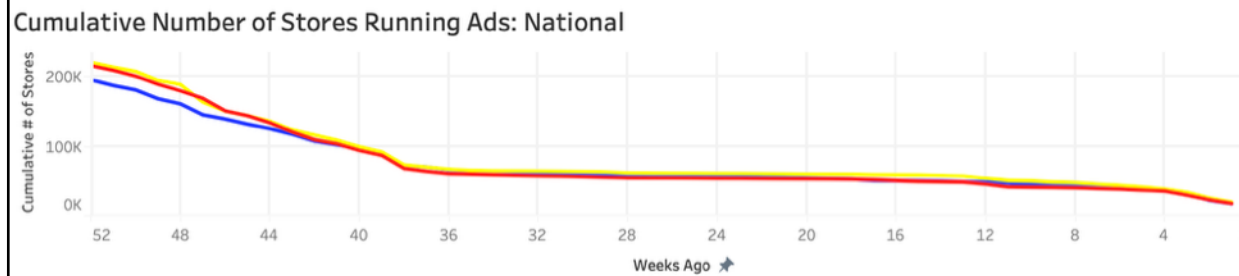
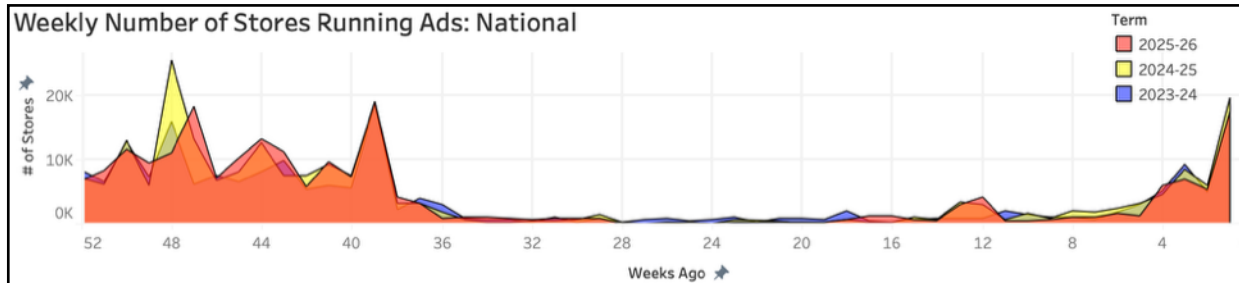


Retail Ad Report

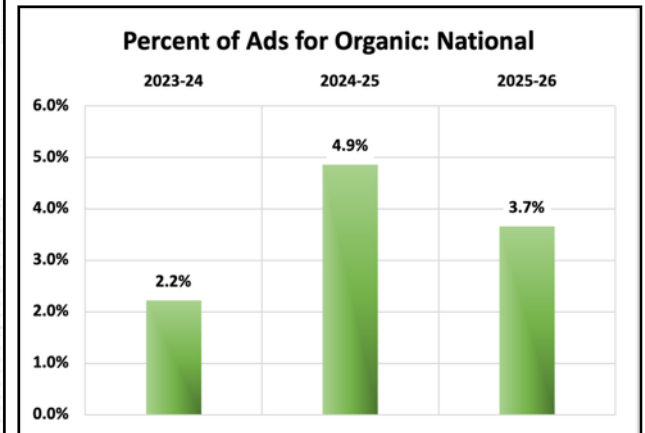
Compiled by the National Watermelon Promotion Board



Data Current through May 22, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	196,046	221,306	216,357
Seedless	\$ 5.85	\$ 5.46	\$ 4.84
Mini	\$ 3.98	\$ 3.88	\$ 3.78
Organic Seedless	\$ 8.54	\$ 9.01	\$ 6.67
Organic Mini	\$ 5.15	\$ 4.87	\$ 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 preceding 52-week periods with page one focusing on national figures. The map on page three 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
2023-24	6003	\$ 6.04	\$ 4.07	7405	\$ 6.24	\$4.41	1689	\$ 6.02	\$3.90	5644	\$ 6.05	\$3.91	10106	\$ 6.18	\$4.28	5935	\$ 5.54	\$4.00	36782	\$ 6.07	\$4.08
2024-25	7025	\$ 5.44	\$ 4.38	7435	\$ 5.84	\$4.35	1564	\$ 5.99	\$4.03	5744	\$ 5.51	\$3.60	9619	\$ 5.90	\$4.07	7160	\$ 4.31	\$4.08	38547	\$ 5.63	\$4.06
2025-26	5505	\$ 6.23	\$ 3.98	5481	\$ 6.23	\$4.02	2212	\$ 7.24	\$4.52	5410	\$ 4.84	\$3.42	9887	\$ 6.15	\$2.99	7287	\$ 5.46	\$4.09	35782	\$ 5.71	\$4.00

Although included in # of Stores, organic prices are 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

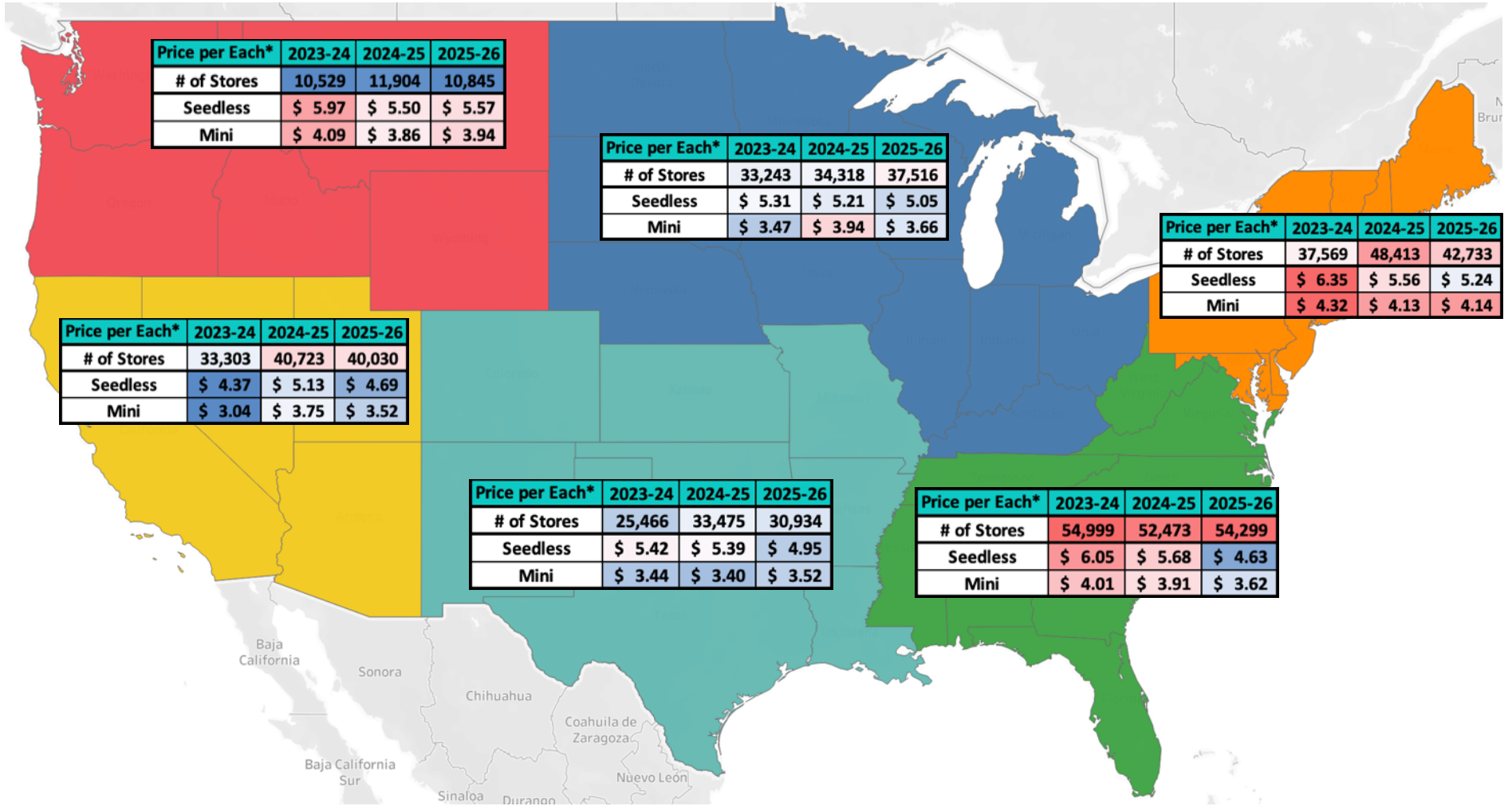


Current Term Prices Noted

Past Three Weeks

Next Three Weeks

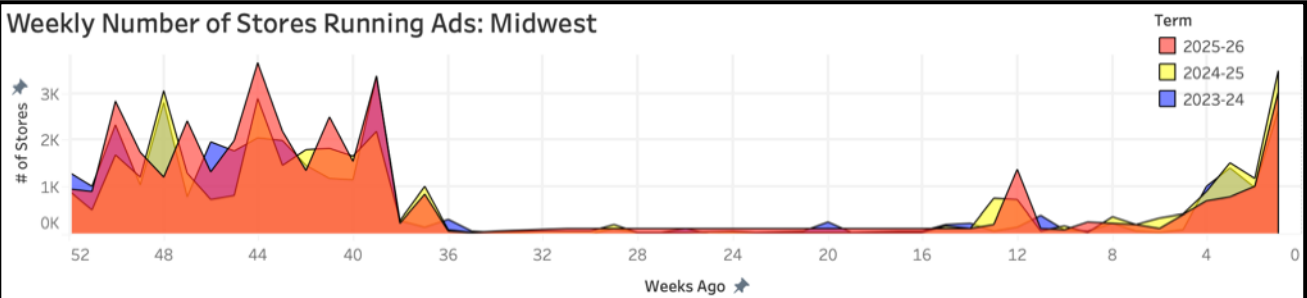
Regional Map



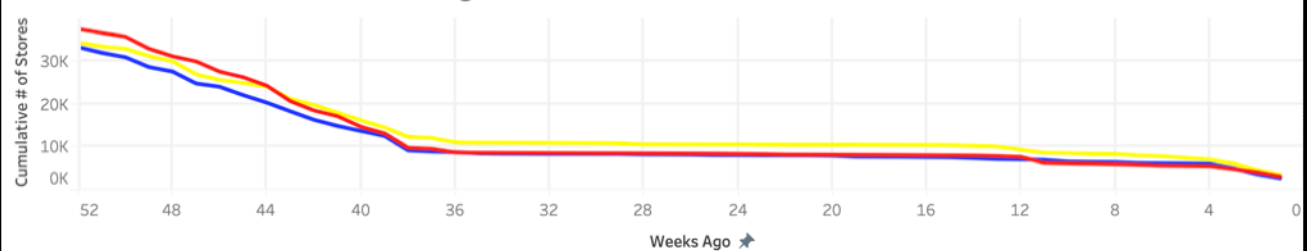
* Although included in # of Stores, organic prices are omitted from average

Midwest

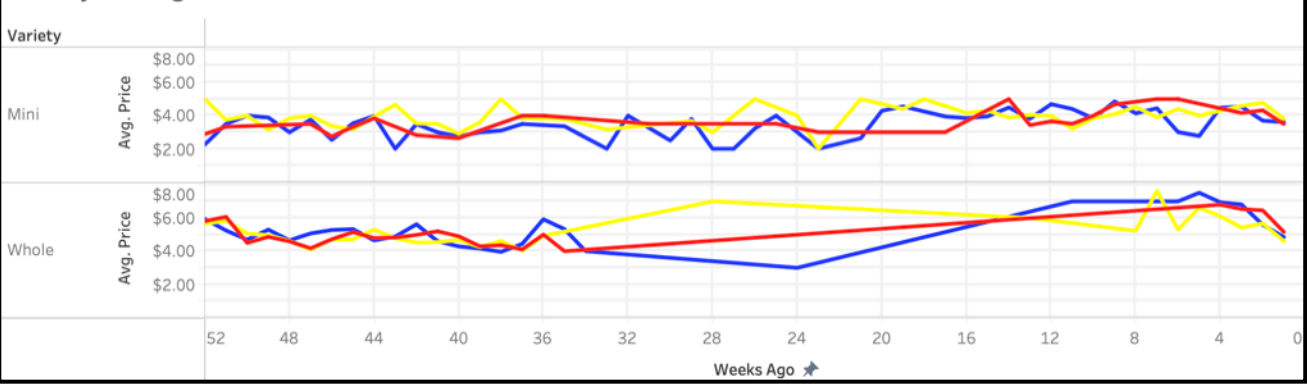
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

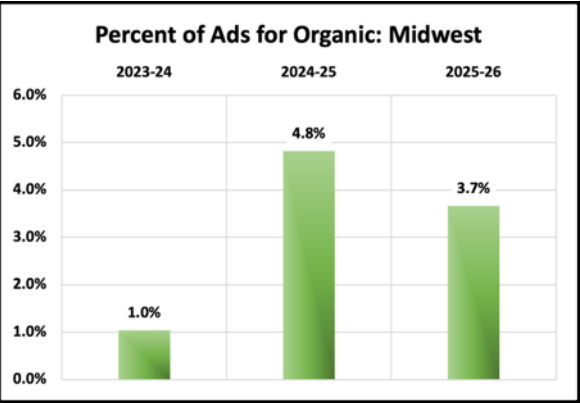


Weekly Average Price for Mini and Seedless Watermelon: Midwest

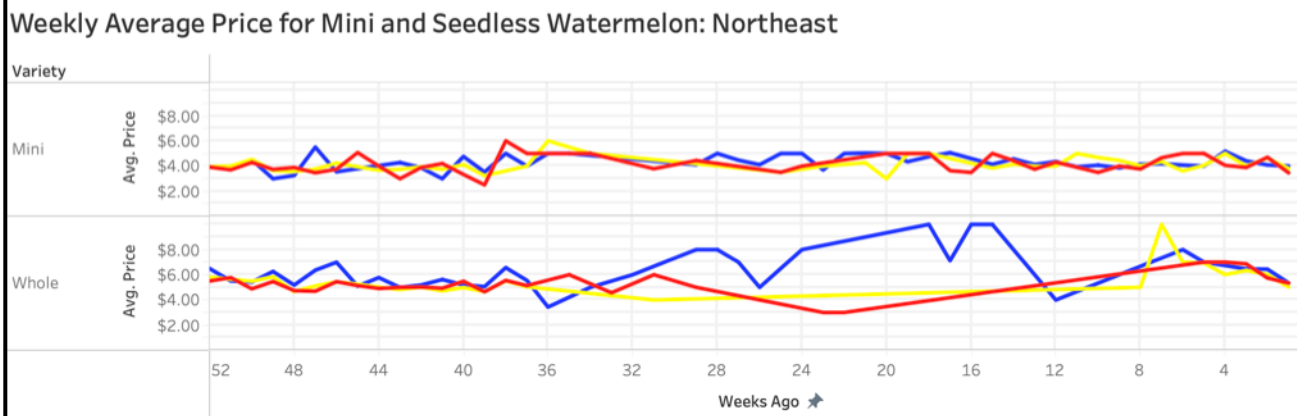
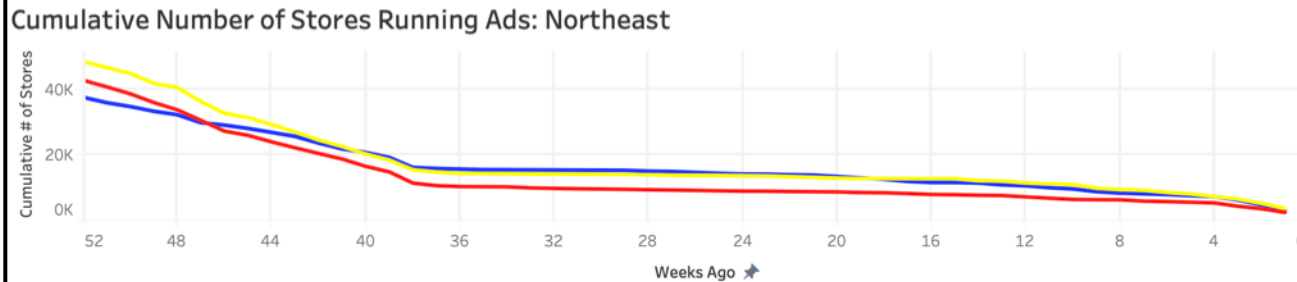
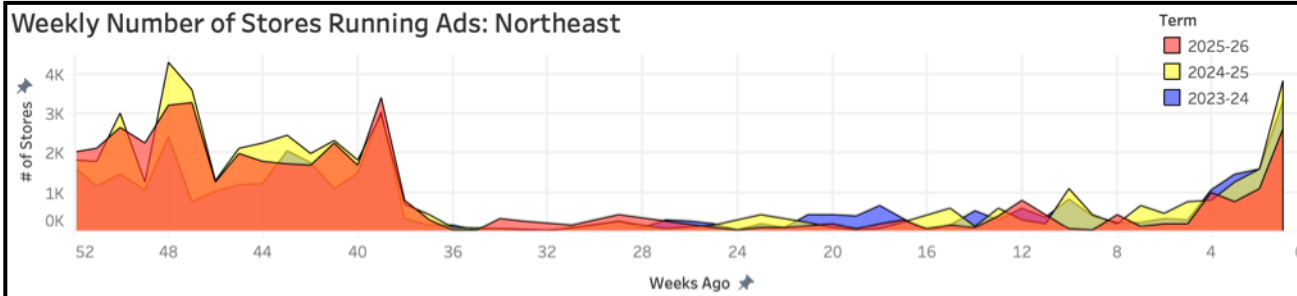


Price per Each	2023-24	2024-25	2025-26
# of Stores	33,243	34,318	37,516
Seedless	\$ 5.31	\$ 5.21	\$ 5.05
Mini	\$ 3.47	\$ 3.94	\$ 3.66
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 4.68	\$ 4.92	\$ 5.02

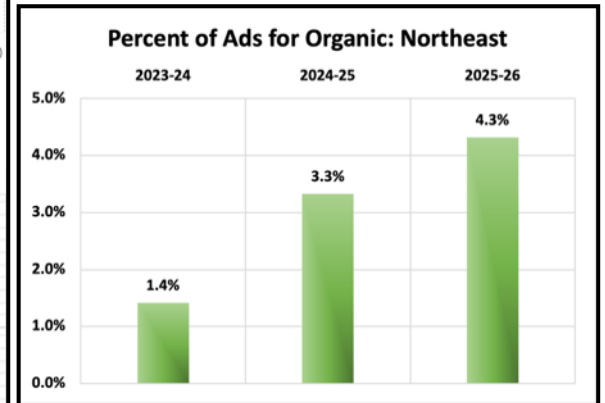
Percent of Ads for Organic: Midwest



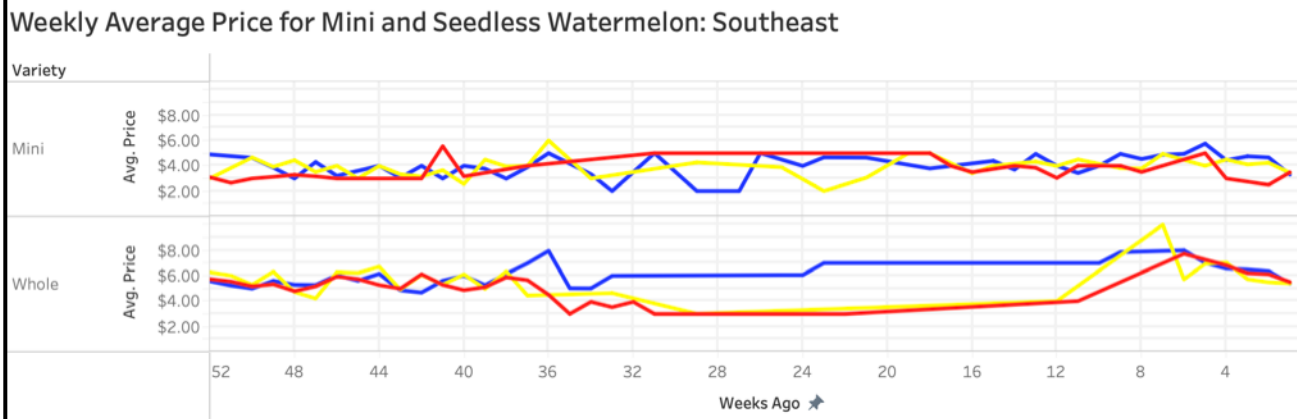
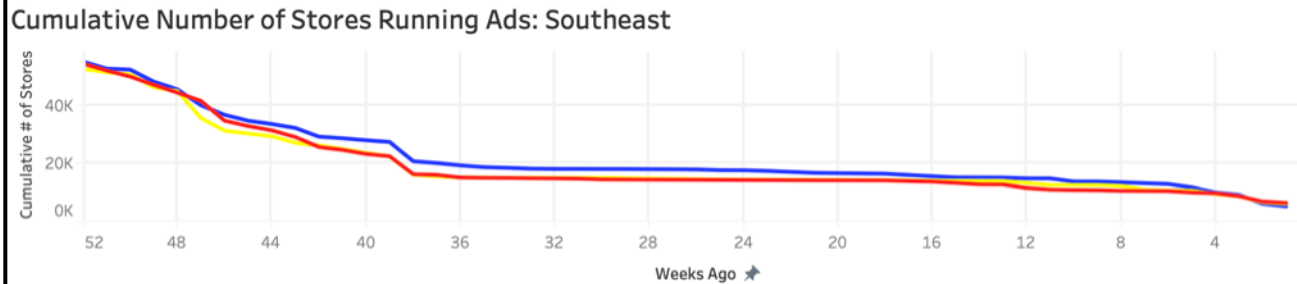
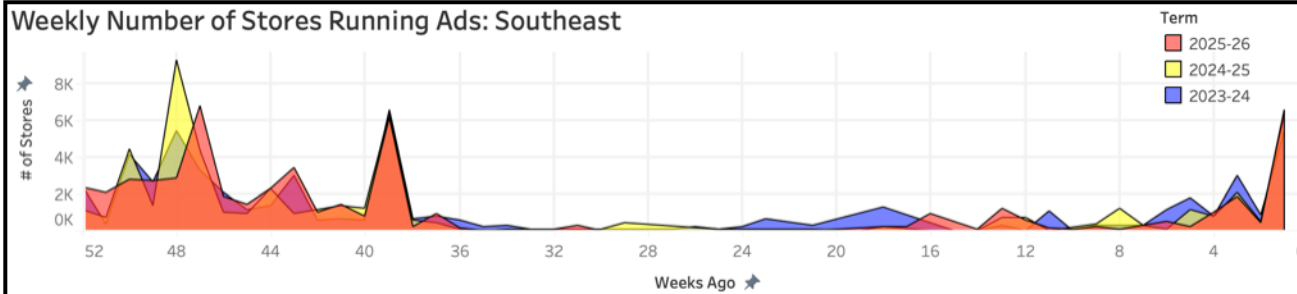
Northeast



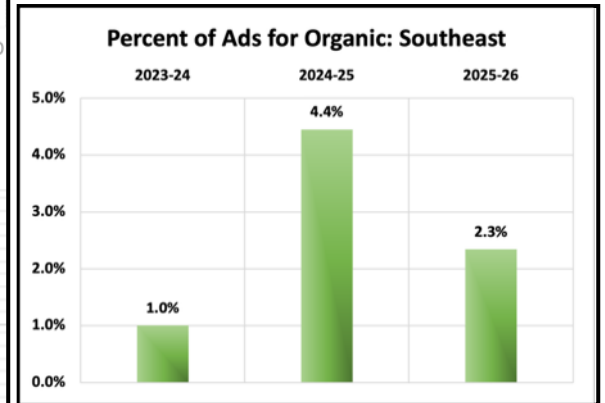
Price per Each	2023-24	2024-25	2025-26
# of Stores	37,569	48,413	42,733
Seedless	\$ 6.35	\$ 5.56	\$ 5.24
Mini	\$ 4.32	\$ 4.13	\$ 4.14
Organic Seedless	\$ 8.87	\$ 9.49	\$ 5.99
Organic Mini	\$ 5.42	\$ 5.29	\$ 5.50



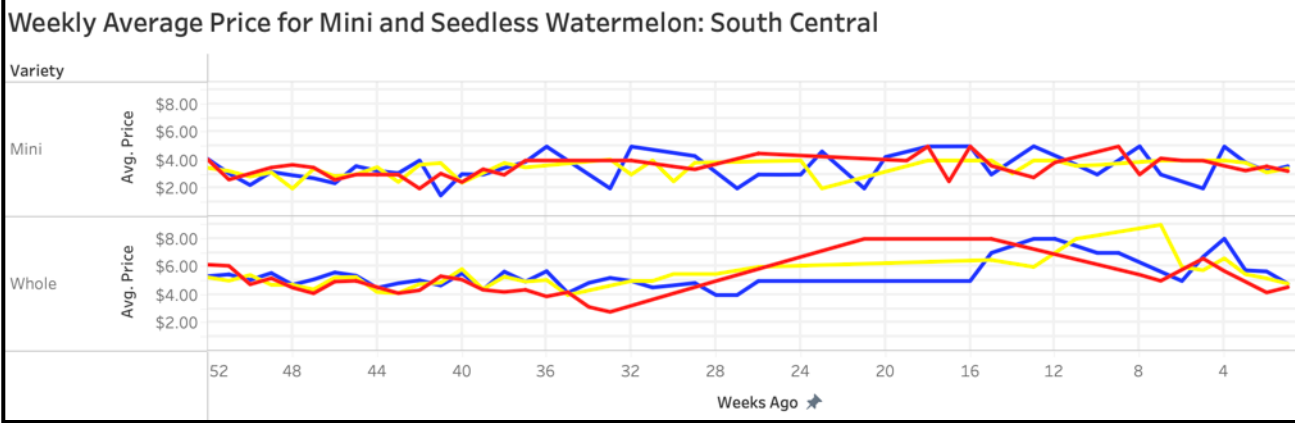
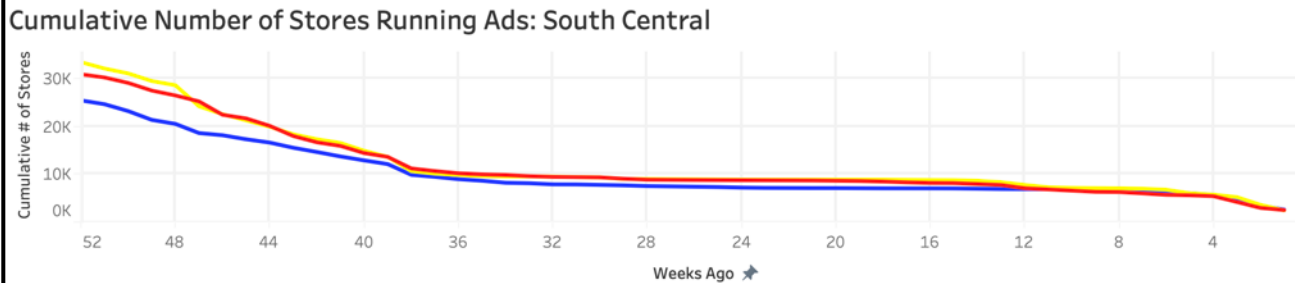
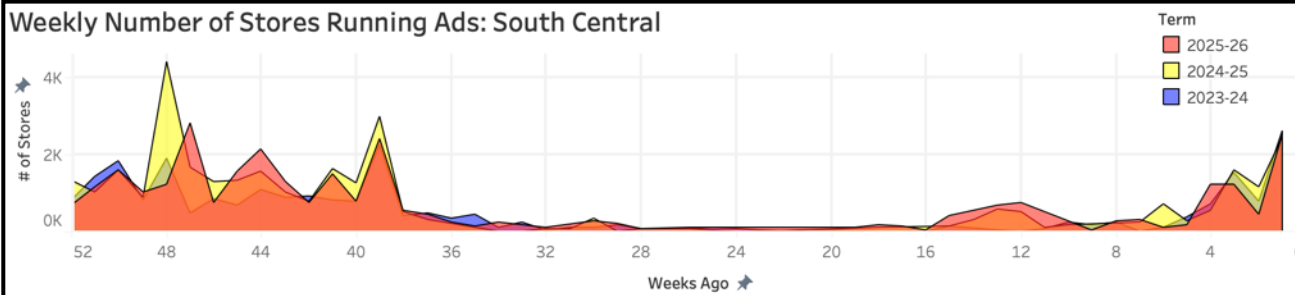
Southeast



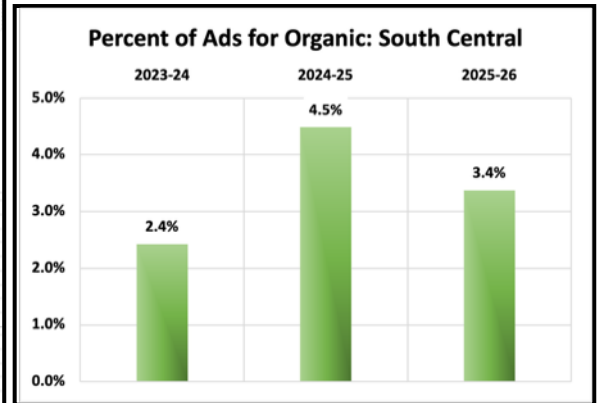
Price per Each	2023-24	2024-25	2025-26
# of Stores	54,999	52,473	54,299
Seedless	\$ 6.05	\$ 5.68	\$ 4.63
Mini	\$ 4.01	\$ 3.91	\$ 3.62
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.82	\$ 4.81	\$ 5.23



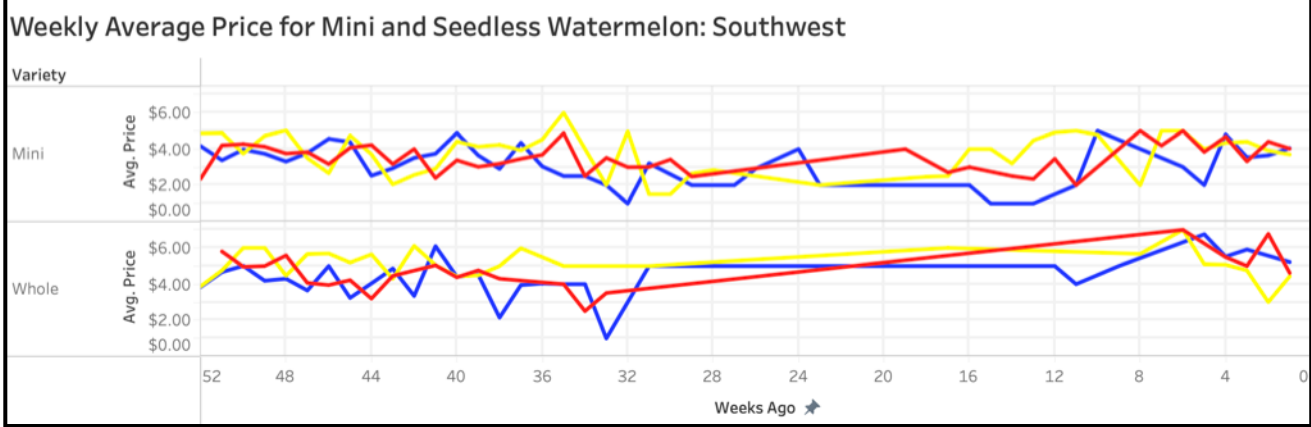
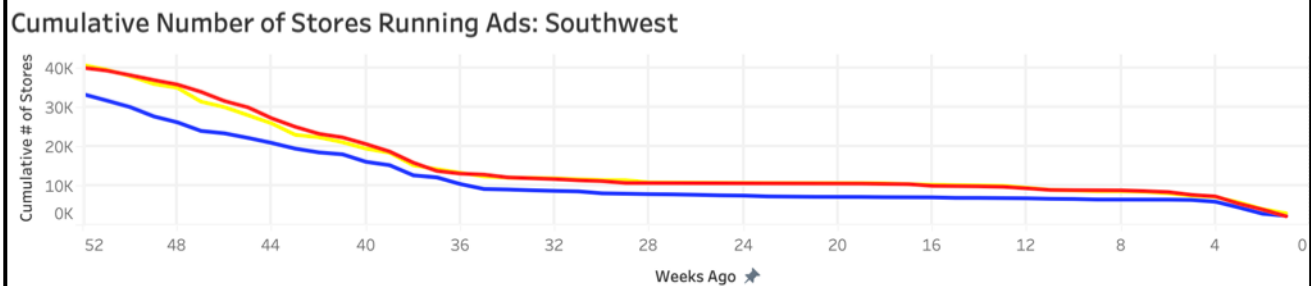
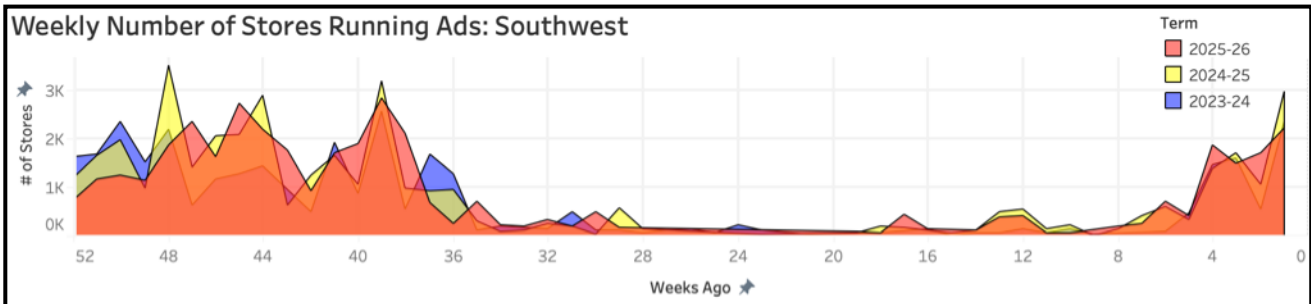
South Central



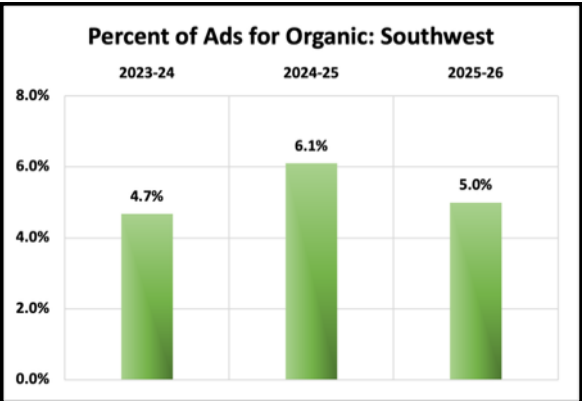
Price per Each	2023-24	2024-25	2025-26
# of Stores	25,466	33,475	30,934
Seedless	\$ 5.42	\$ 5.39	\$ 4.95
Mini	\$ 3.44	\$ 3.40	\$ 3.52
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.20	\$ 5.05	\$ 5.47



Southwest

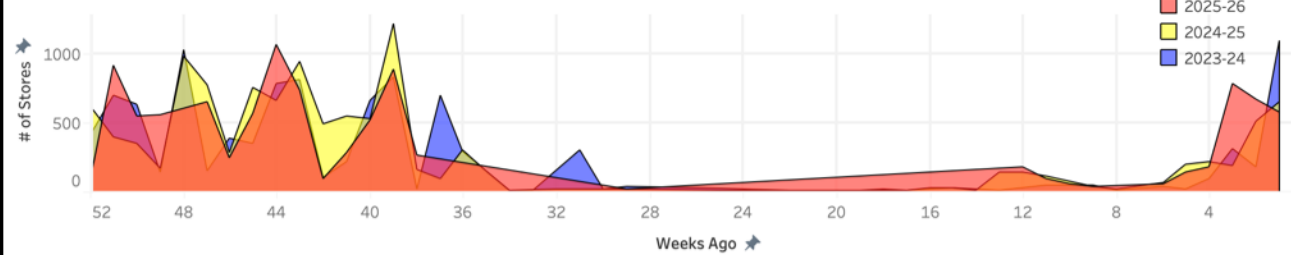


Price per Each	2023-24	2024-25	2025-26
# of Stores	33,303	40,723	40,030
Seedless	\$ 4.37	\$ 5.13	\$ 4.69
Mini	\$ 3.04	\$ 3.75	\$ 3.52
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.26	\$ 5.13	\$ 5.67

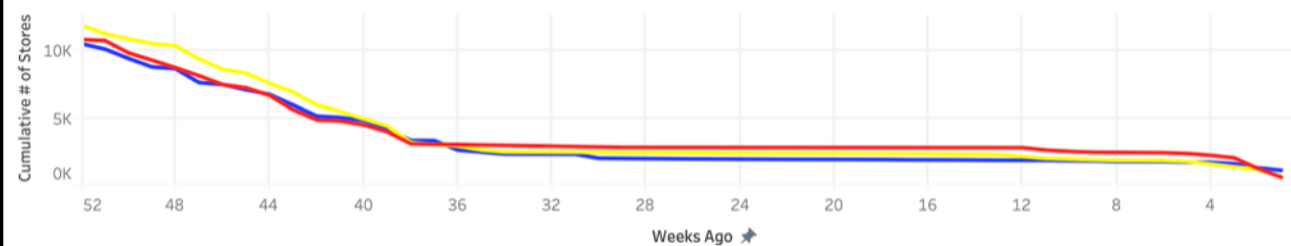


Northwest

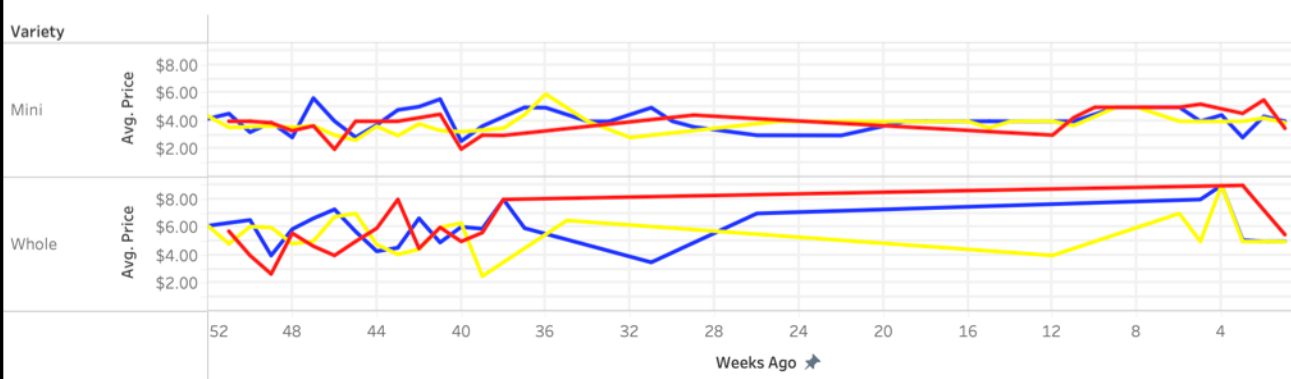
Weekly Number of Stores Running Ads: Northwest



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	10,529	11,904	10,845
Seedless	\$ 5.97	\$ 5.50	\$ 5.57
Mini	\$ 4.09	\$ 3.86	\$ 3.94
Organic Seedless	\$ 5.98	\$ 9.03	NA
Organic Mini	\$ 5.38	\$ 5.28	\$ 5.19

