



# Retail Scan Data

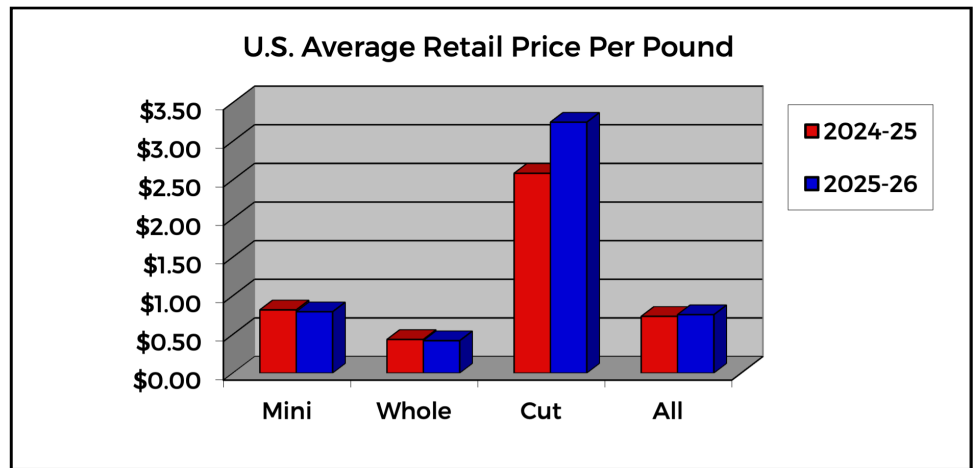
Compiled by the National Watermelon Promotion Board



Data current through  
April 19, 2026

Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Sales Share
Mini	370,965,173	390,102,177	5.2%	9.8%
Whole	3,110,401,507	3,178,335,875	2.2%	79.6%
Cut	484,954,624	423,213,190	-12.7%	10.6%
Total	3,966,321,304	3,991,651,242	0.6%	100.0%

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.82	\$0.79
Whole	\$0.43	\$0.42
Cut	\$2.59	\$3.25
All	\$0.73	\$0.76



Regional Price Per Pound			
Region	Whole \$/Lb	Cut \$/Lb	Mini \$/Lb
California 2024-25	\$0.49	\$2.32	\$0.89
California 2025-26	\$0.48	\$3.17	\$0.84
Great Lakes 2024-25	\$0.43	\$3.53	\$0.68
Great Lakes 2025-26	\$0.41	\$3.78	\$0.66
Midsouth 2024-25	\$0.40	\$2.98	\$0.75
Midsouth 2025-26	\$0.40	\$3.32	\$0.72
Northeast 2024-25	\$0.43	\$2.22	\$0.91
Northeast 2025-26	\$0.42	\$2.53	\$0.86
Plains 2024-25	\$0.41	\$2.97	\$0.86
Plains 2025-26	\$0.39	\$3.31	\$0.85
Southcentral 2024-25	\$0.43	\$2.13	\$0.79
Southcentral 2025-26	\$0.41	\$3.60	\$0.79
Southeast 2024-25	\$0.44	\$2.87	\$0.85
Southeast 2025-26	\$0.42	\$3.32	\$0.82
West 2024-25	\$0.46	\$2.41	\$0.78
West 2025-26	\$0.44	\$3.58	\$0.80

The information shown throughout is derived from retail scan data supplied by Circana. It represents the universe of traditional grocery stores with sales of \$2M or more per year excluding some supercenters covering roughly 85% of the retail universe. This data reflects the 52-week period ending April 19, 2026 versus the prior 52 weeks.

For questions or expanded information reach out to:

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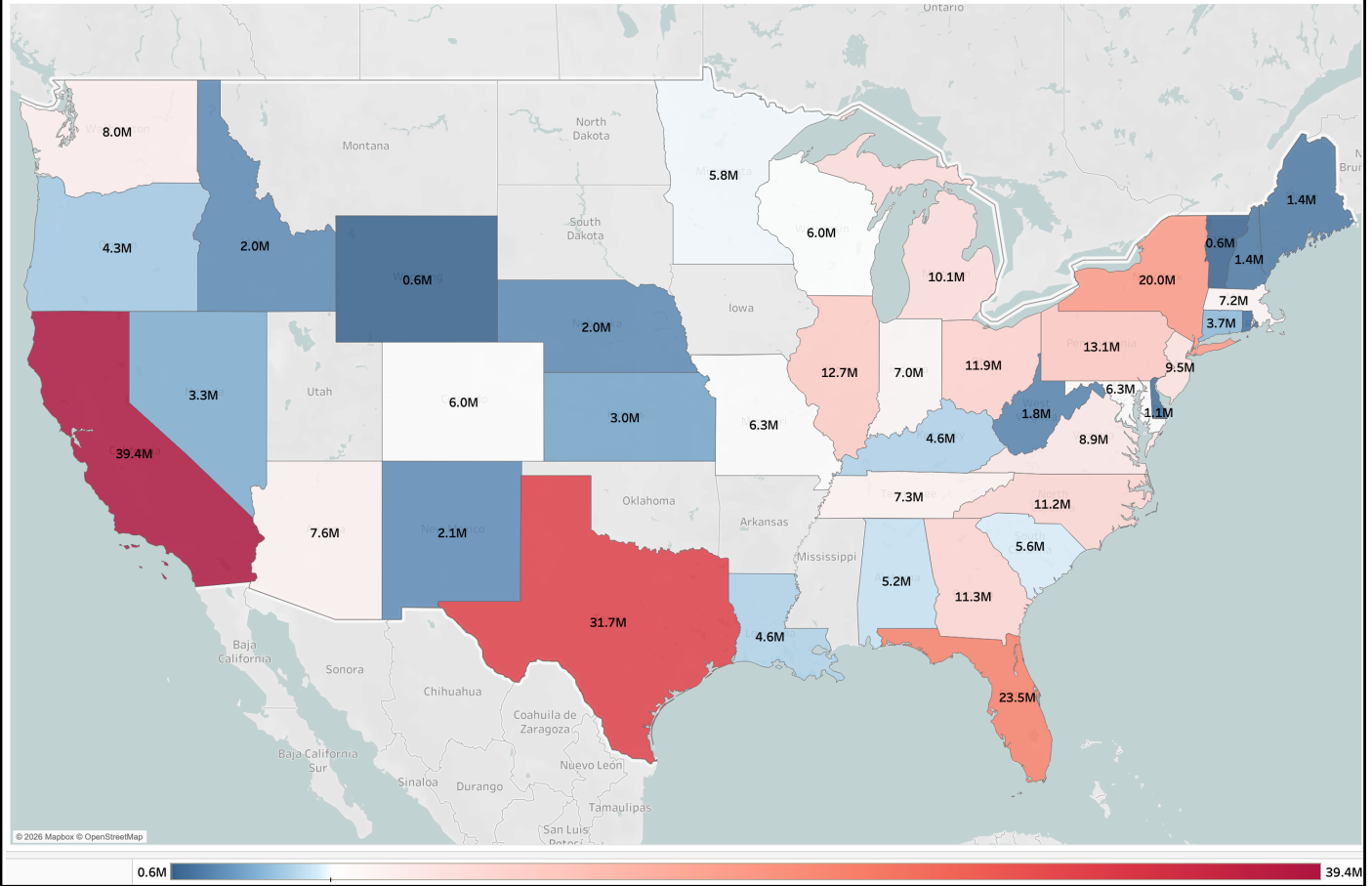
## Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	347,687,586	54,103,252	81,362,919	483,153,757
California 2025-26	367,645,581	41,639,512	89,392,795	498,677,888
Percent Growth	5.7%	-23.0%	9.9%	3.2%
2025-26 % of Total	73.7%	8.3%	17.9%	100.0%
Great Lakes 2024-25	454,716,611	35,816,033	47,936,946	538,469,590
Great Lakes 2025-26	451,980,357	36,965,010	53,122,337	542,067,704
Percent Growth	-0.6%	3.2%	10.8%	0.7%
2025-26 % of Total	83.4%	6.8%	9.8%	100.0%
Midsouth 2024-25	452,647,773	54,289,421	43,897,970	550,835,164
Midsouth 2025-26	449,933,385	53,712,071	46,668,423	550,313,880
Percent Growth	-0.6%	-1.1%	6.3%	-0.1%
2025-26 % of Total	81.8%	9.8%	8.5%	100.0%
Northeast 2024-25	517,725,012	91,067,355	46,071,077	654,863,444
Northeast 2025-26	508,349,659	80,849,889	51,764,897	640,964,444
Percent Growth	-1.8%	-11.2%	12.4%	-2.1%
2025-26 % of Total	79.3%	12.6%	8.1%	100.0%
Plains 2024-25	250,220,000	16,990,554	14,371,544	281,582,097
Plains 2025-26	259,757,999	20,226,351	14,018,604	294,002,954
Percent Growth	3.8%	19.0%	-2.5%	4.4%
2025-26 % of Total	88.4%	6.9%	4.8%	100.0%
Southcentral 2024-25	343,764,207	78,333,046	28,853,846	450,951,100
Southcentral 2025-26	360,584,436	47,117,050	29,286,138	436,987,624
Percent Growth	4.9%	-39.9%	1.5%	-3.1%
2025-26 % of Total	82.5%	10.8%	6.7%	100.0%
Southeast 2024-25	389,129,189	106,595,629	46,442,092	542,166,910
Southeast 2025-26	392,029,052	106,197,381	45,127,795	543,354,229
Percent Growth	0.7%	-0.4%	-2.8%	0.2%
2025-26 % of Total	72.1%	19.5%	8.3%	100.0%
West 2024-25	354,511,129	47,759,334	62,028,779	464,299,242
West 2025-26	388,055,405	36,505,924	60,721,190	485,282,519
Percent Growth	9.5%	-23.6%	-2.1%	4.5%
2025-26 % of Total	80.0%	7.5%	12.5%	100.0%



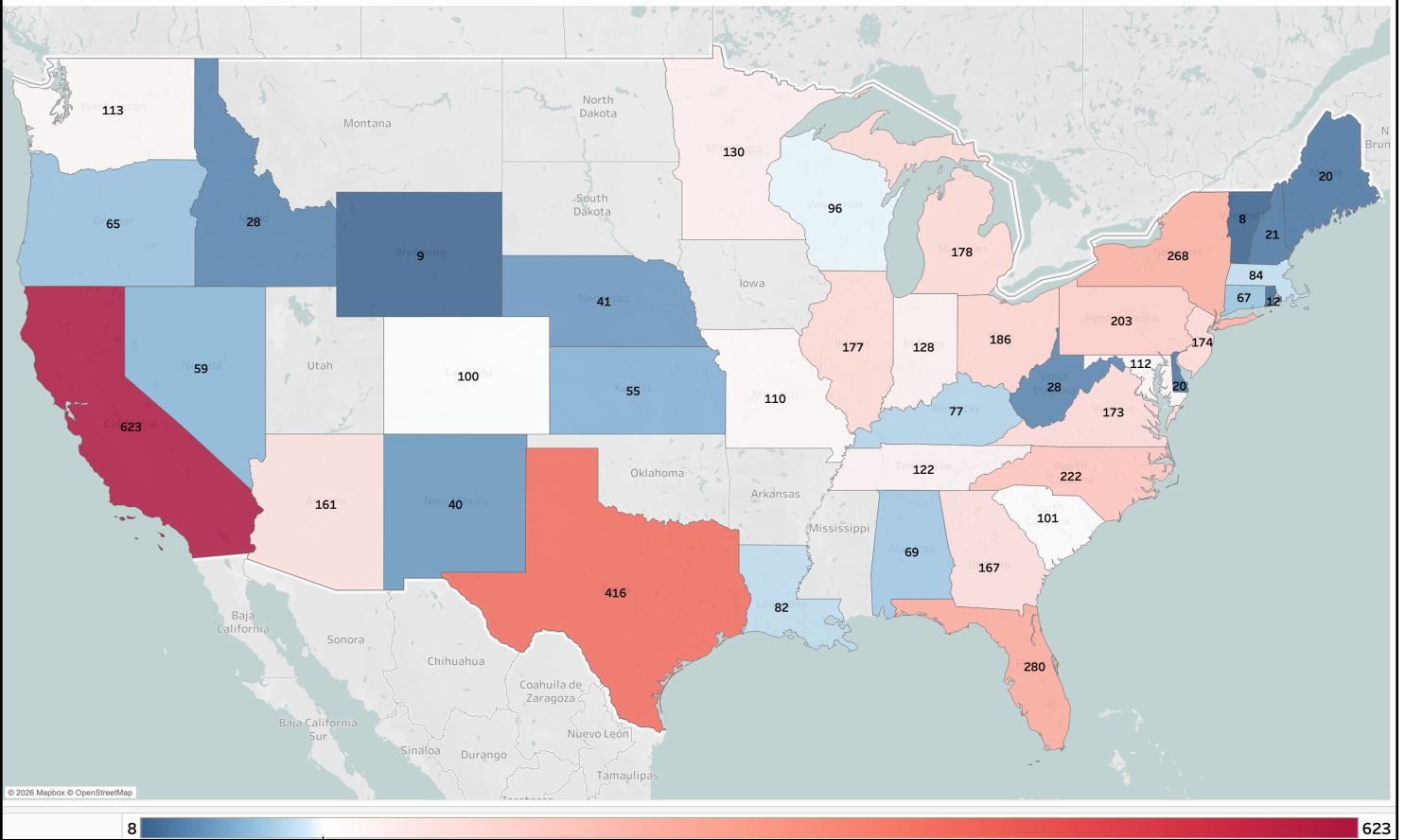
Population by State



State	Population	State	Population
California	39,355,309	Wisconsin	5,972,787
Texas	31,709,821	Minnesota	5,830,405
Florida	23,462,518	South Carolina	5,570,274
New York	20,002,427	Alabama	5,193,088
Pennsylvania	13,059,432	Louisiana	4,618,189
Illinois	12,719,141	Kentucky	4,606,864
Ohio	11,900,510	Oregon	4,273,586
Georgia	11,302,748	Connecticut	3,688,496
North Carolina	11,197,968	Nevada	3,282,188
Michigan	10,127,884	Kansas	2,977,220
New Jersey	9,548,215	New Mexico	2,125,498
Virginia	8,880,107	Idaho	2,029,733
Washington	8,001,020	Nebraska	2,018,006
Arizona	7,623,818	West Virginia	1,766,147
Tennessee	7,315,076	New Hampshire	1,415,342
Massachusetts	7,154,084	Maine	1,414,874
Indiana	6,973,333	Rhode Island	1,114,521
Missouri	6,270,541	Delaware	1,059,952
Maryland	6,265,347	Vermont	644,663
Colorado	6,012,561	Wyoming	588,753



Current Whole Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Nevada	31,003,467	34,663,637	11.8%	Indiana	75,051,002	75,757,707	0.9%
Idaho	15,106,015	16,822,069	11.4%	Pennsylvania	118,909,111	119,790,920	0.7%
Colorado	53,230,998	58,936,134	10.7%	Florida	164,261,513	165,370,419	0.7%
Oregon	35,105,360	38,499,090	9.7%	Massachusetts	49,225,442	49,523,754	0.6%
Washington	60,785,960	66,626,262	9.6%	Georgia	98,529,800	98,829,704	0.3%
Nebraska	22,159,094	24,070,236	8.6%	West Virginia	16,414,103	16,449,200	0.2%
Wyoming	4,693,786	5,063,913	7.9%	Missouri	65,028,208	65,012,922	0.0%
Texas	228,473,107	245,931,249	7.6%	Alabama	41,119,501	40,848,981	-0.7%
New Mexico	22,150,696	23,737,963	7.2%	Ohio	111,065,541	110,112,312	-0.9%
Arizona	89,300,368	94,911,050	6.3%	Maine	11,793,036	11,661,479	-1.1%
California	347,687,586	367,645,581	5.7%	Rhode Island	7,303,743	7,208,762	-1.3%
Minnesota	73,587,607	76,657,433	4.2%	Delaware	11,869,826	11,633,368	-2.0%
Kansas	31,356,761	32,420,209	3.4%	New York	161,744,031	158,160,927	-2.2%
Michigan	101,601,985	104,869,660	3.2%	Kentucky	46,619,745	45,507,850	-2.4%
North Carolina	127,021,193	131,089,642	3.2%	New Hampshire	12,768,305	12,407,971	-2.8%
Vermont	4,390,883	4,524,230	3.0%	Connecticut	40,900,296	39,579,919	-3.2%
South Carolina	58,484,543	59,901,517	2.4%	Maryland	68,296,443	66,060,339	-3.3%
Wisconsin	55,762,999	56,615,102	1.5%	Virginia	105,342,249	101,892,737	-3.3%
Louisiana	47,730,325	48,327,220	1.3%	New Jersey	107,507,433	102,784,546	-4.4%
Tennessee	71,564,501	72,269,341	1.0%	Illinois	110,794,639	104,283,648	-5.9%

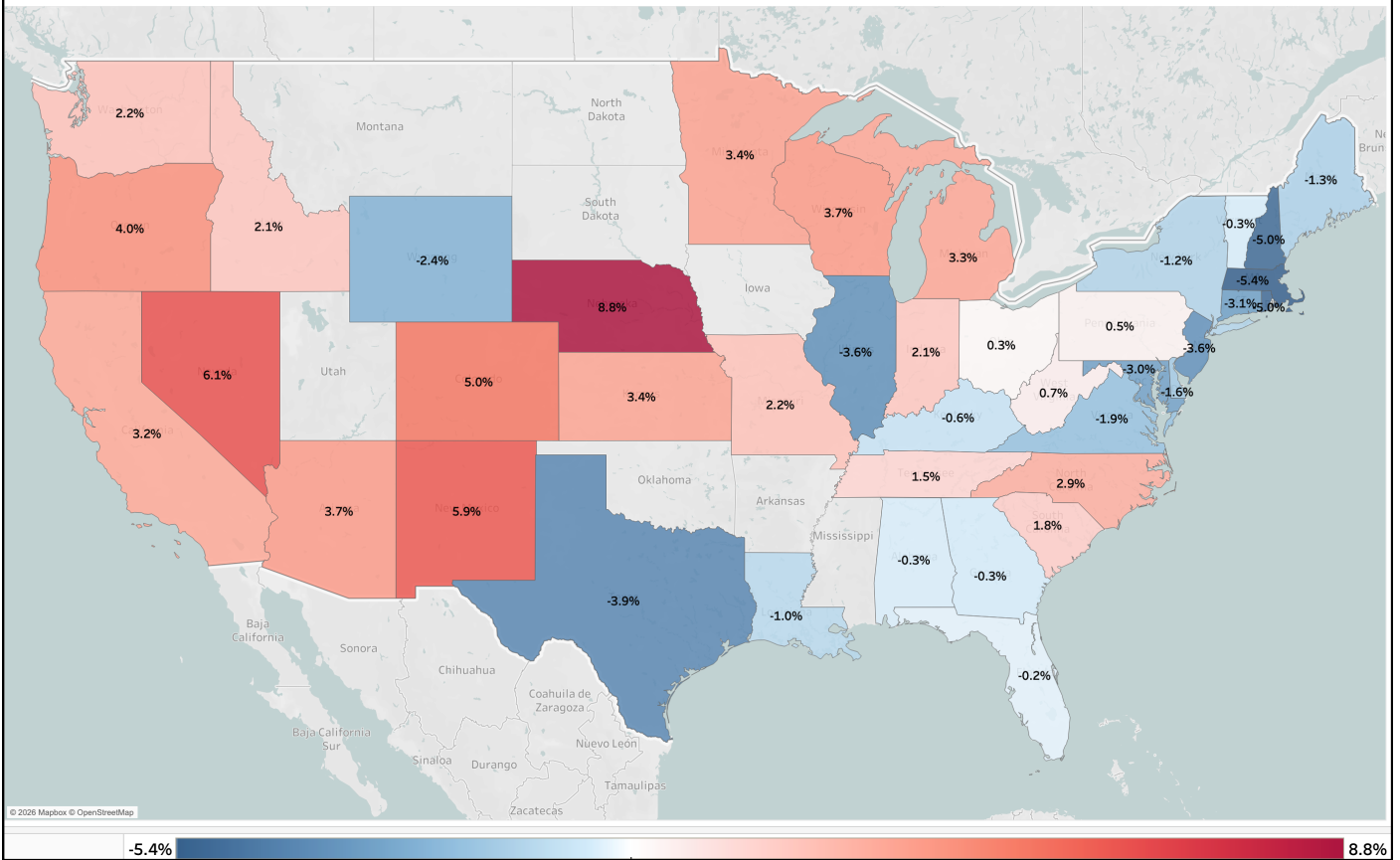




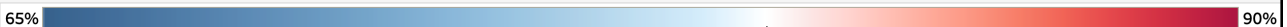
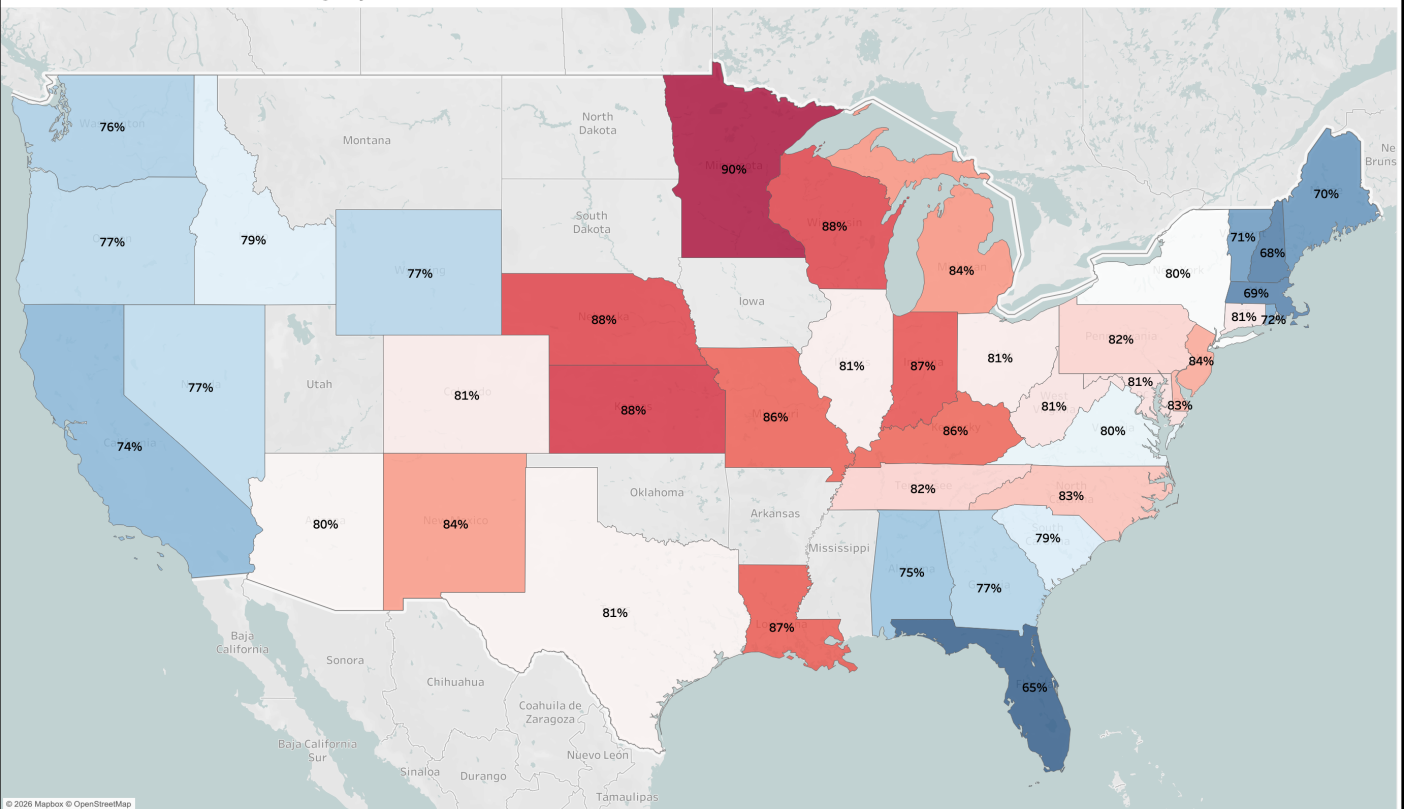


# Scanner Data States — Total Growth & Whole Category Share

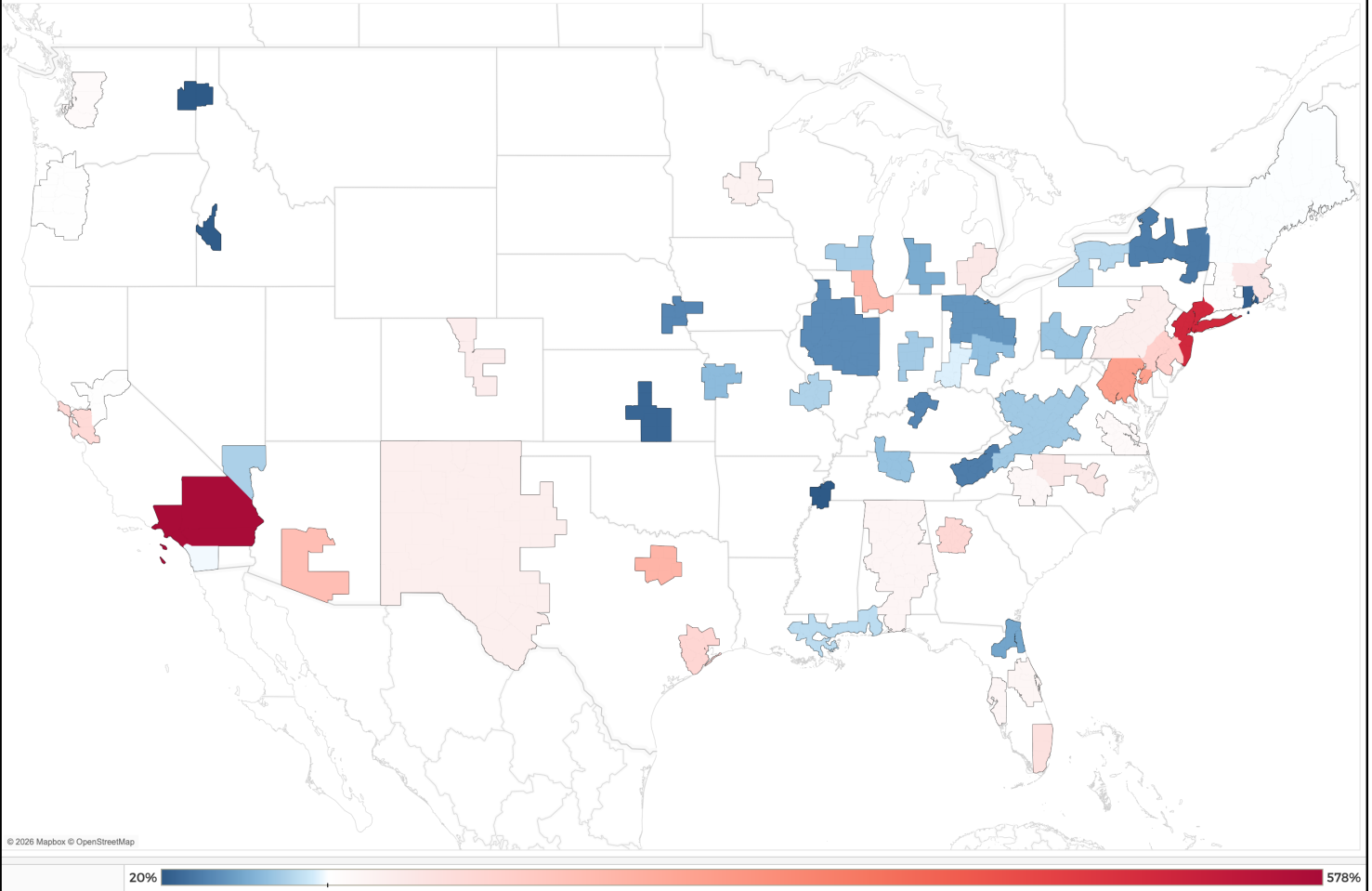
### Total Pounds Growth, Last 52 Weeks vs. Prior



### Current Whole Pounds Category Share



Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
OMAHA	16,434,733	17,774,279	8.2%	SAN DIEGO	40,056,958	40,605,495	1.4%
LAS VEGAS	31,208,982	32,997,336	5.7%	ALBANY	14,808,464	15,003,292	1.3%
PORTLAND	39,513,461	41,771,059	5.7%	SEATTLE	44,297,644	44,769,680	1.1%
SPOKANE	7,932,540	8,376,206	5.6%	TAMPA	47,243,135	47,649,195	0.9%
WEST TEX/NEW MEXICO	50,035,800	52,810,784	5.5%	CINCINNATI/DAYTON	38,939,087	39,193,475	0.7%
GRAND RAPIDS	23,995,945	25,286,917	5.4%	ST. LOUIS	33,168,612	33,377,669	0.6%
BUFFALO/ROCHESTER	32,635,584	34,357,214	5.3%	KNOXVILLE	15,769,797	15,856,521	0.5%
HOUSTON	68,855,368	72,016,164	4.6%	COLUMBUS	29,215,608	29,244,261	0.1%
DENVER	51,565,735	53,895,027	4.5%	SAN FRANCISCO	69,325,540	69,061,266	-0.4%
WICHITA	10,568,317	10,975,027	3.8%	NEW ORLEANS/MOBILE	35,420,796	35,272,185	-0.4%
LOS ANGELES	231,386,343	240,016,941	3.7%	LOUISVILLE	17,697,939	17,606,130	-0.5%
PHOENIX/TUCSON	88,372,439	91,579,984	3.6%	BIRMINGHAM/MONTGOMERY	48,408,642	48,148,233	-0.5%
KANSAS CITY	27,330,697	28,298,883	3.5%	RICHMOND/NORFOLK	45,041,836	44,798,144	-0.5%
SYRACUSE	15,419,076	15,962,670	3.5%	ROANOKE	31,664,219	31,474,669	-0.6%
RALEIGH/GREENSBORO	55,426,622	57,320,663	3.4%	DALLAS/FT. WORTH	100,674,763	100,009,811	-0.7%
SACRAMENTO	40,673,738	42,049,723	3.4%	PITTSBURGH	30,721,453	30,306,286	-1.4%
HARRISBURG/SCRANTON	51,125,059	52,820,766	3.3%	ATLANTA	71,601,660	70,407,662	-1.7%
MILWAUKEE	31,116,330	32,075,727	3.1%	HARTFORD/SPRINGFIELD	43,478,736	42,618,806	-2.0%
CHARLOTTE	45,724,239	46,930,477	2.6%	NEW ENGLAND	42,466,436	41,274,687	-2.8%
INDIANAPOLIS	30,941,942	31,704,595	2.5%	PHILADELPHIA	78,696,914	76,196,083	-3.2%
MINNEAPOLIS	49,404,949	50,572,153	2.4%	BOISE	9,015,182	8,722,800	-3.2%
ORLANDO	46,818,310	47,854,929	2.2%	NEW YORK	217,023,073	207,730,086	-4.3%
DETROIT	56,662,624	57,869,752	2.1%	BALTIMORE/WASHINGTON	121,182,269	115,983,842	-4.3%
PEORIA/SPRINGFIELD	18,486,244	18,854,749	2.0%	MIAMI/FT. LAUDERDALE	66,711,083	63,387,498	-5.0%
JACKSONVILLE	23,505,809	23,920,730	1.8%	PROVIDENCE	10,485,105	9,962,025	-5.0%
TOLEDO	20,736,887	21,067,674	1.6%	CHICAGO	101,930,130	96,784,013	-5.0%
NASHVILLE	29,387,349	29,798,974	1.4%	BOSTON	61,671,675	58,139,514	-5.7%