



# Retail Scan Data

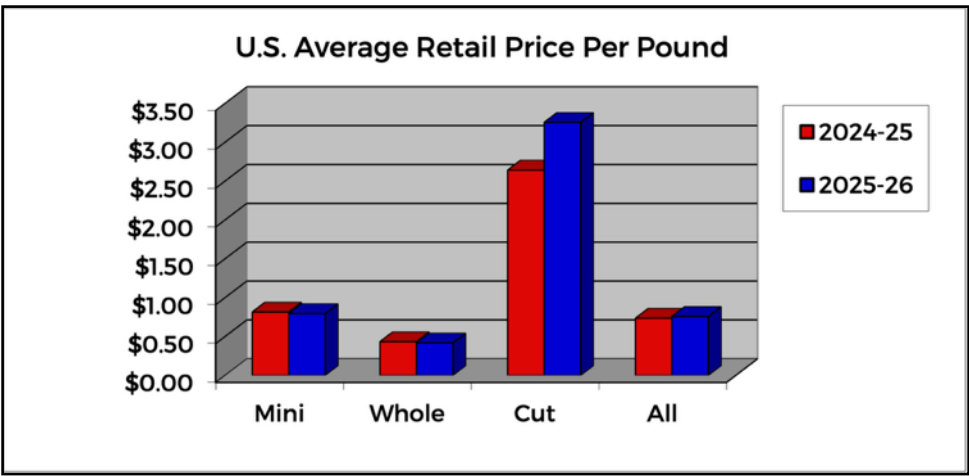
Compiled by the National Watermelon Promotion Board



Data current through May 17, 2026

Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	370,886,228	391,902,175	5.7%	9.9%
Whole	3,116,329,803	3,136,666,363	0.7%	79.4%
Cut	478,053,497	421,996,747	-11.7%	10.7%
Total	3,965,269,527	3,950,565,285	-0.4%	100.0%

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.82	\$0.79
Whole	\$0.43	\$0.42
Cut	\$2.64	\$3.26
All	\$0.74	\$0.76

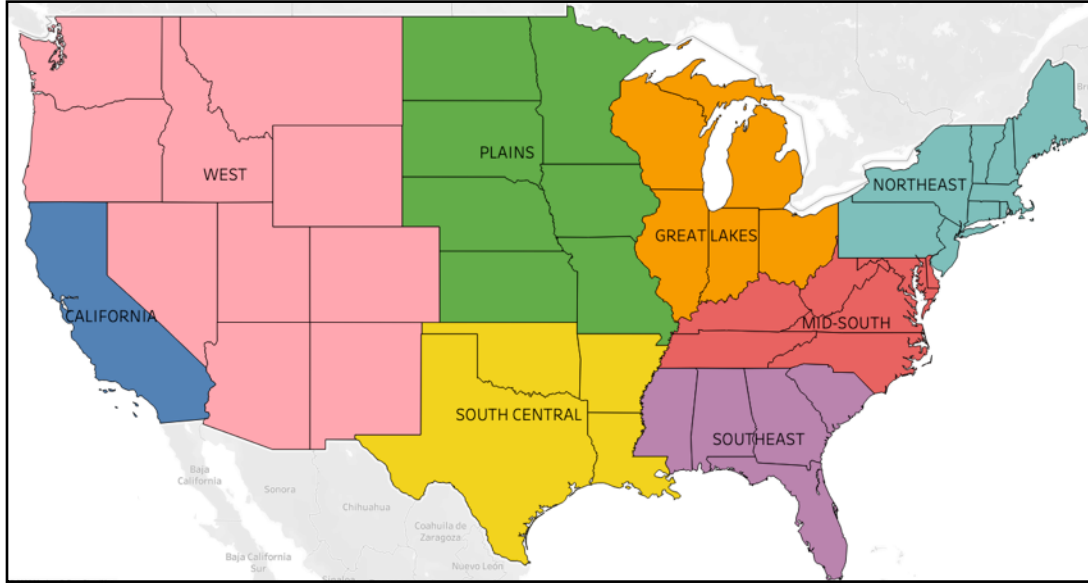


Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.49	\$2.38	\$0.89
California 2025-26	\$0.47	\$3.20	\$0.85
Great Lakes 2024-25	\$0.43	\$3.55	\$0.68
Great Lakes 2025-26	\$0.41	\$3.77	\$0.67
MidSouth 2024-25	\$0.40	\$3.00	\$0.75
MidSouth 2025-26	\$0.39	\$3.32	\$0.72
Northeast 2024-25	\$0.43	\$2.25	\$0.91
Northeast 2025-26	\$0.42	\$2.53	\$0.86
Plains 2024-25	\$0.41	\$3.00	\$0.86
Plains 2025-26	\$0.39	\$3.30	\$0.86
Southcentral 2024-25	\$0.43	\$2.26	\$0.80
Southcentral 2025-26	\$0.41	\$3.62	\$0.79
Southeast 2024-25	\$0.44	\$2.88	\$0.84
Southeast 2025-26	\$0.42	\$3.33	\$0.82
West 2024-25	\$0.46	\$2.54	\$0.78
West 2025-26	\$0.44	\$3.57	\$0.80

The information shown throughout is derived from retail point of sale data supplied by Circana. It includes channels such as grocery, drug, mass, commissaries, club, dollar stores & e-commerce covering roughly 91% of the retail universe with remainder projected to estimate total. This data reflects the 52-week period ending May 17, 2026 compared to the prior 52 Weeks.

**For questions or expanded information reach out to:**  
**Jason Hanselman • Phone: (407) 925-5285 • Email: [jasonh116@gmail.com](mailto:jasonh116@gmail.com)**

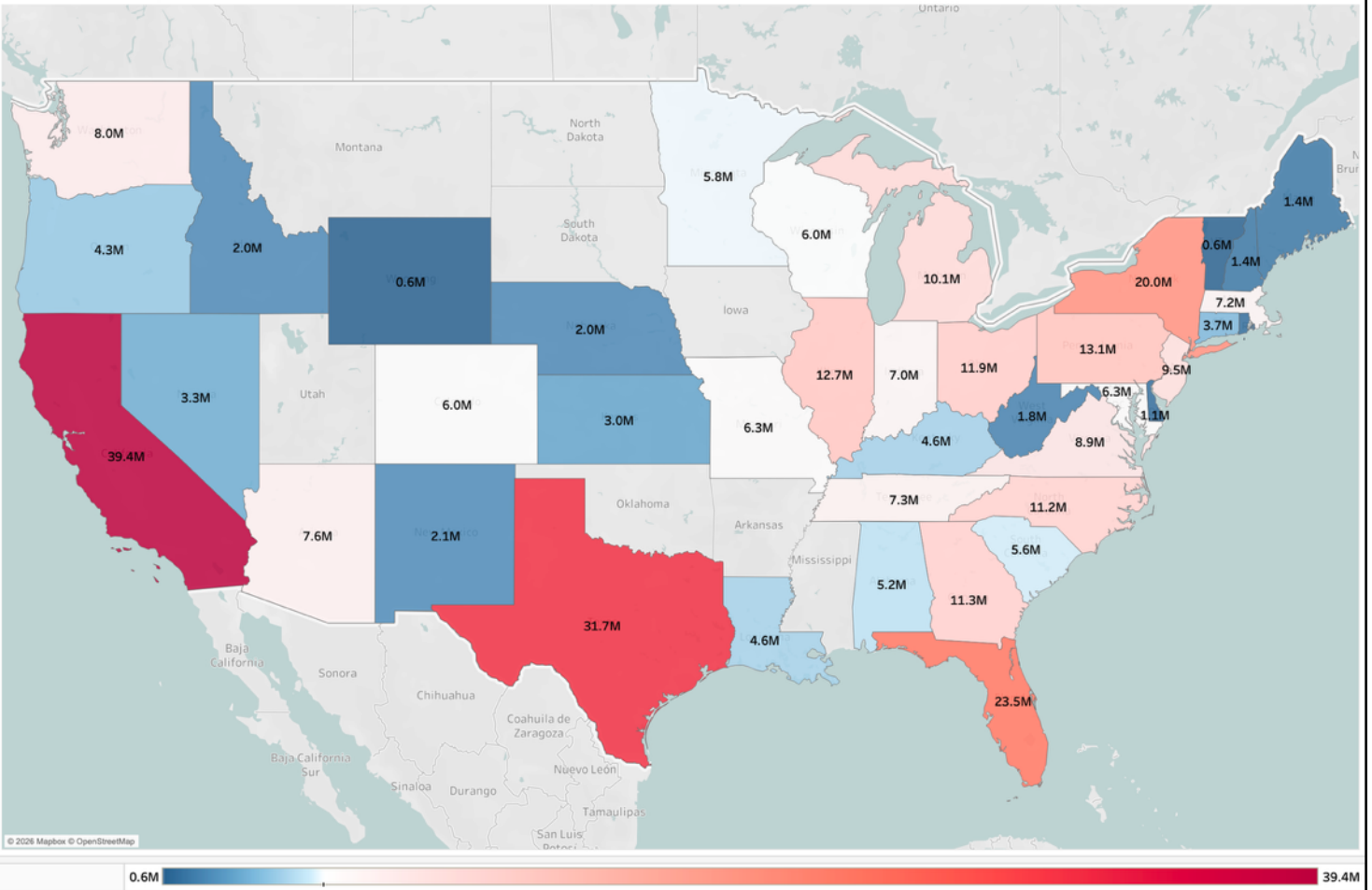
## Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
<b>California 2024-25</b>	<b>348,739,971</b>	<b>53,175,118</b>	<b>80,461,265</b>	<b>482,376,354</b>
<b>California 2025-26</b>	<b>372,610,070</b>	<b>41,295,433</b>	<b>90,060,565</b>	<b>503,966,068</b>
<b>Percent Growth</b>	<b>6.8%</b>	<b>-22.3%</b>	<b>11.9%</b>	<b>4.5%</b>
<b>2025-26 % of Total</b>	<b>73.9%</b>	<b>8.2%</b>	<b>17.9%</b>	<b>100.0%</b>
<b>Great Lakes 2024-25</b>	<b>450,614,890</b>	<b>35,870,207</b>	<b>48,561,078</b>	<b>535,046,175</b>
<b>Great Lakes 2025-26</b>	<b>443,561,730</b>	<b>37,291,971</b>	<b>52,268,717</b>	<b>533,122,417</b>
<b>Percent Growth</b>	<b>-1.6%</b>	<b>4.0%</b>	<b>7.6%</b>	<b>-0.4%</b>
<b>2025-26 % of Total</b>	<b>83.2%</b>	<b>7.0%</b>	<b>9.8%</b>	<b>100.0%</b>
<b>MidSouth 2024-25</b>	<b>454,297,003</b>	<b>54,160,717</b>	<b>43,844,980</b>	<b>552,302,700</b>
<b>MidSouth 2025-26</b>	<b>443,803,672</b>	<b>53,595,552</b>	<b>47,008,916</b>	<b>544,408,140</b>
<b>Percent Growth</b>	<b>-2.3%</b>	<b>-1.0%</b>	<b>7.2%</b>	<b>-1.4%</b>
<b>2025-26 % of Total</b>	<b>81.5%</b>	<b>9.8%</b>	<b>8.6%</b>	<b>100.0%</b>
<b>Northeast 2024-25</b>	<b>521,071,227</b>	<b>90,343,876</b>	<b>46,159,289</b>	<b>657,574,392</b>
<b>Northeast 2025-26</b>	<b>494,860,818</b>	<b>80,341,641</b>	<b>52,057,253</b>	<b>627,259,712</b>
<b>Percent Growth</b>	<b>-5.0%</b>	<b>-11.1%</b>	<b>12.8%</b>	<b>-4.6%</b>
<b>2025-26 % of Total</b>	<b>78.9%</b>	<b>12.8%</b>	<b>8.3%</b>	<b>100.0%</b>
<b>Plains 2024-25</b>	<b>252,054,228</b>	<b>17,255,542</b>	<b>14,312,573</b>	<b>283,622,342</b>
<b>Plains 2025-26</b>	<b>256,059,818</b>	<b>20,387,124</b>	<b>13,837,750</b>	<b>290,284,691</b>
<b>Percent Growth</b>	<b>1.6%</b>	<b>18.1%</b>	<b>-3.3%</b>	<b>2.3%</b>
<b>2025-26 % of Total</b>	<b>88.2%</b>	<b>7.0%</b>	<b>4.8%</b>	<b>100.0%</b>
<b>Southcentral 2024-25</b>	<b>346,126,757</b>	<b>74,507,057</b>	<b>28,974,655</b>	<b>449,608,469</b>
<b>Southcentral 2025-26</b>	<b>353,389,614</b>	<b>46,645,713</b>	<b>30,028,479</b>	<b>430,063,805</b>
<b>Percent Growth</b>	<b>2.1%</b>	<b>-37.4%</b>	<b>3.6%</b>	<b>-4.3%</b>
<b>2025-26 % of Total</b>	<b>82.2%</b>	<b>10.8%</b>	<b>7.0%</b>	<b>100.0%</b>
<b>Southeast 2024-25</b>	<b>388,401,896</b>	<b>106,937,434</b>	<b>45,986,706</b>	<b>541,326,037</b>
<b>Southeast 2025-26</b>	<b>386,299,597</b>	<b>105,217,912</b>	<b>45,366,897</b>	<b>536,884,406</b>
<b>Percent Growth</b>	<b>-0.5%</b>	<b>-1.6%</b>	<b>-1.3%</b>	<b>-0.8%</b>
<b>2025-26 % of Total</b>	<b>72.0%</b>	<b>19.6%</b>	<b>8.5%</b>	<b>100.0%</b>
<b>West 2024-25</b>	<b>355,023,831</b>	<b>45,803,545</b>	<b>62,585,683</b>	<b>463,413,059</b>
<b>West 2025-26</b>	<b>386,081,046</b>	<b>37,221,401</b>	<b>61,273,599</b>	<b>484,576,046</b>
<b>Percent Growth</b>	<b>8.7%</b>	<b>-18.7%</b>	<b>-2.1%</b>	<b>4.6%</b>
<b>2025-26 % of Total</b>	<b>79.7%</b>	<b>7.7%</b>	<b>12.6%</b>	<b>100.0%</b>



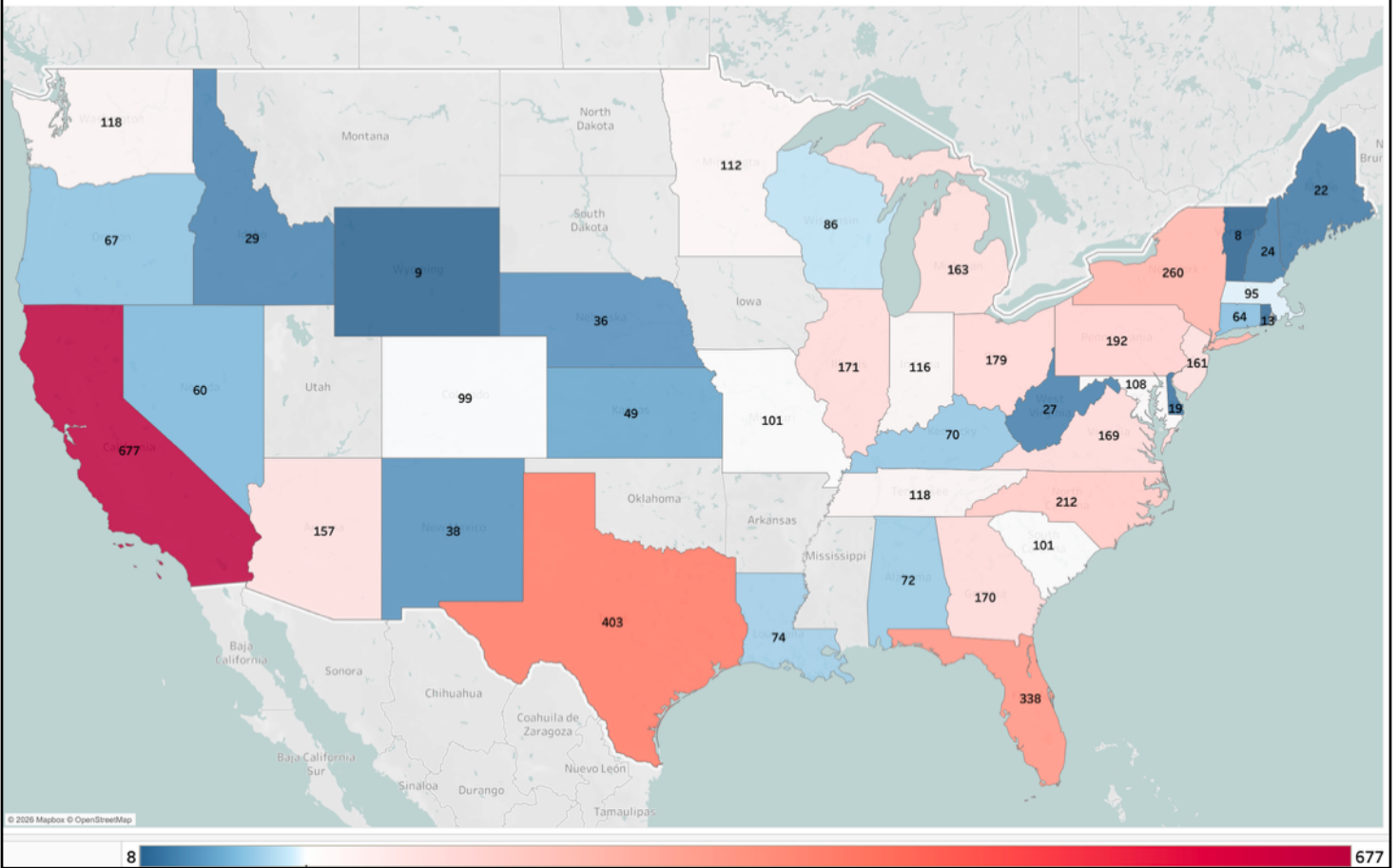
## Population by State



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



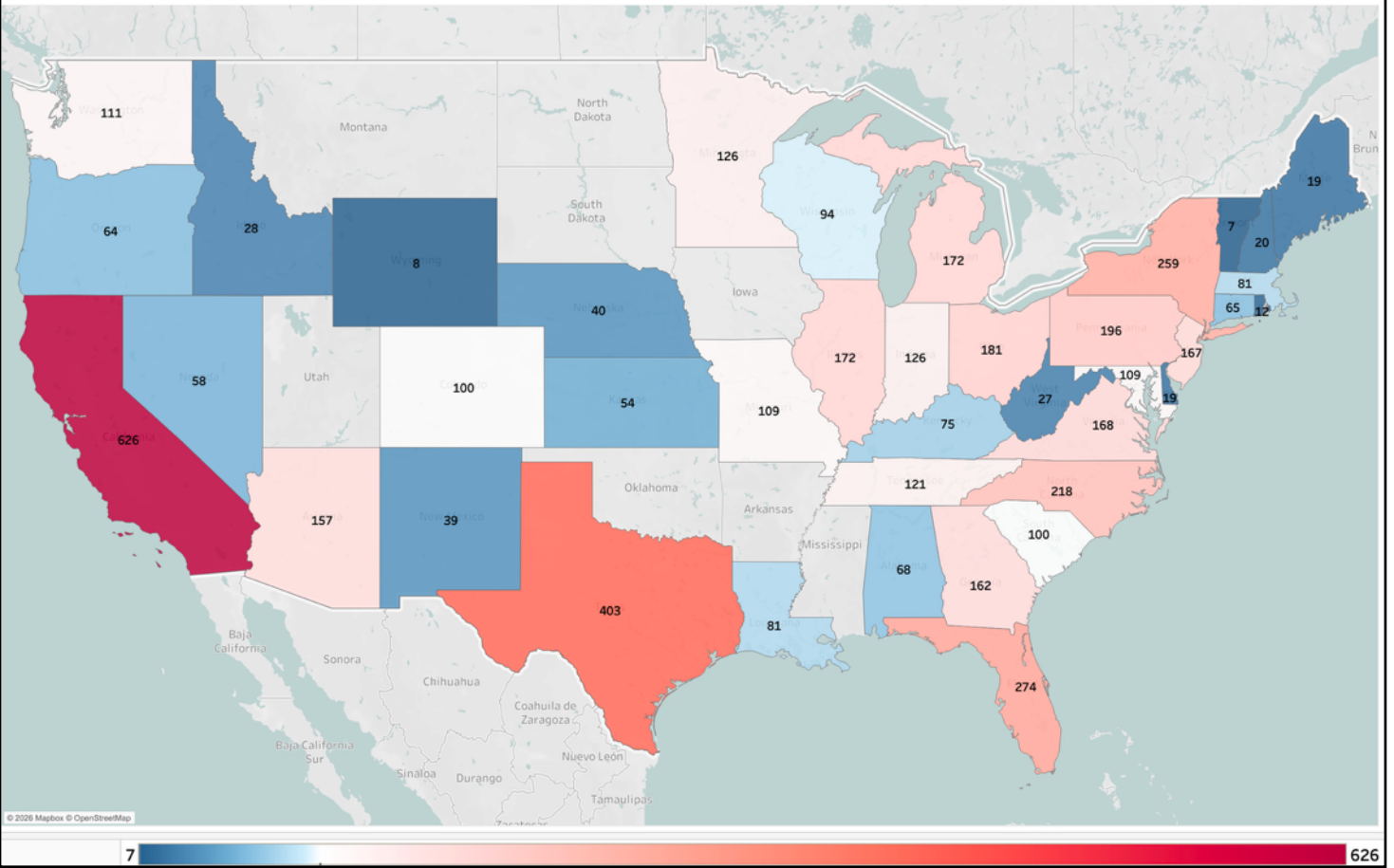
Current Total Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Colorado	69,451,070	73,992,200	6.5%	Louisiana	55,988,789	55,318,803	-1.2%
Nevada	42,077,184	44,779,476	6.4%	West Virginia	20,177,725	19,918,398	-1.3%
Nebraska	25,826,158	27,060,300	4.8%	Ohio	135,255,441	133,461,943	-1.3%
New Mexico	26,643,263	27,915,223	4.8%	Vermont	6,369,698	6,272,407	-1.5%
California	482,376,354	503,966,068	4.5%	Kentucky	52,683,130	51,861,114	-1.6%
Oregon	47,868,581	49,880,440	4.2%	Maine	16,730,319	16,322,706	-2.4%
Arizona	112,582,886	116,841,337	3.8%	Pennsylvania	146,913,653	142,922,762	-2.7%
Wisconsin	62,070,881	64,092,050	3.3%	Wyoming	6,777,258	6,573,323	-3.0%
Washington	85,040,775	87,494,249	2.9%	Georgia	130,374,650	126,375,353	-3.1%
Tennessee	85,982,351	87,909,580	2.2%	Delaware	14,306,277	13,855,577	-3.2%
Missouri	73,366,502	74,877,500	2.1%	Illinois	131,515,455	127,275,735	-3.2%
Kansas	35,822,977	36,387,315	1.6%	New York	200,040,031	193,543,998	-3.2%
North Carolina	155,115,525	157,470,102	1.5%	Virginia	131,826,298	126,072,798	-4.4%
Idaho	20,912,792	21,229,697	1.5%	Maryland	84,149,337	80,392,755	-4.5%
Indiana	85,096,941	86,042,227	1.1%	Texas	316,654,984	299,744,379	-5.3%
Michigan	120,284,918	121,435,617	1.0%	Connecticut	50,507,880	47,791,534	-5.4%
South Carolina	74,488,938	75,110,239	0.8%	New Hampshire	19,097,495	17,949,062	-6.0%
Minnesota	83,081,678	83,630,783	0.7%	New Jersey	128,327,917	119,739,451	-6.7%
Florida	253,053,854	251,299,346	-0.7%	Massachusetts	76,347,293	70,768,965	-7.3%
Alabama	54,334,921	53,773,322	-1.0%	Rhode Island	10,552,774	9,729,428	-7.8%



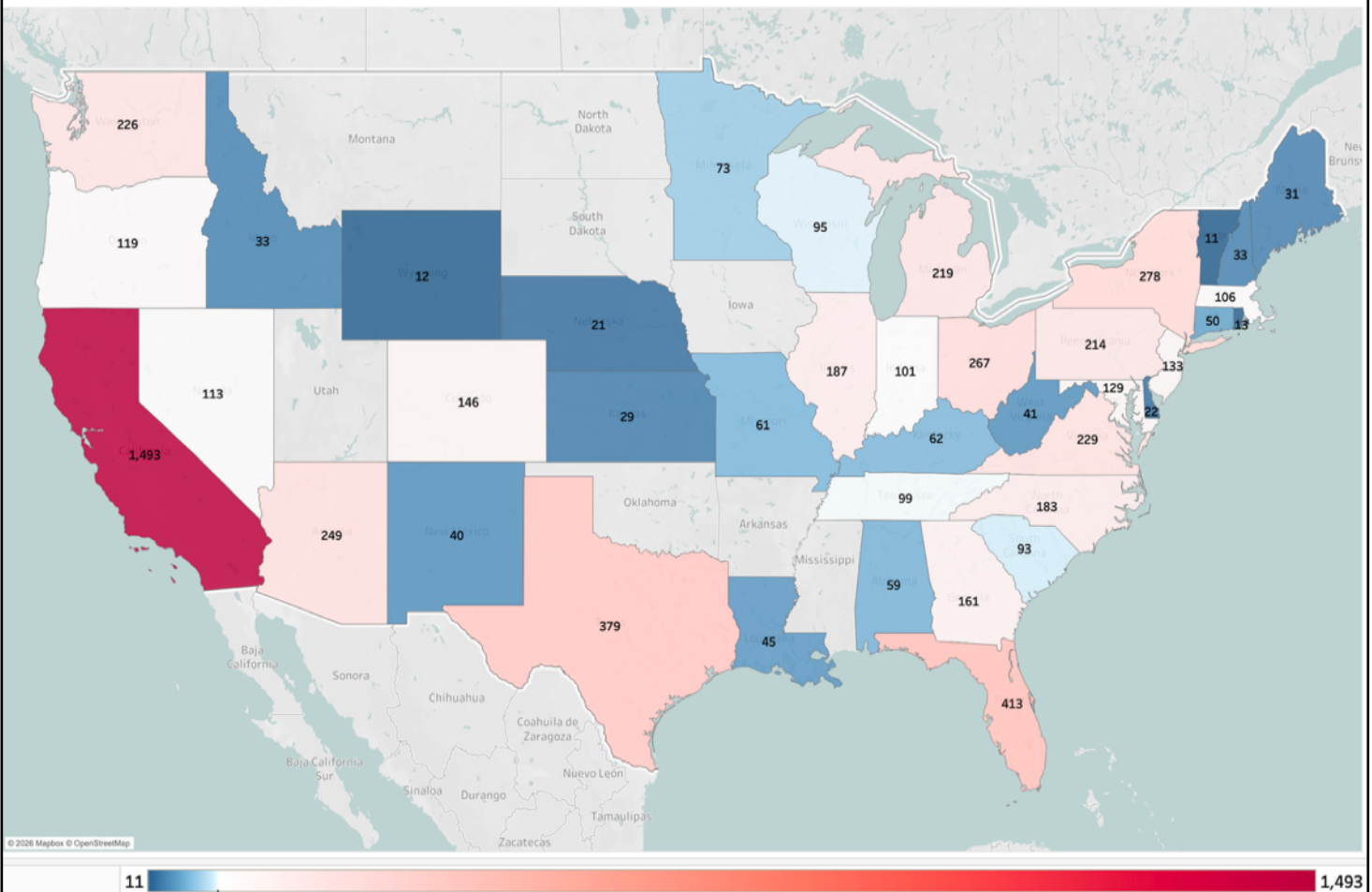
Current Whole Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Colorado	53,196,715	59,725,246	12.3%	Vermont	4,411,403	4,415,269	0.1%
Nevada	31,067,782	34,521,986	11.1%	Missouri	64,734,018	64,681,890	-0.1%
Washington	60,754,762	66,402,039	9.3%	Florida	163,620,395	163,433,516	-0.1%
Idaho	15,377,418	16,771,661	9.1%	Alabama	40,777,529	40,231,602	-1.3%
Oregon	35,299,165	38,218,599	8.3%	West Virginia	16,441,199	16,144,831	-1.8%
California	348,739,971	372,610,070	6.8%	Massachusetts	49,604,229	48,418,929	-2.4%
Arizona	88,308,712	93,614,350	6.0%	Ohio	110,478,641	107,759,363	-2.5%
Wyoming	4,759,576	5,037,643	5.8%	Georgia	99,324,840	96,238,188	-3.1%
New Mexico	22,216,725	23,461,651	5.6%	Pennsylvania	120,530,967	116,502,850	-3.3%
Nebraska	22,636,785	23,681,888	4.6%	Kentucky	46,174,268	44,608,743	-3.4%
Texas	230,929,353	239,965,102	3.9%	Maine	11,826,804	11,366,138	-3.9%
Tennessee	70,563,129	71,828,050	1.8%	Delaware	12,009,087	11,457,750	-4.6%
North Carolina	127,895,215	129,867,726	1.5%	New York	161,867,911	154,418,621	-4.6%
South Carolina	58,539,314	59,394,174	1.5%	Illinois	108,103,125	102,511,302	-5.2%
Kansas	31,578,952	32,005,653	1.4%	Rhode Island	7,386,956	6,987,602	-5.4%
Louisiana	47,523,939	47,984,635	1.0%	New Hampshire	12,824,837	12,121,419	-5.5%
Minnesota	74,420,786	75,048,551	0.8%	Maryland	68,842,237	65,025,134	-5.5%
Michigan	101,489,598	102,279,665	0.8%	Connecticut	41,019,888	38,469,299	-6.2%
Wisconsin	55,476,379	55,811,857	0.6%	Virginia	106,724,382	99,900,298	-6.4%
Indiana	74,660,432	74,834,559	0.2%	New Jersey	108,424,571	99,579,829	-8.2%

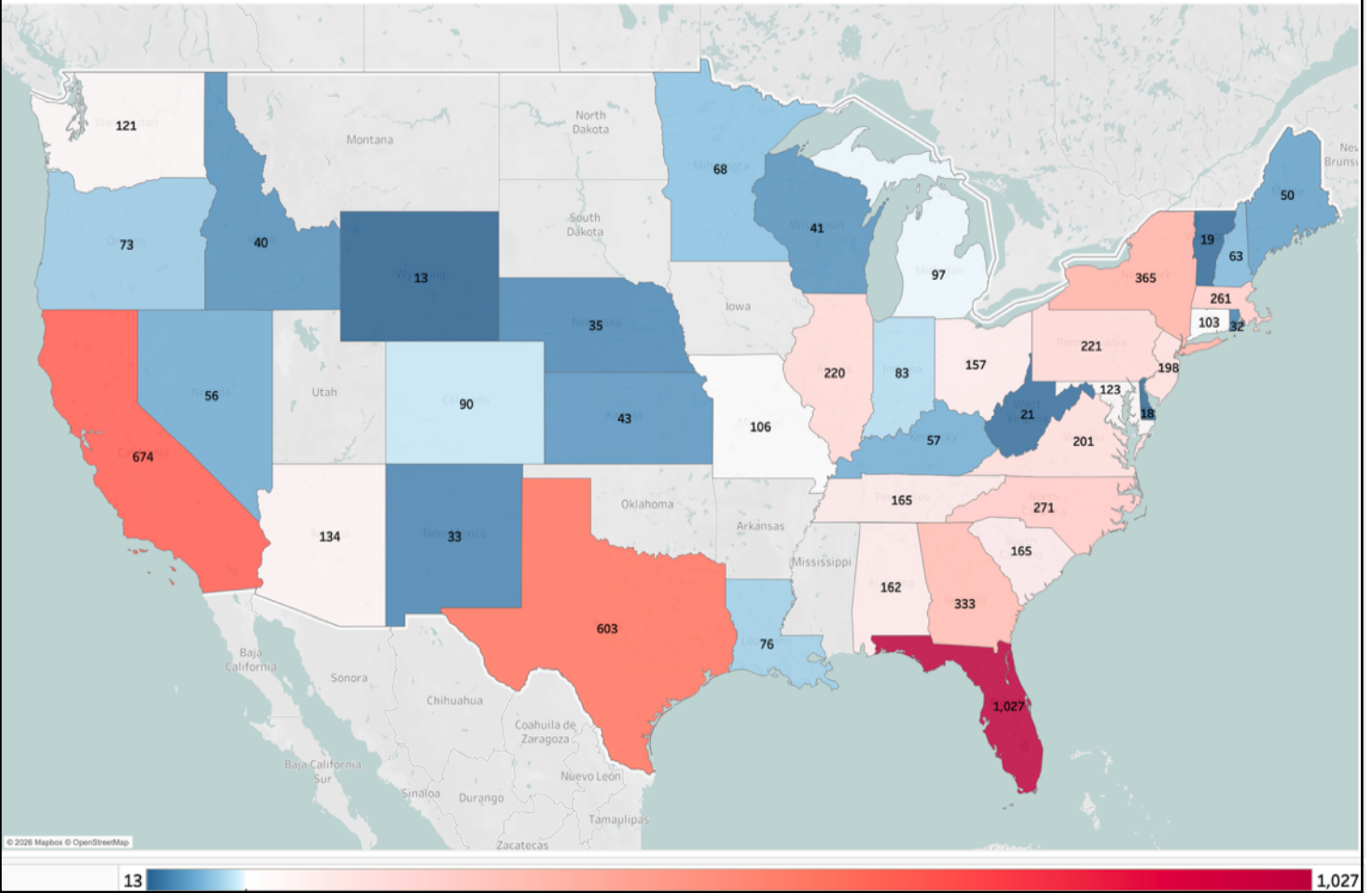


Current Mini Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Delaware	882,312	1,306,435	48.1%	Alabama	3,495,740	3,588,032	2.6%
Illinois	8,838,126	11,277,032	27.6%	Kentucky	3,674,022	3,744,194	1.9%
Maryland	6,228,279	7,801,787	25.3%	Idaho	1,949,859	1,985,662	1.8%
Rhode Island	637,002	770,407	20.9%	Michigan	12,994,701	13,192,213	1.5%
New Jersey	6,666,687	8,044,237	20.7%	New Mexico	2,391,511	2,420,688	1.2%
Wisconsin	4,968,099	5,741,205	15.6%	North Carolina	10,933,889	11,013,021	0.7%
Pennsylvania	11,183,883	12,895,399	15.3%	Tennessee	5,924,625	5,945,938	0.4%
Connecticut	2,668,913	3,023,483	13.3%	Ohio	16,065,472	16,082,308	0.1%
Maine	1,684,283	1,891,011	12.3%	Washington	13,687,345	13,646,917	-0.3%
California	80,461,265	90,060,565	11.9%	South Carolina	5,671,913	5,629,902	-0.7%
Vermont	614,520	681,509	10.9%	Arizona	15,159,555	15,000,744	-1.0%
Missouri	3,343,708	3,705,293	10.8%	Nevada	7,013,585	6,839,650	-2.5%
New Hampshire	1,796,705	1,961,466	9.2%	Louisiana	2,753,164	2,683,740	-2.5%
New York	15,399,588	16,770,260	8.9%	Florida	25,804,955	24,899,927	-3.5%
Virginia	12,721,980	13,818,663	8.6%	Minnesota	4,583,879	4,411,243	-3.8%
Massachusetts	5,963,143	6,374,561	6.9%	West Virginia	2,610,163	2,473,885	-5.2%
Georgia	9,329,989	9,738,994	4.4%	Colorado	9,832,100	8,777,524	-10.7%
Oregon	6,916,971	7,202,135	4.1%	Wyoming	800,085	713,720	-10.8%
Indiana	5,876,856	6,114,865	4.0%	Kansas	1,959,392	1,742,719	-11.1%
Texas	22,034,465	22,834,304	3.6%	Nebraska	1,548,707	1,242,662	-19.8%

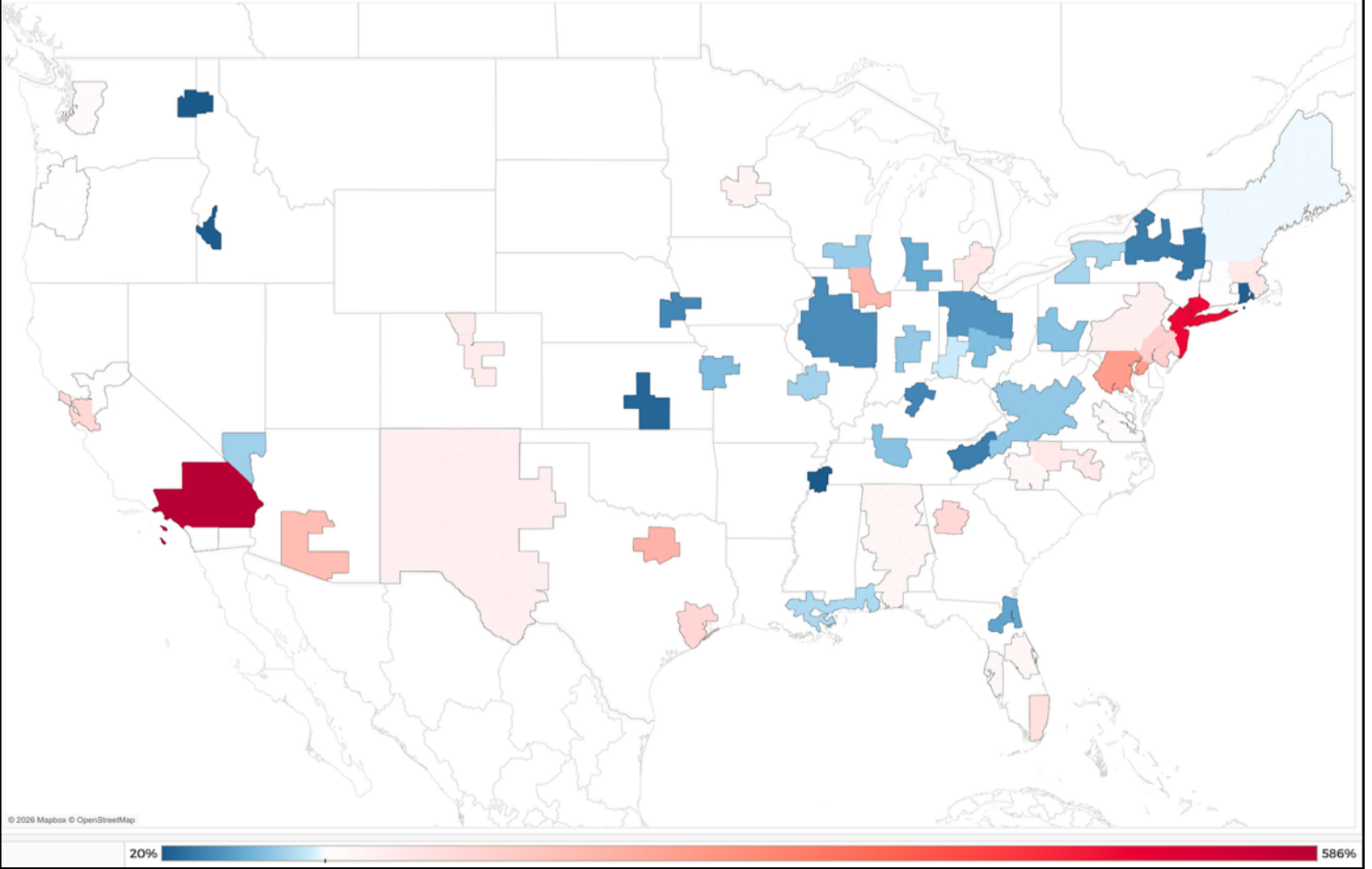
## Current Cut Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	1,626,402	2,538,988	56.1%	Illinois	14,574,205	13,487,401	-7.5%
Nebraska	1,640,666	2,135,750	30.2%	Connecticut	6,819,079	6,298,751	-7.6%
Kentucky	2,834,840	3,508,178	23.8%	New Jersey	13,236,658	12,115,385	-8.5%
Missouri	5,288,776	6,490,318	22.7%	Arizona	9,114,619	8,226,243	-9.7%
Kansas	2,284,633	2,638,942	15.5%	Pennsylvania	15,198,803	13,524,513	-11.0%
West Virginia	1,126,363	1,299,682	15.4%	Vermont	1,343,775	1,175,629	-12.5%
Indiana	4,559,653	5,092,804	11.7%	New Hampshire	4,475,952	3,866,177	-13.6%
Ohio	8,711,328	9,620,272	10.4%	Nevada	3,995,817	3,417,841	-14.5%
Tennessee	9,494,597	10,135,592	6.8%	Colorado	6,422,255	5,489,430	-14.5%
Michigan	5,800,619	5,963,738	2.8%	Maryland	9,078,821	7,565,835	-16.7%
Minnesota	4,077,013	4,170,990	2.3%	Louisiana	5,711,686	4,650,428	-18.6%
North Carolina	16,286,422	16,589,355	1.9%	Oregon	5,652,445	4,459,705	-21.1%
New Mexico	2,035,026	2,032,883	-0.1%	Rhode Island	2,528,816	1,971,419	-22.0%
Virginia	12,379,936	12,353,838	-0.2%	California	53,175,118	41,295,433	-22.3%
Florida	63,628,504	62,965,903	-1.0%	Delaware	1,414,877	1,091,392	-22.9%
Alabama	10,061,651	9,953,688	-1.1%	Massachusetts	20,779,920	15,975,474	-23.1%
New York	22,772,532	22,355,116	-1.8%	Washington	10,598,669	7,445,293	-29.8%
South Carolina	10,277,711	10,086,164	-1.9%	Idaho	3,585,515	2,472,374	-31.0%
Maine	3,219,232	3,065,557	-4.8%	Wyoming	1,217,597	821,960	-32.5%
Georgia	21,719,821	20,398,170	-6.1%	Texas	63,691,167	36,944,972	-42.0%



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



Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
DENVER	51,516,341	54,829,801	6.4%	SAN FRANCISCO	68,770,497	68,904,089	0.2%
LAS VEGAS	31,104,220	32,896,504	5.8%	JACKSONVILLE	23,539,658	23,569,573	0.1%
PORTLAND	39,482,941	41,624,161	5.4%	TOLEDO	20,752,326	20,745,293	0.0%
LOS ANGELES	231,684,618	243,860,439	5.3%	MINNEAPOLIS	49,721,107	49,700,669	0.0%
SAN DIEGO	39,752,915	41,806,258	5.2%	TAMPA	47,200,344	47,144,724	-0.1%
SPOKANE	7,983,206	8,364,287	4.8%	HARRISBURG/SCRANTON	52,020,945	51,615,815	-0.8%
OMAHA	16,754,222	17,492,869	4.4%	BIRMINGHAM/MONTGOMERY	48,118,098	47,585,144	-1.1%
BUFFALO/ROCHESTER	32,567,570	33,862,648	4.0%	COLUMBUS	29,126,372	28,741,135	-1.3%
PHOENIX/TUCSON	87,304,150	90,695,228	3.9%	CINCINNATI/DAYTON	38,973,937	38,393,217	-1.5%
MILWAUKEE	30,800,306	31,950,295	3.7%	DALLAS/FT. WORTH	100,052,030	98,407,197	-1.6%
WEST TEX/NEW MEXICO	50,414,380	51,948,388	3.0%	LOUISVILLE	17,592,353	17,293,212	-1.7%
KANSAS CITY	27,429,524	28,262,112	3.0%	BOISE	9,001,469	8,798,856	-2.3%
SACRAMENTO	40,474,054	41,663,301	2.9%	NEW ORLEANS/MOBILE	35,506,031	34,695,436	-2.3%
GRAND RAPIDS	24,117,605	24,751,943	2.6%	ALBANY	14,961,184	14,604,860	-2.4%
SYRACUSE	15,354,053	15,743,249	2.5%	PITTSBURGH	30,412,558	29,633,570	-2.6%
NASHVILLE	29,021,385	29,727,839	2.4%	ROANOKE	31,834,370	30,986,312	-2.7%
SEATTLE	43,907,991	44,644,270	1.7%	RICHMOND/NORFOLK	45,656,065	44,067,368	-3.5%
CHARLOTTE	45,894,591	46,633,822	1.6%	NEW ENGLAND	42,327,093	40,668,606	-3.9%
ST. LOUIS	32,834,860	33,324,546	1.5%	HARTFORD/SPRINGFIELD	43,621,658	41,794,708	-4.2%
INDIANAPOLIS	30,913,680	31,345,602	1.4%	MIAMI/FT. LAUDERDALE	65,703,538	62,914,674	-4.2%
RALEIGH/GREENSBORO	55,985,878	56,760,577	1.4%	ATLANTA	72,086,767	68,906,583	-4.4%
WICHITA	10,666,377	10,808,942	1.3%	CHICAGO	99,721,848	95,299,944	-4.4%
ORLANDO	46,814,766	47,391,348	1.2%	BALTIMORE/WASHINGTON	121,754,174	114,462,787	-6.0%
HOUSTON	69,401,982	70,255,378	1.2%	PHILADELPHIA	79,652,597	74,375,453	-6.6%
PEORIA/SPRINGFIELD	18,385,498	18,608,832	1.2%	NEW YORK	217,669,177	203,046,883	-6.7%
DETROIT	56,553,812	56,682,291	0.2%	BOSTON	61,779,119	57,025,770	-7.7%
KNOXVILLE	15,706,145	15,738,646	0.2%	PROVIDENCE	10,552,774	9,729,428	-7.8%