

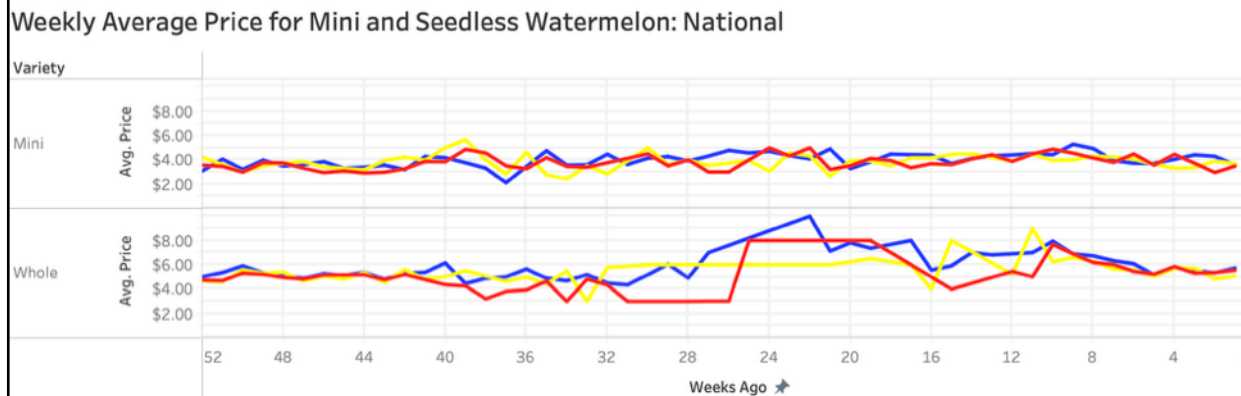
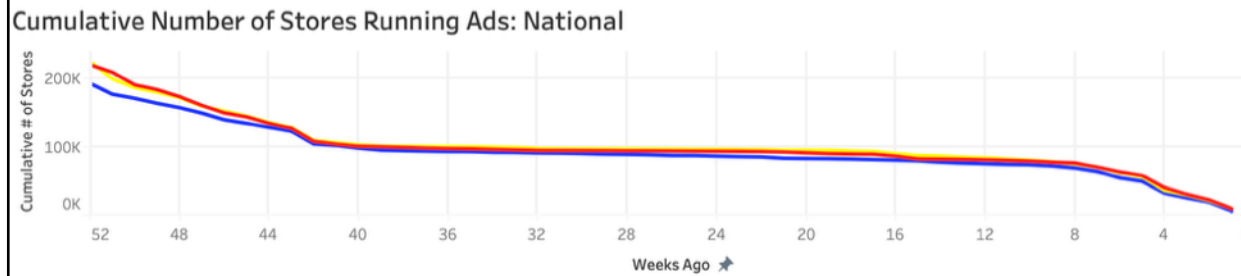
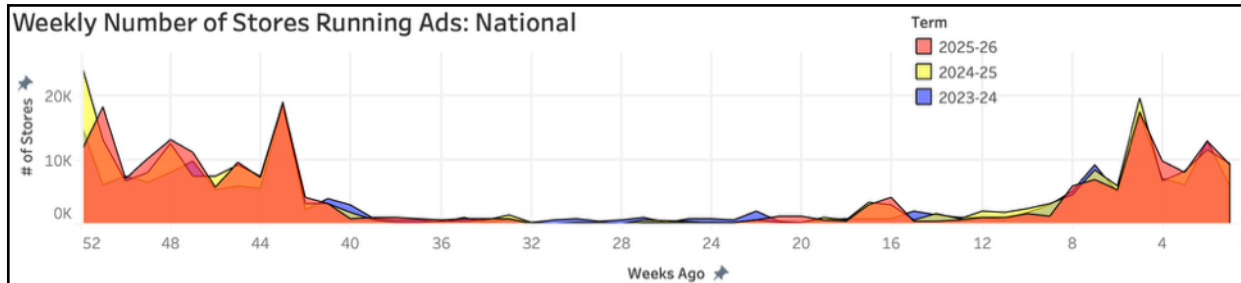
Retail Ad Report

Compiled by the National Watermelon Promotion Board

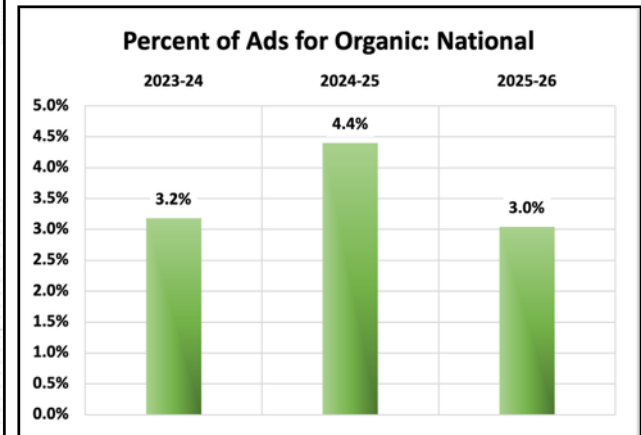


watermelon.org

Data Current through June 19, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	193,331	225,418	220,389
Seedless	\$ 5.86	\$ 5.43	\$ 4.86
Mini	\$ 3.99	\$ 3.84	\$ 3.79
Organic Seedless	\$ 9.43	\$ 8.59	\$ 6.56
Organic Mini	\$ 5.22	\$ 4.95	\$ 5.36



[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.

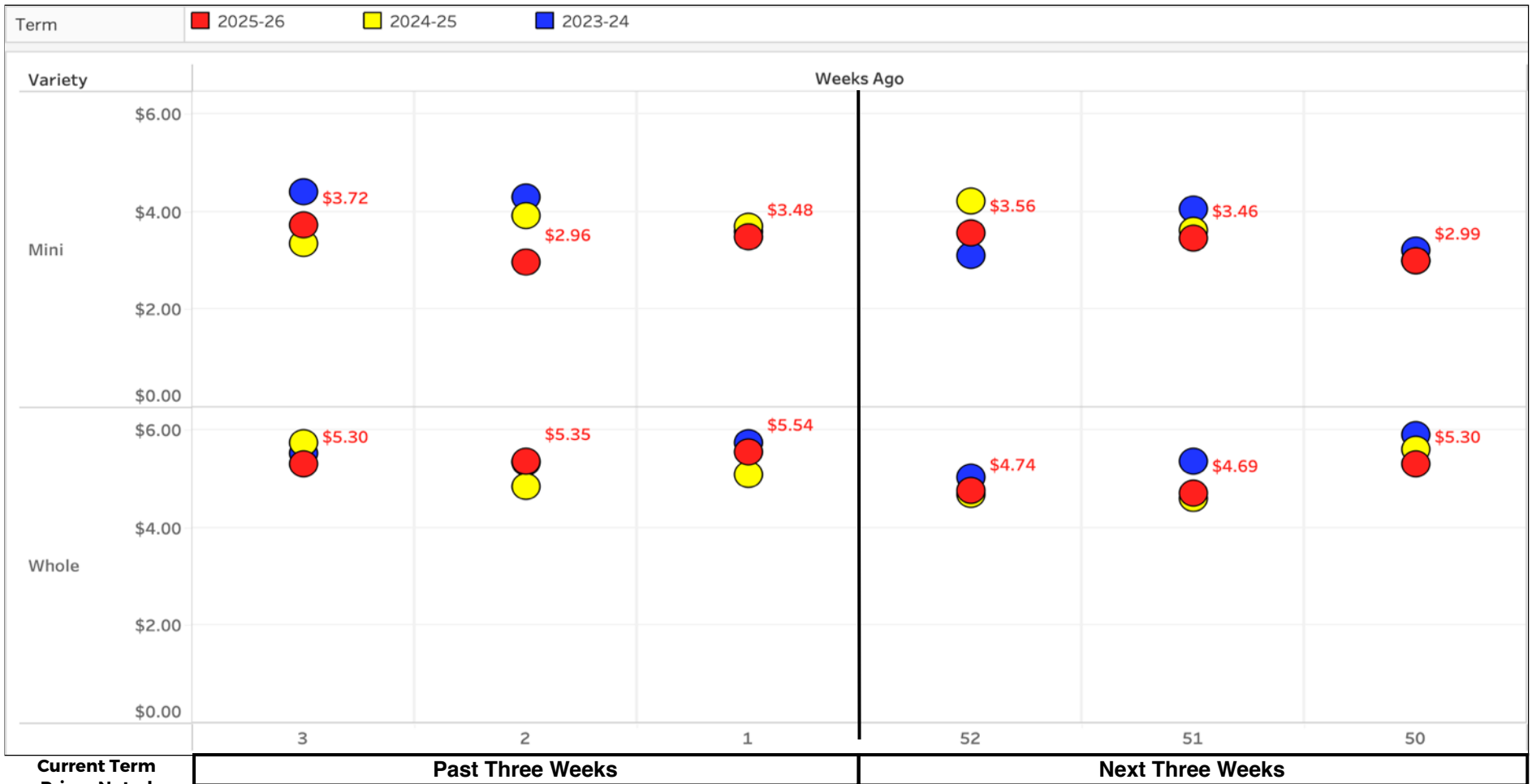
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

Summary of Past Five Weeks

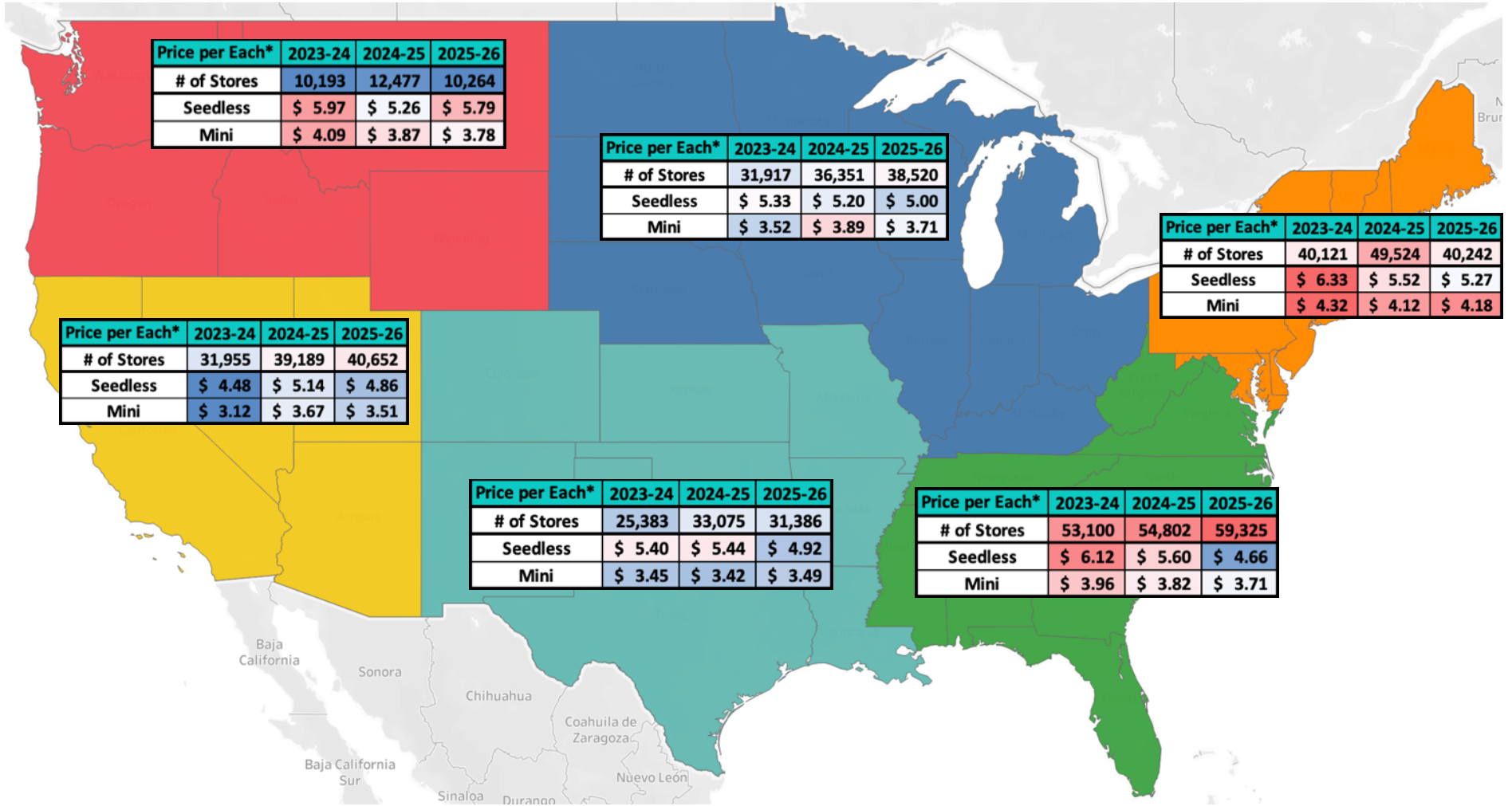
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	4341	\$ 5.37	\$ 3.97	7869	\$ 5.69	\$4.02	1532	\$ 5.75	\$3.86	4834	\$ 5.10	\$3.18	7632	\$ 5.96	\$3.85	5812	\$ 5.15	\$4.54	32020	\$ 5.58	\$4.08
2024-25	6374	\$ 5.30	\$ 3.10	8980	\$ 5.39	\$3.90	2105	\$ 4.13	\$3.95	4434	\$ 5.54	\$3.39	9961	\$ 5.43	\$2.96	4278	\$ 5.24	\$3.73	36132	\$ 5.33	\$3.57
2025-26	7378	\$ 5.04	\$ 3.73	6489	\$ 5.58	\$4.26	1524	\$ 6.99	\$3.00	4886	\$ 5.29	\$3.04	14987	\$ 5.71	\$3.60	4900	\$ 6.09	\$3.68	40164	\$ 5.51	\$3.65

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



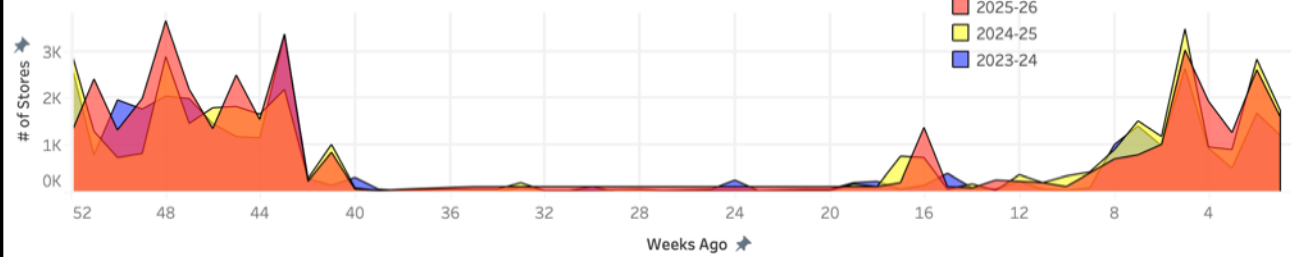
Regional Map



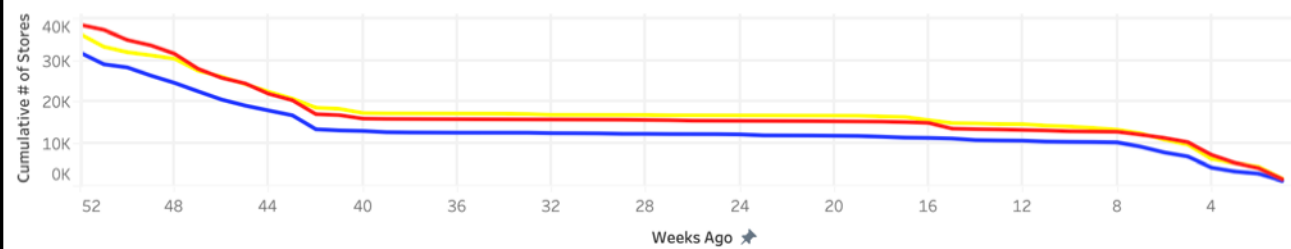
* Although included in # of Stores, organic prices are omitted from average

Midwest

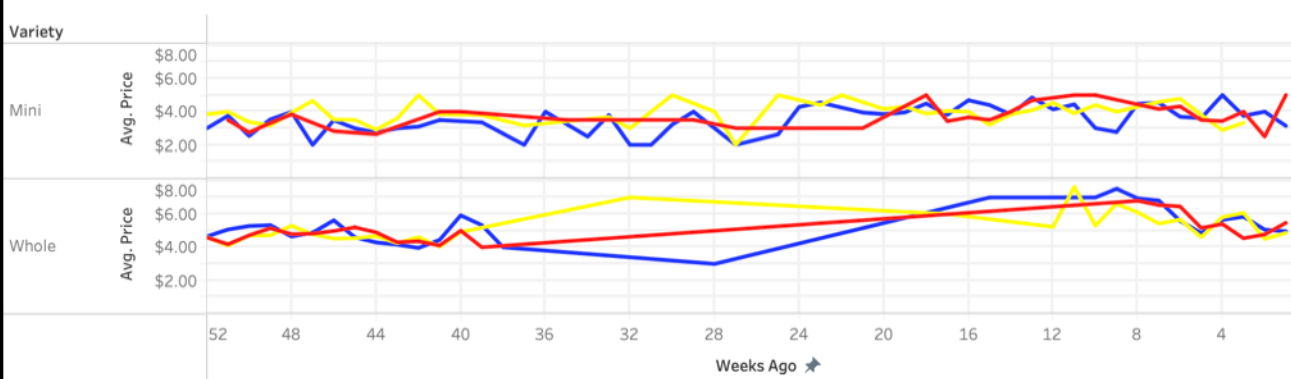
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

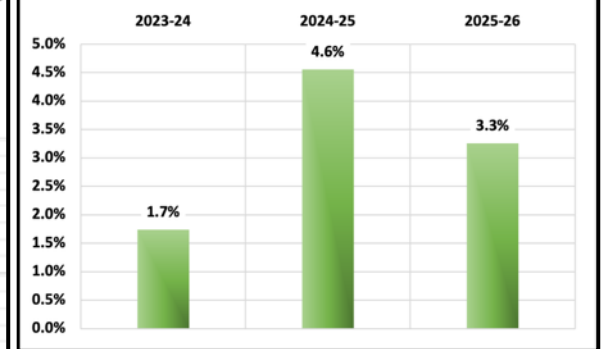


Weekly Average Price for Mini and Seedless Watermelon: Midwest



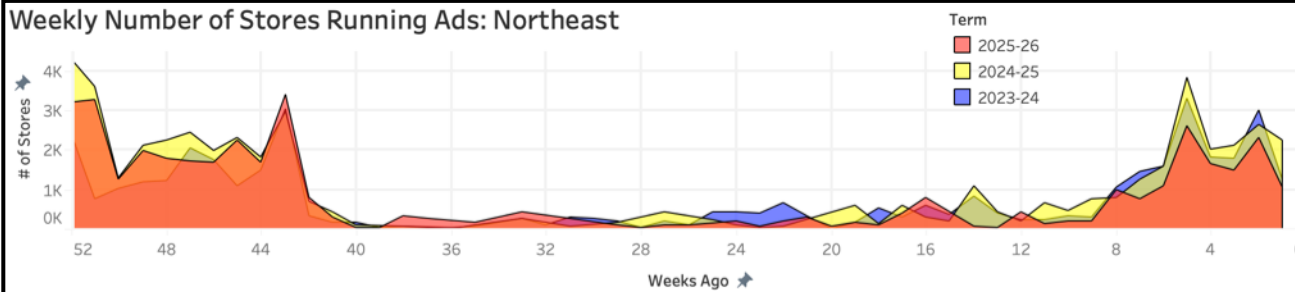
Price per Each	2023-24	2024-25	2025-26
# of Stores	31,917	36,351	38,520
Seedless	\$ 5.33	\$ 5.20	\$ 5.00
Mini	\$ 3.52	\$ 3.89	\$ 3.71
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 5.02	\$ 5.04	\$ 4.93

Percent of Ads for Organic: Midwest

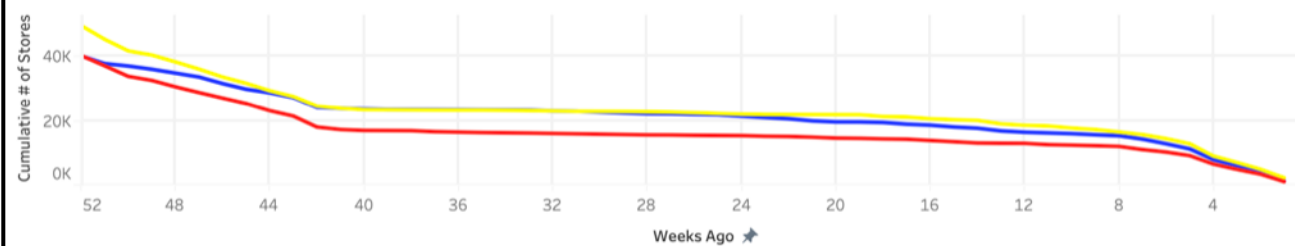


Northeast

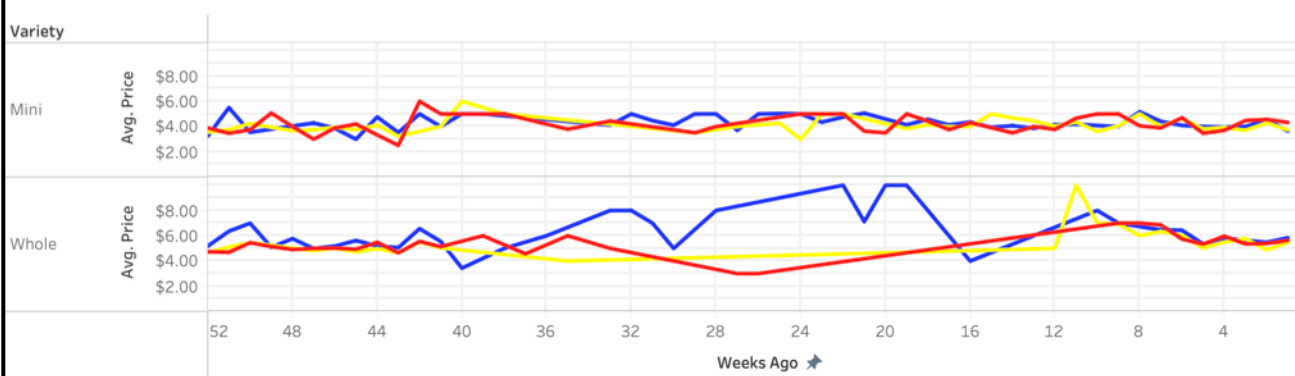
Weekly Number of Stores Running Ads: Northeast



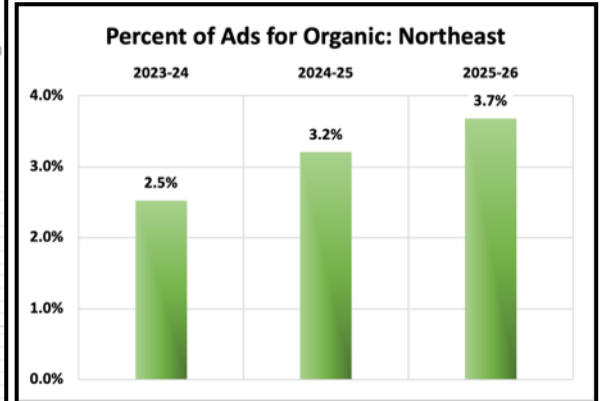
Cumulative Number of Stores Running Ads: Northeast



Weekly Average Price for Mini and Seedless Watermelon: Northeast

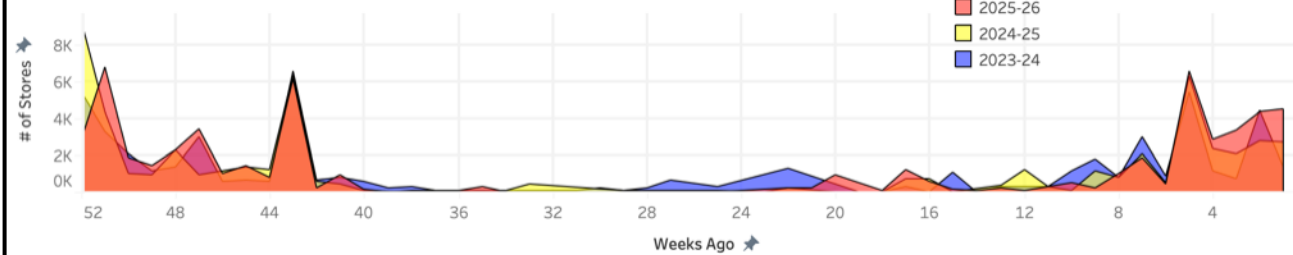


Price per Each	2023-24	2024-25	2025-26
# of Stores	40,121	49,524	40,242
Seedless	\$ 6.33	\$ 5.52	\$ 5.27
Mini	\$ 4.32	\$ 4.12	\$ 4.18
Organic Seedless	\$ 9.43	\$ 8.99	\$ 5.99
Organic Mini	\$ 5.22	\$ 5.38	\$ 5.73

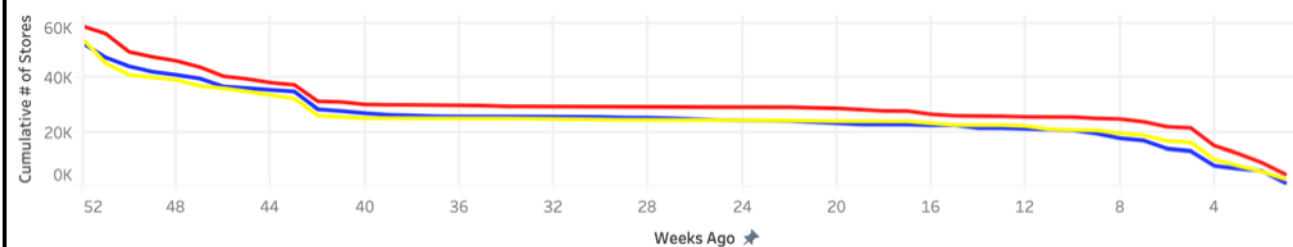


Southeast

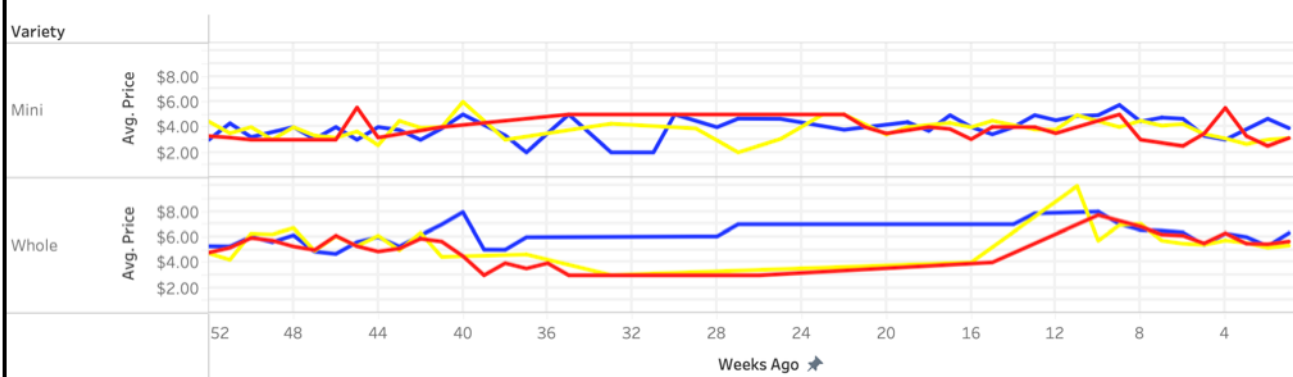
Weekly Number of Stores Running Ads: Southeast



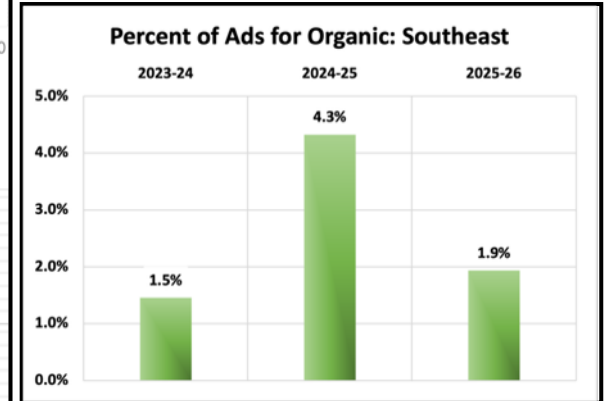
Cumulative Number of Stores Running Ads: Southeast



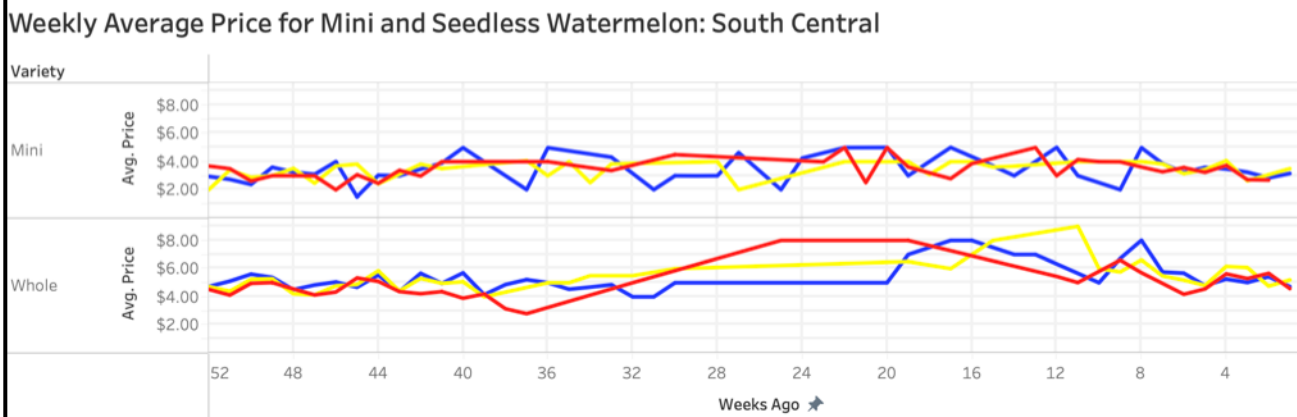
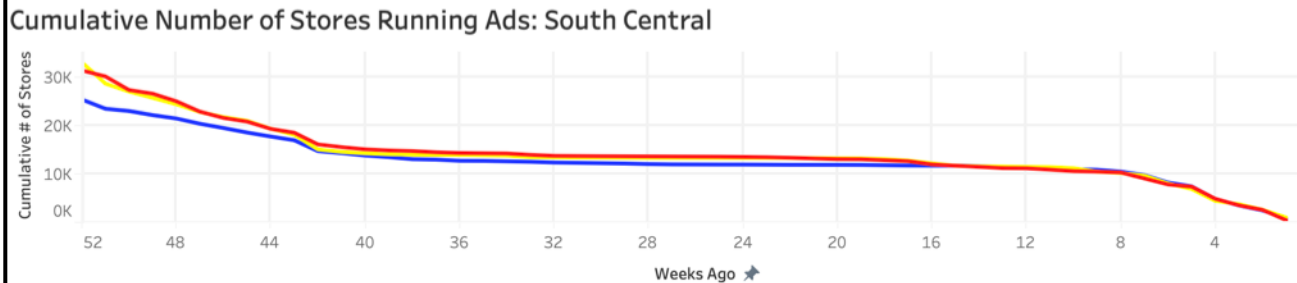
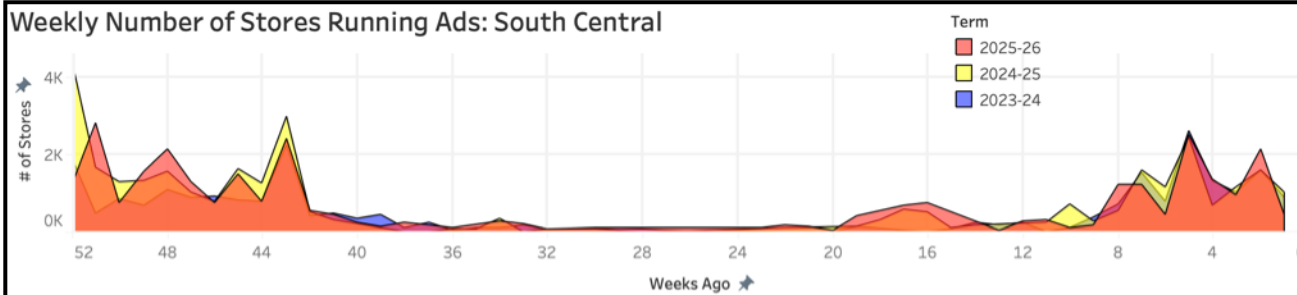
Weekly Average Price for Mini and Seedless Watermelon: Southeast



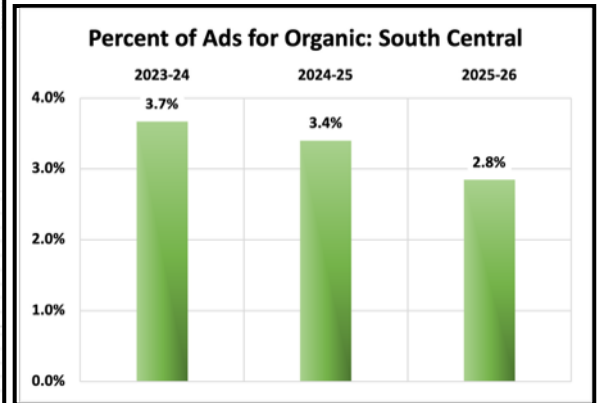
Price per Each	2023-24	2024-25	2025-26
# of Stores	53,100	54,802	59,325
Seedless	\$ 6.12	\$ 5.60	\$ 4.66
Mini	\$ 3.96	\$ 3.82	\$ 3.71
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.78	\$ 4.98	\$ 5.07



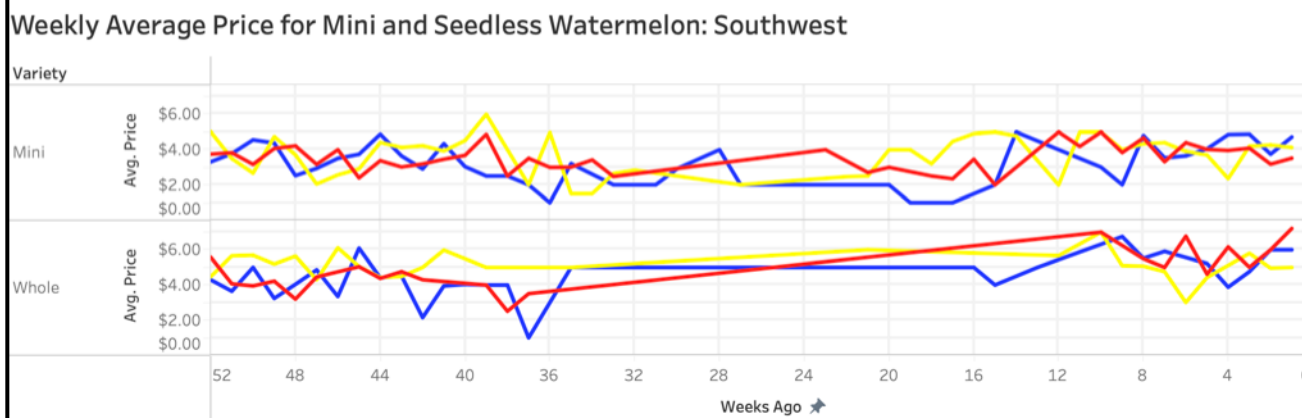
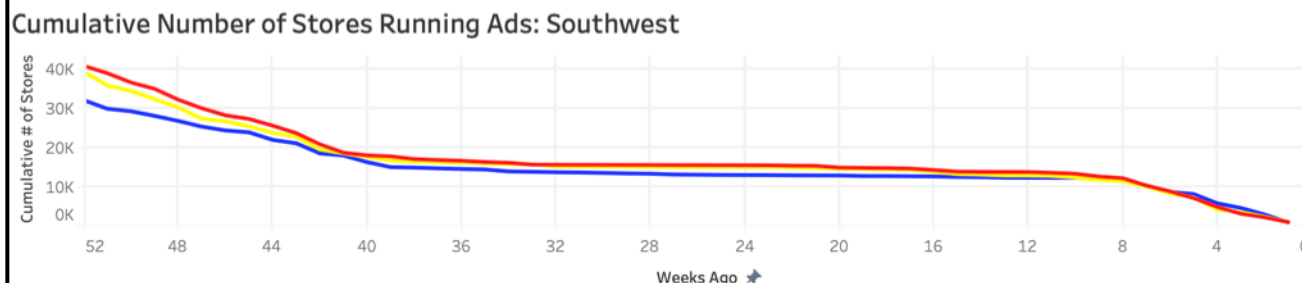
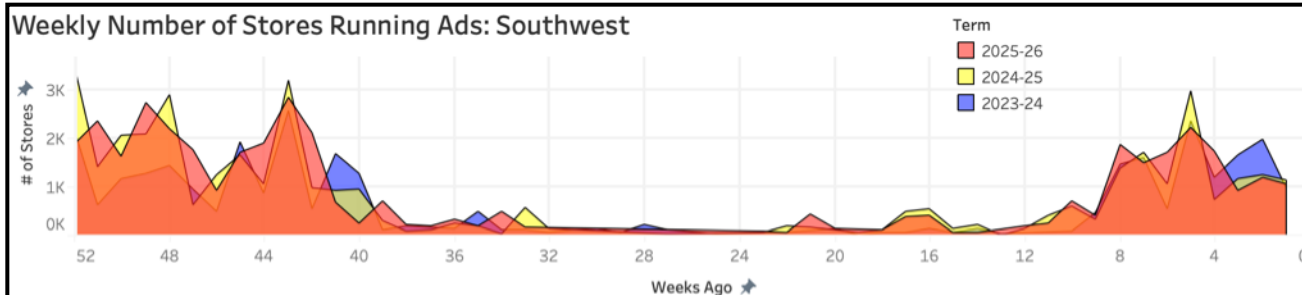
South Central



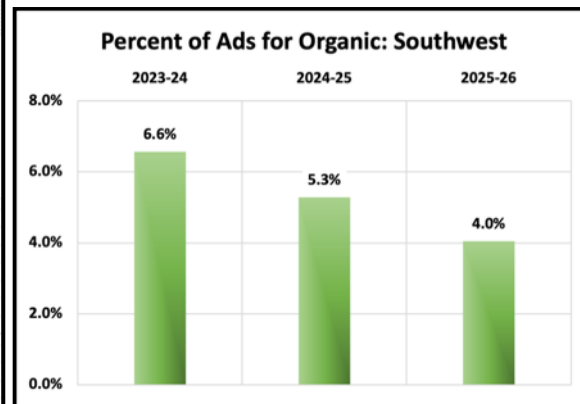
Price per Each	2023-24	2024-25	2025-26
# of Stores	25,383	33,075	31,386
Seedless	\$ 5.40	\$ 5.44	\$ 4.92
Mini	\$ 3.45	\$ 3.42	\$ 3.49
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.37	\$ 5.07	\$ 5.46



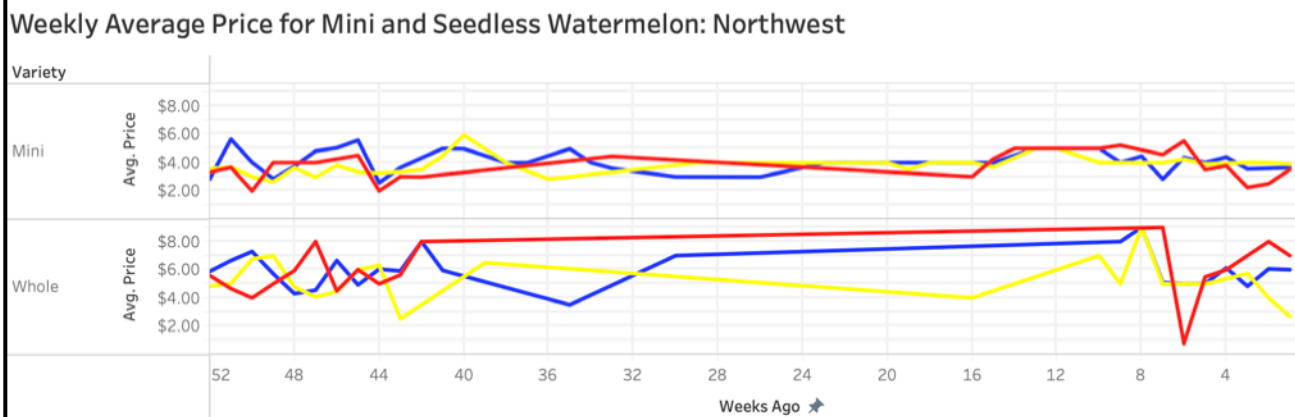
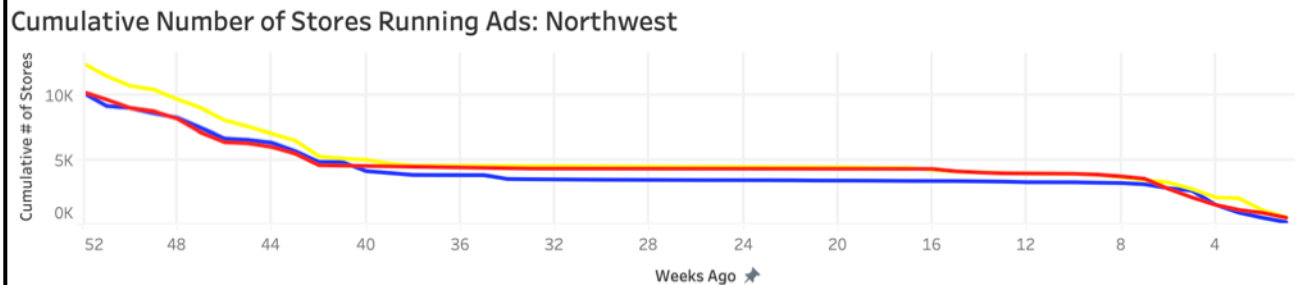
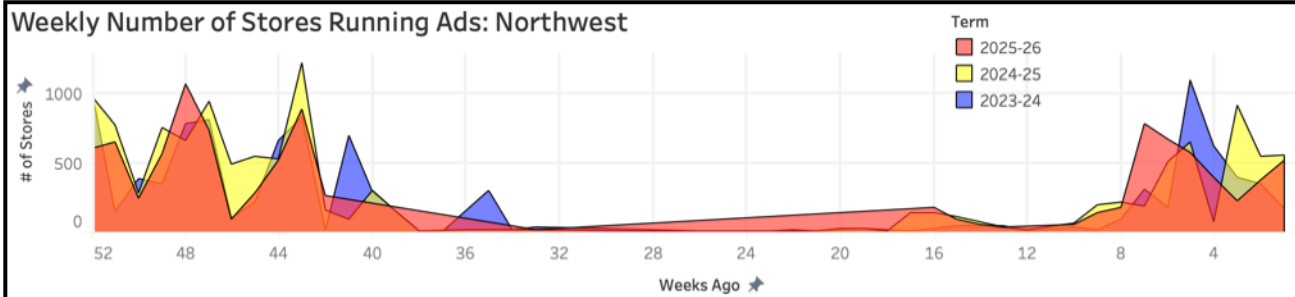
Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	31,955	39,189	40,652
Seedless	\$ 4.48	\$ 5.14	\$ 4.86
Mini	\$ 3.12	\$ 3.67	\$ 3.51
Organic Seedless	NA	\$ 7.19	NA
Organic Mini	\$ 5.21	\$ 5.32	\$ 5.73



Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	10,193	12,477	10,264
Seedless	\$ 5.97	\$ 5.26	\$ 5.79
Mini	\$ 4.09	\$ 3.87	\$ 3.78
Organic Seedless	NA	\$ 9.03	NA
Organic Mini	\$ 5.11	\$ 5.41	\$ 5.10

