

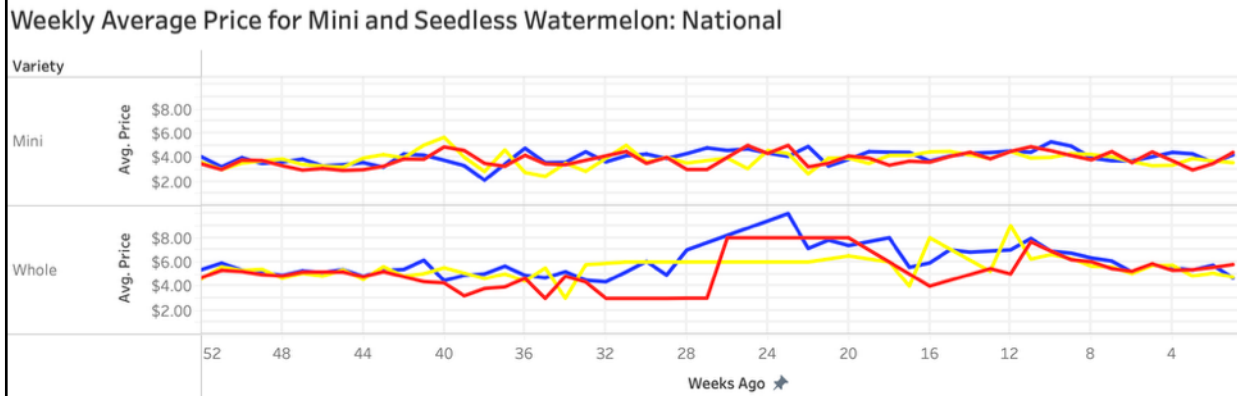
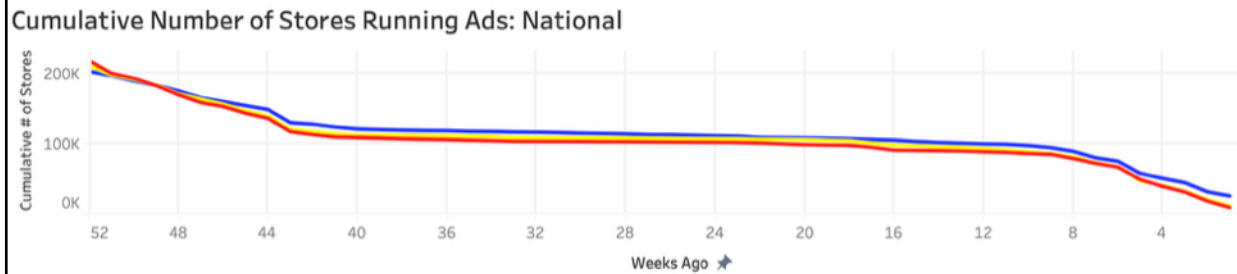
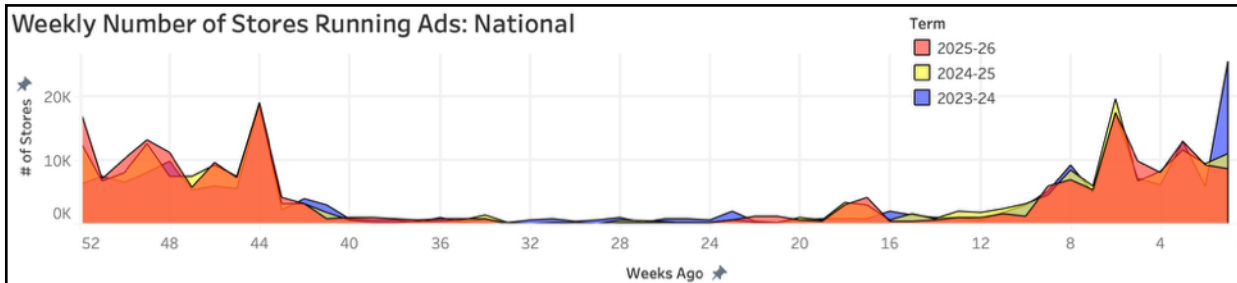
Retail Ad Report

Compiled by the National Watermelon Promotion Board

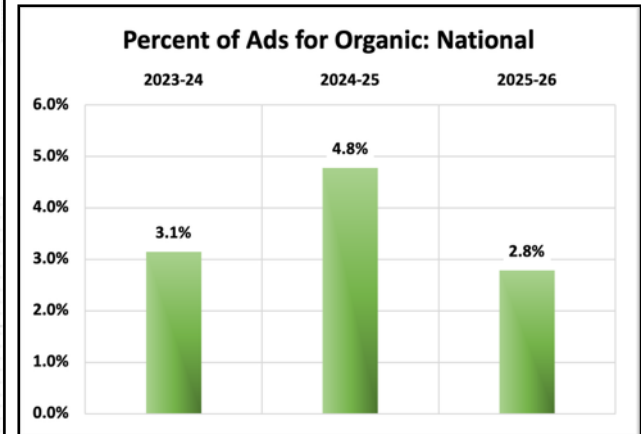


watermelon.org

Data Current through June 26, 2026



| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 202,787 | 210,898 | 218,199 |
| Seedless | \$ 5.85 | \$ 5.43 | \$ 4.88 |
| Mini | \$ 4.01 | \$ 3.82 | \$ 3.80 |
| Organic Seedless | \$ 9.37 | \$ 8.59 | \$ 6.56 |
| Organic Mini | \$ 5.21 | \$ 4.98 | \$ 5.34 |



[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.

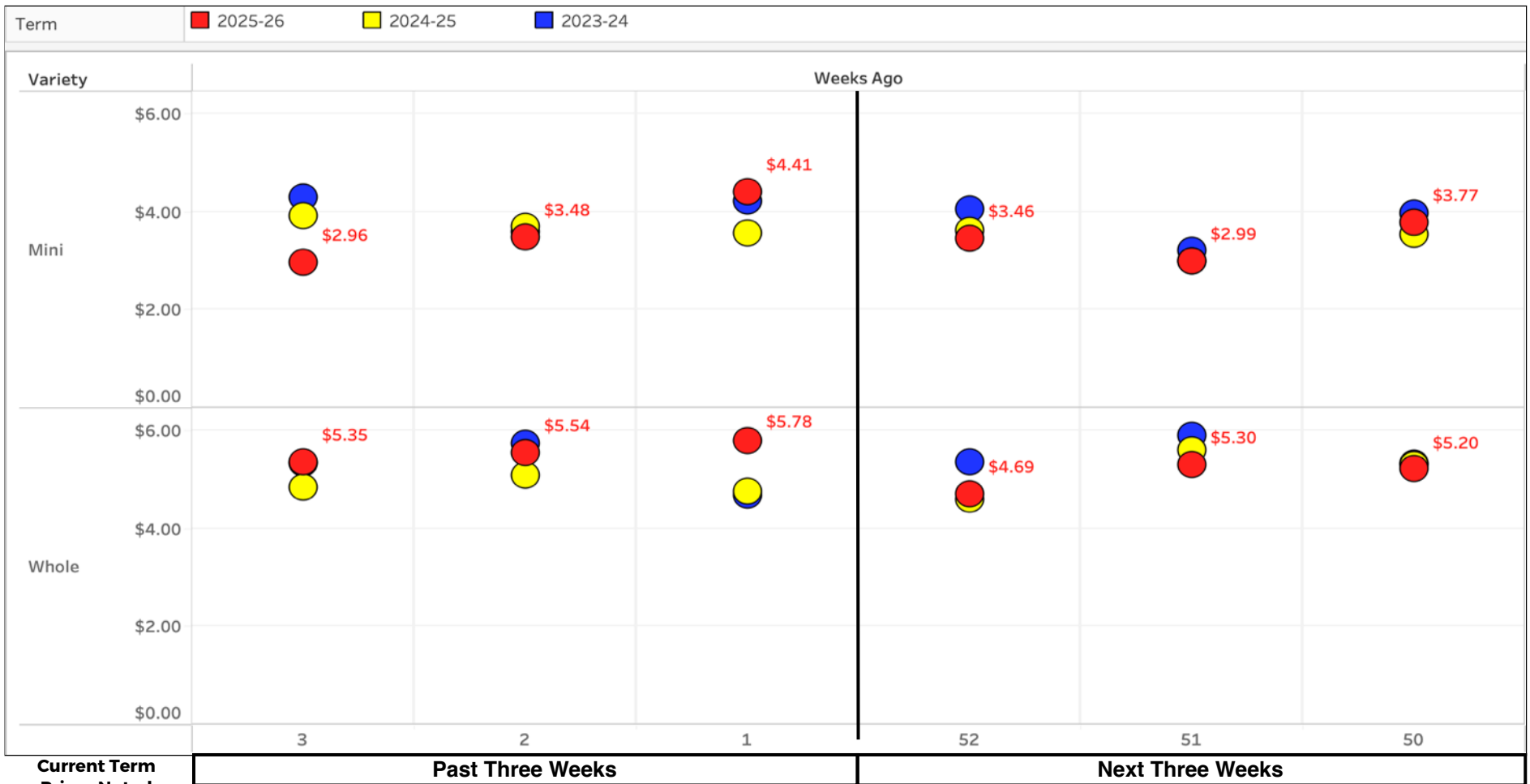
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

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 | 6456 | \$ 5.11 | \$ 3.68 | 10310 | \$ 5.40 | \$3.92 | 1893 | \$ 5.42 | \$3.59 | 7900 | \$ 4.97 | \$2.81 | 15756 | \$ 5.57 | \$4.33 | 8126 | \$ 5.30 | \$4.58 | 50441 | \$ 5.31 | \$4.12 |
| 2024-25 | 6634 | \$ 5.00 | \$ 3.32 | 10180 | \$ 5.20 | \$3.90 | 2628 | \$ 4.49 | \$3.79 | 5004 | \$ 5.13 | \$3.27 | 10444 | \$ 5.19 | \$3.01 | 5412 | \$ 5.33 | \$4.08 | 40302 | \$ 5.09 | \$3.63 |
| 2025-26 | 6054 | \$ 5.03 | \$ 3.50 | 6966 | \$ 5.55 | \$4.31 | 2036 | \$ 7.66 | \$3.06 | 4242 | \$ 5.27 | \$3.46 | 15172 | \$ 5.55 | \$2.97 | 4568 | \$ 6.10 | \$4.00 | 39038 | \$ 5.49 | \$3.64 |

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

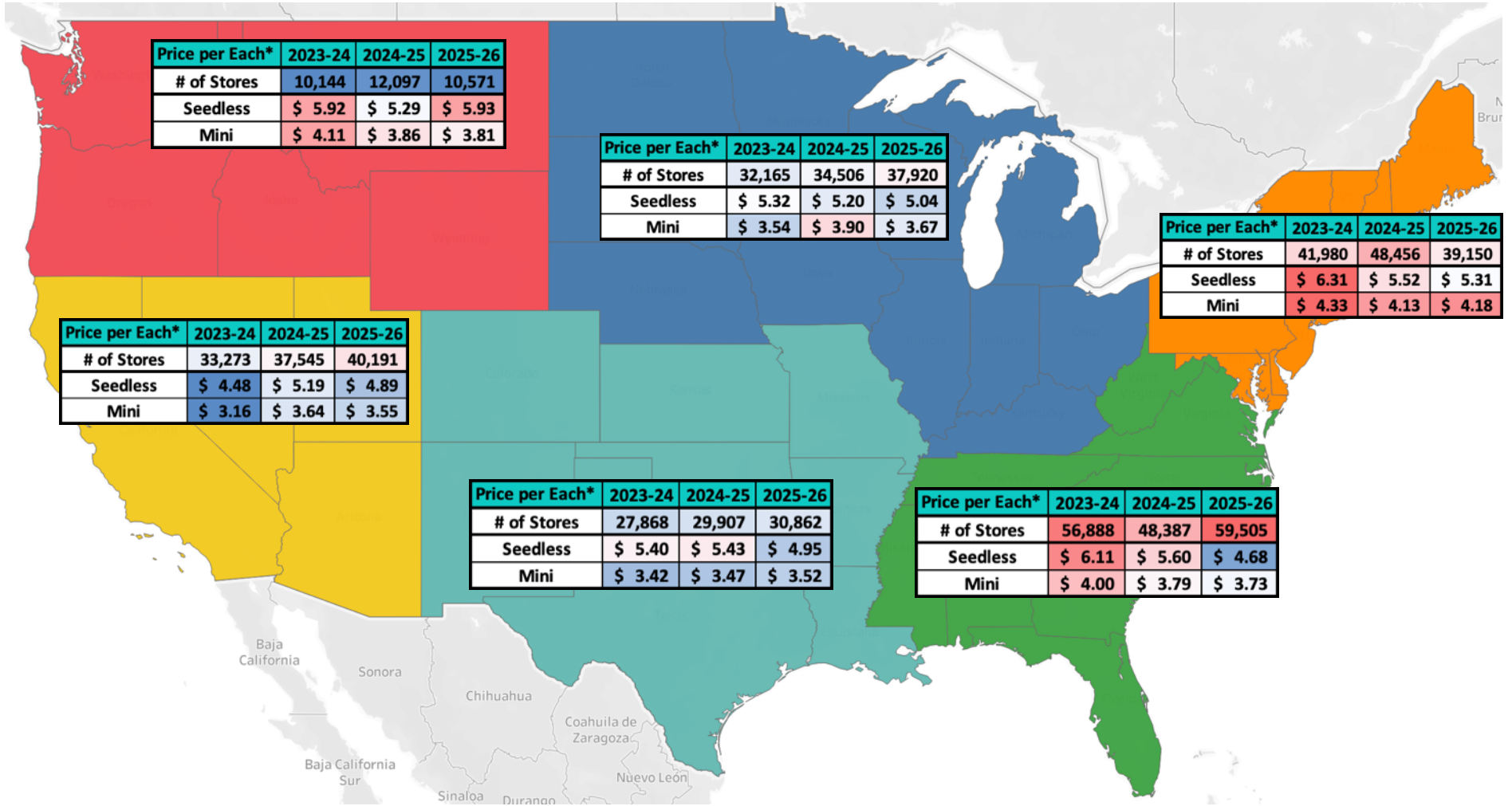


Current Term Prices Noted

Past Three Weeks

Next Three Weeks

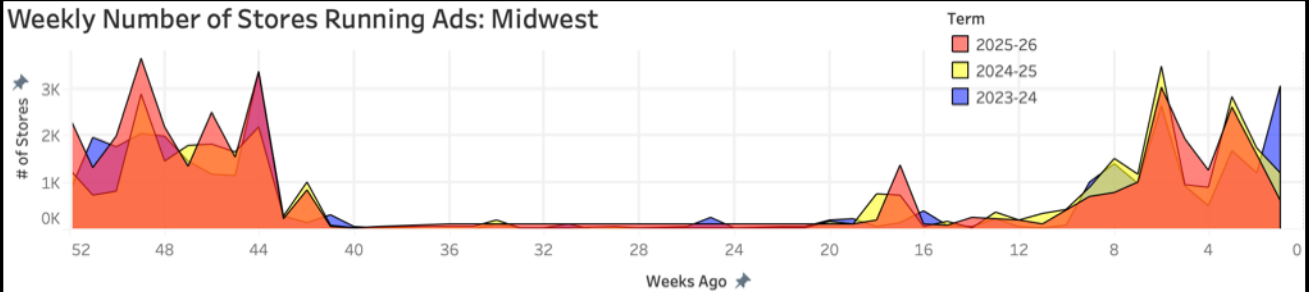
Regional Map



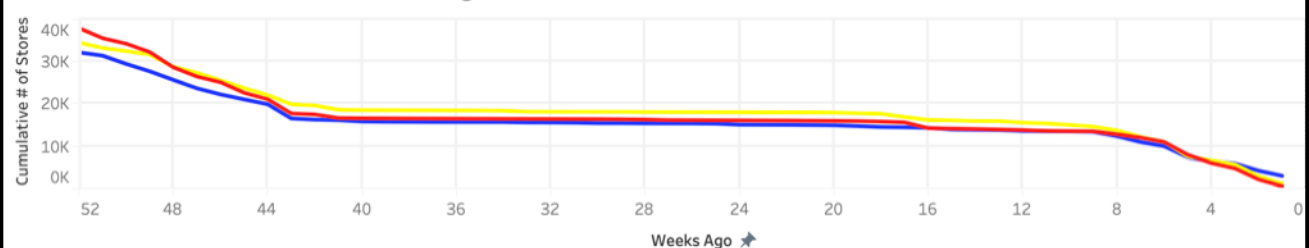
* Although included in # of Stores, organic prices are omitted from average

Midwest

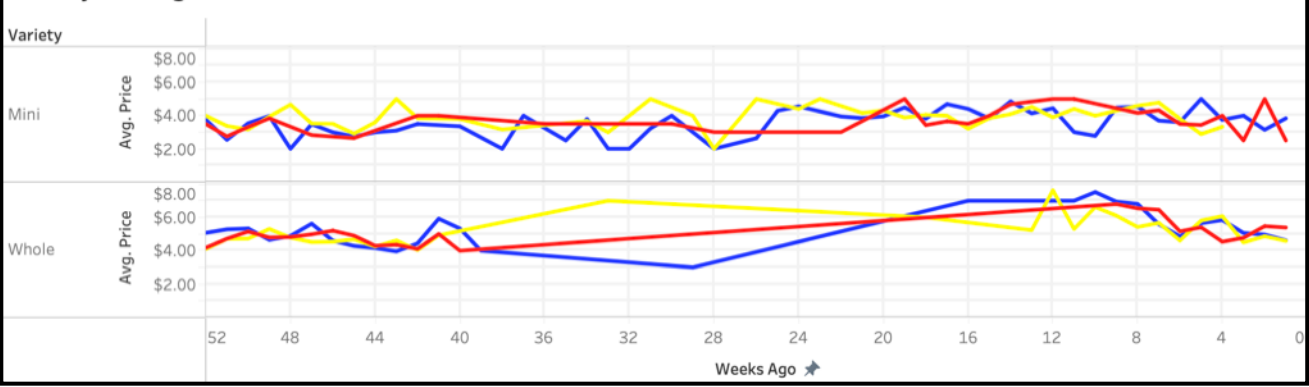
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

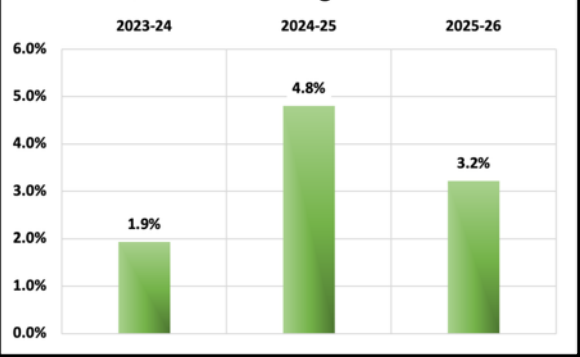


Weekly Average Price for Mini and Seedless Watermelon: Midwest



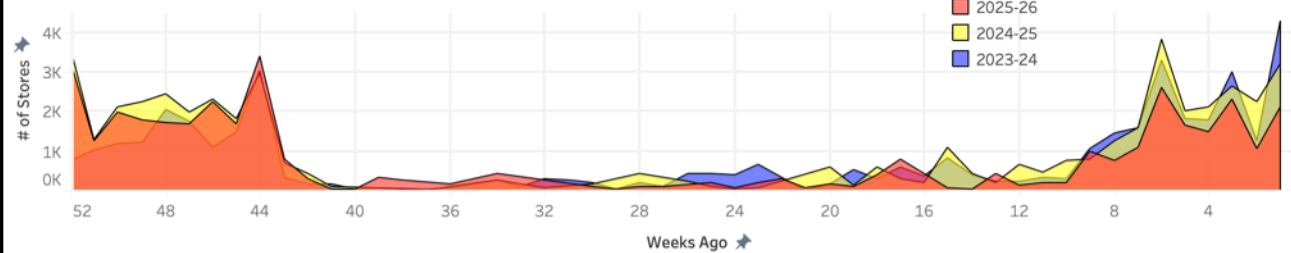
| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 32,165 | 34,506 | 37,920 |
| Seedless | \$ 5.32 | \$ 5.20 | \$ 5.04 |
| Mini | \$ 3.54 | \$ 3.90 | \$ 3.67 |
| Organic Seedless | NA | \$ 5.99 | \$ 7.66 |
| Organic Mini | \$ 4.96 | \$ 5.11 | \$ 4.90 |

Percent of Ads for Organic: Midwest

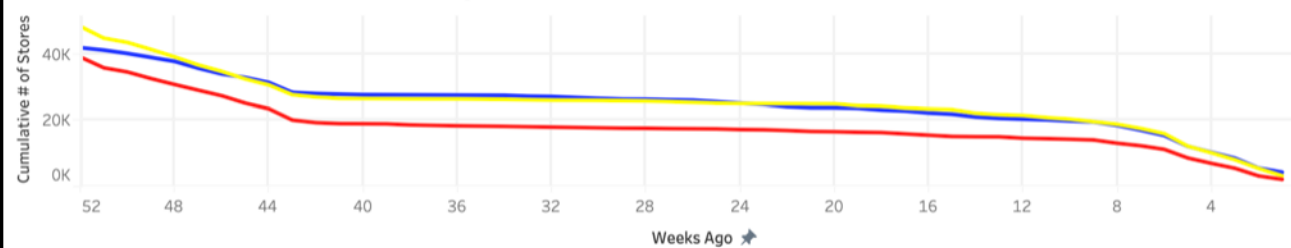


Northeast

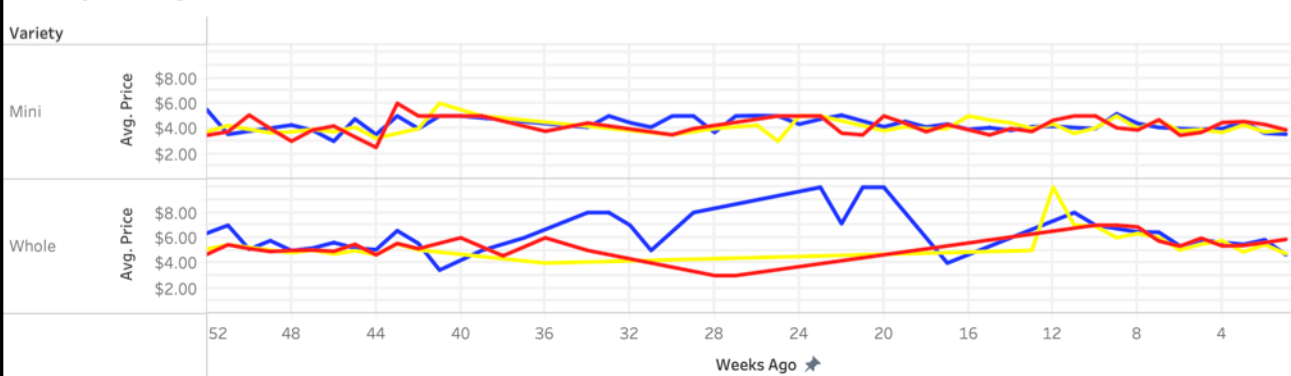
Weekly Number of Stores Running Ads: Northeast



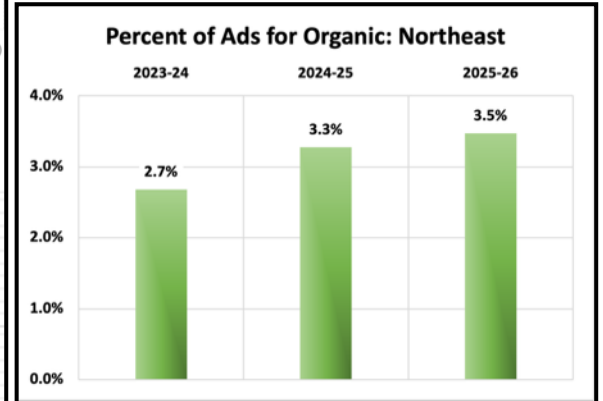
Cumulative Number of Stores Running Ads: Northeast



Weekly Average Price for Mini and Seedless Watermelon: Northeast

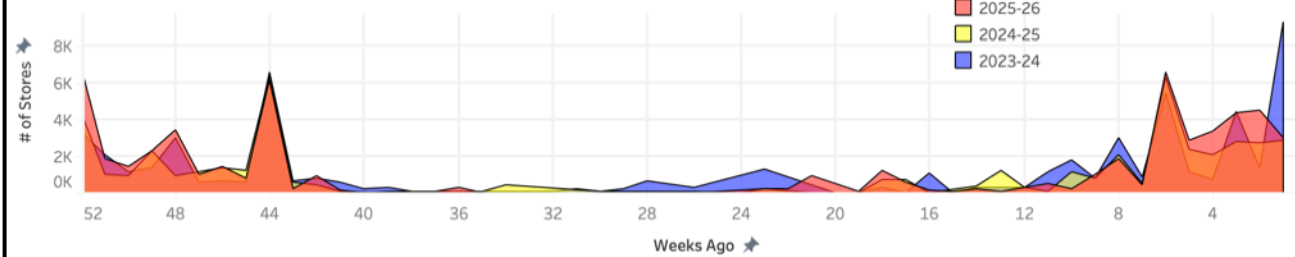


| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 41,980 | 48,456 | 39,150 |
| Seedless | \$ 6.31 | \$ 5.52 | \$ 5.31 |
| Mini | \$ 4.33 | \$ 4.13 | \$ 4.18 |
| Organic Seedless | \$ 9.37 | \$ 8.99 | \$ 5.99 |
| Organic Mini | \$ 5.20 | \$ 5.42 | \$ 5.74 |

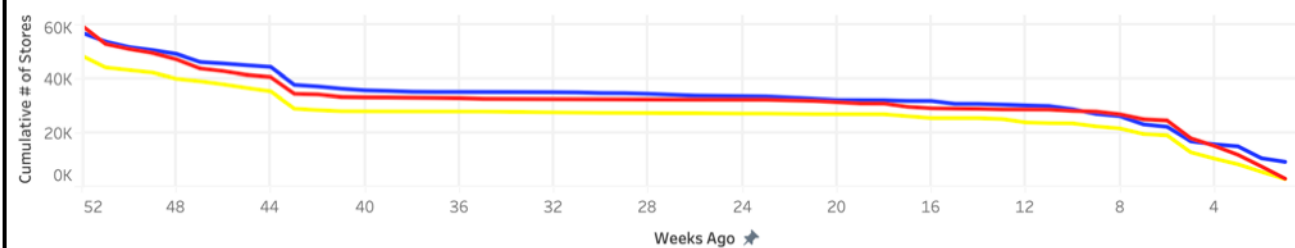


Southeast

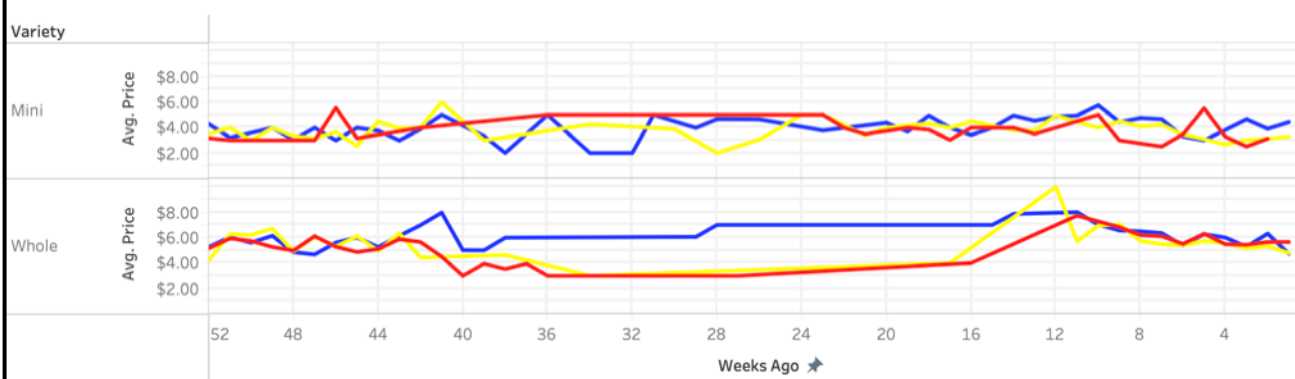
Weekly Number of Stores Running Ads: Southeast



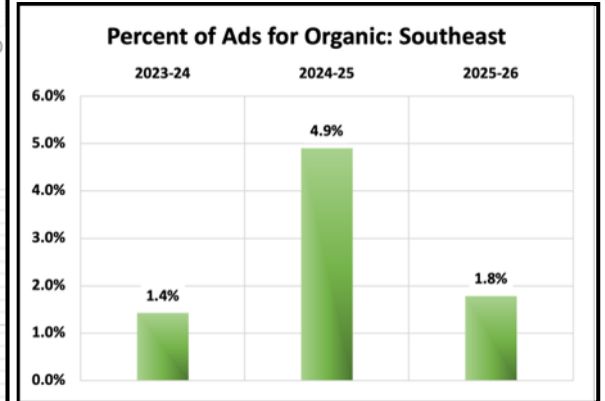
Cumulative Number of Stores Running Ads: Southeast



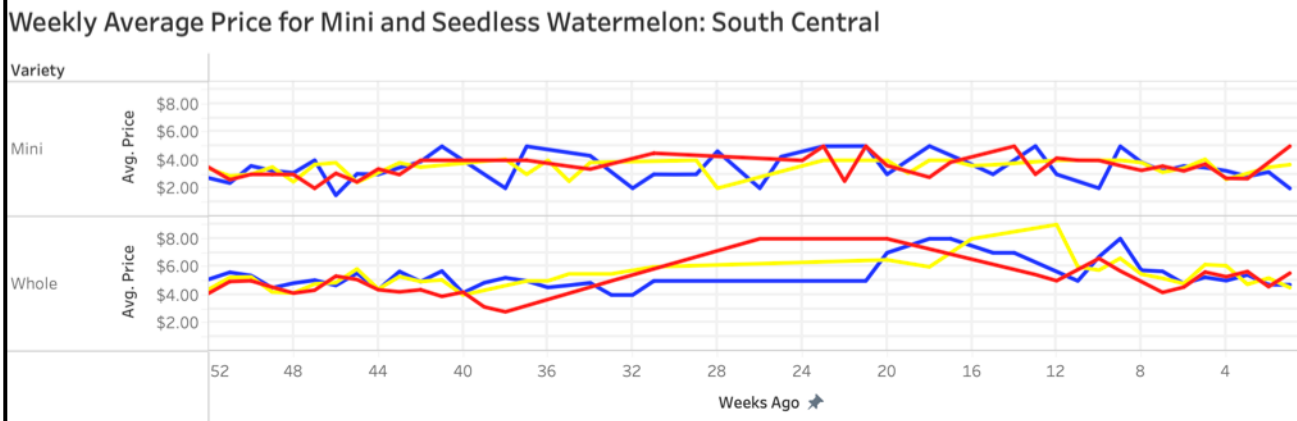
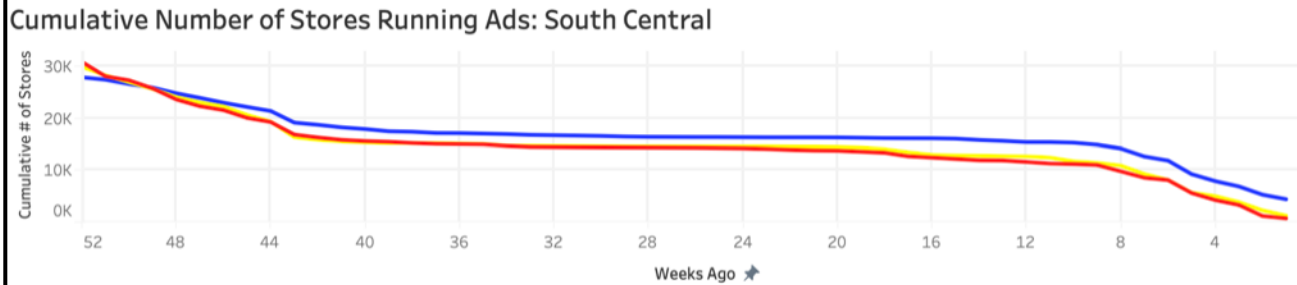
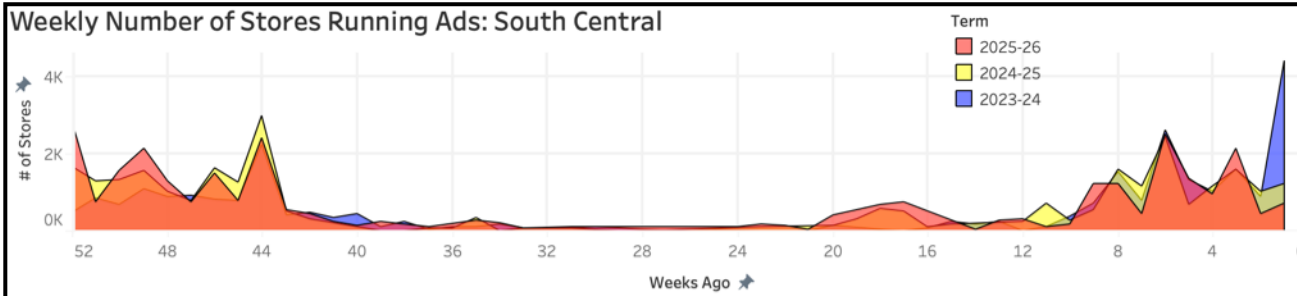
Weekly Average Price for Mini and Seedless Watermelon: Southeast



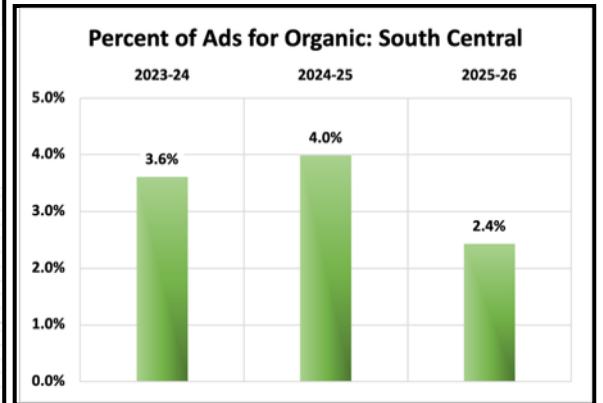
| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 56,888 | 48,387 | 59,505 |
| Seedless | \$ 6.11 | \$ 5.60 | \$ 4.68 |
| Mini | \$ 4.00 | \$ 3.79 | \$ 3.73 |
| Organic Seedless | NA | NA | \$ 5.54 |
| Organic Mini | \$ 4.74 | \$ 5.05 | \$ 5.01 |



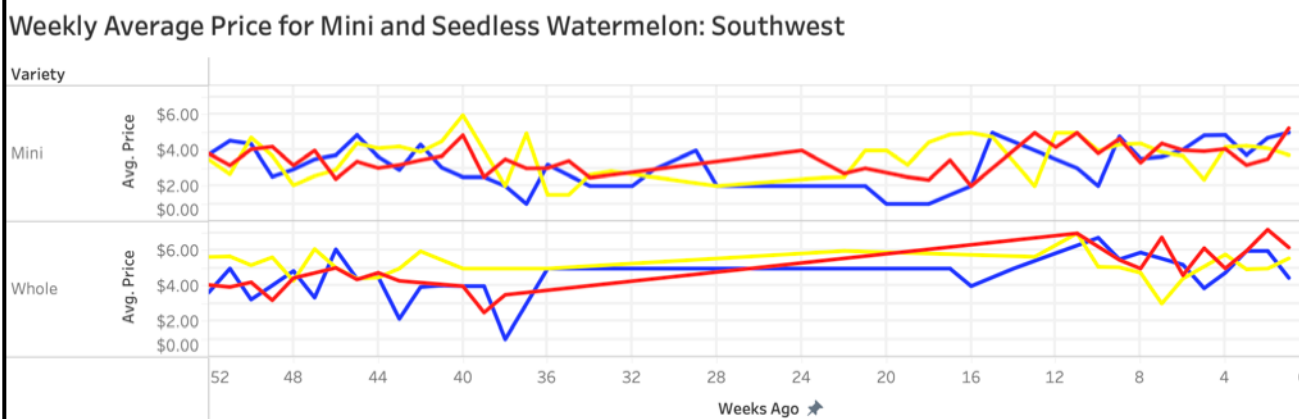
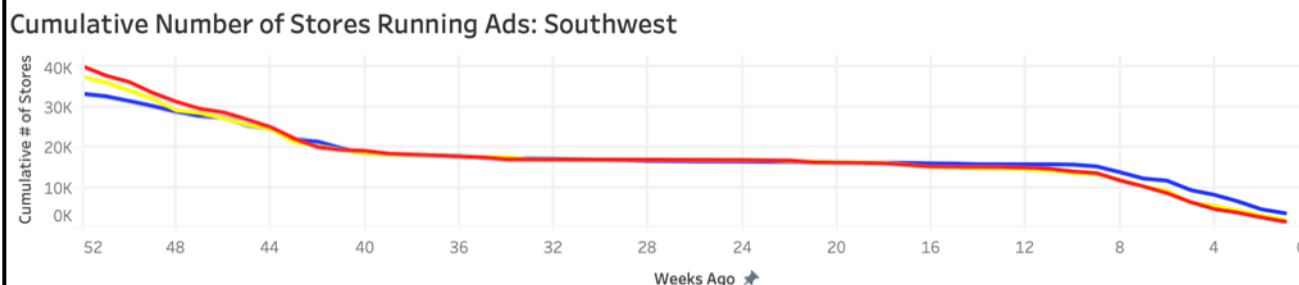
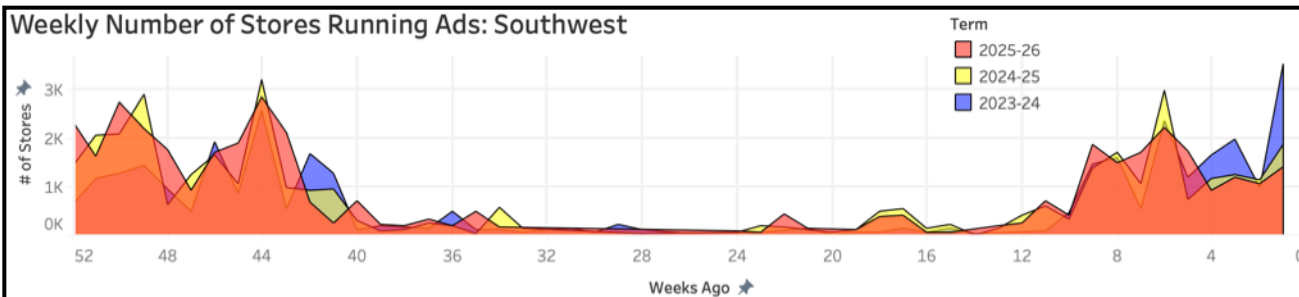
South Central



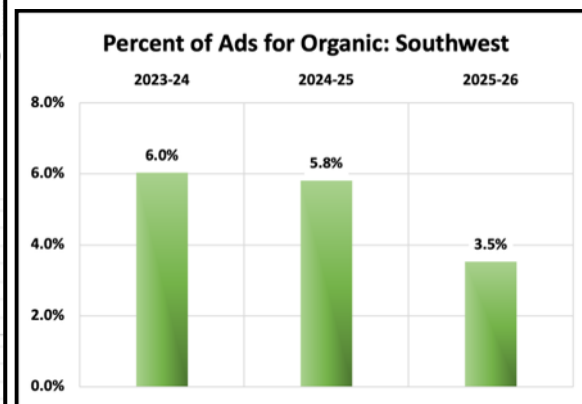
| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 27,868 | 29,907 | 30,862 |
| Seedless | \$ 5.40 | \$ 5.43 | \$ 4.95 |
| Mini | \$ 3.42 | \$ 3.47 | \$ 3.52 |
| Organic Seedless | NA | \$ 6.49 | NA |
| Organic Mini | \$ 5.33 | \$ 5.14 | \$ 5.43 |



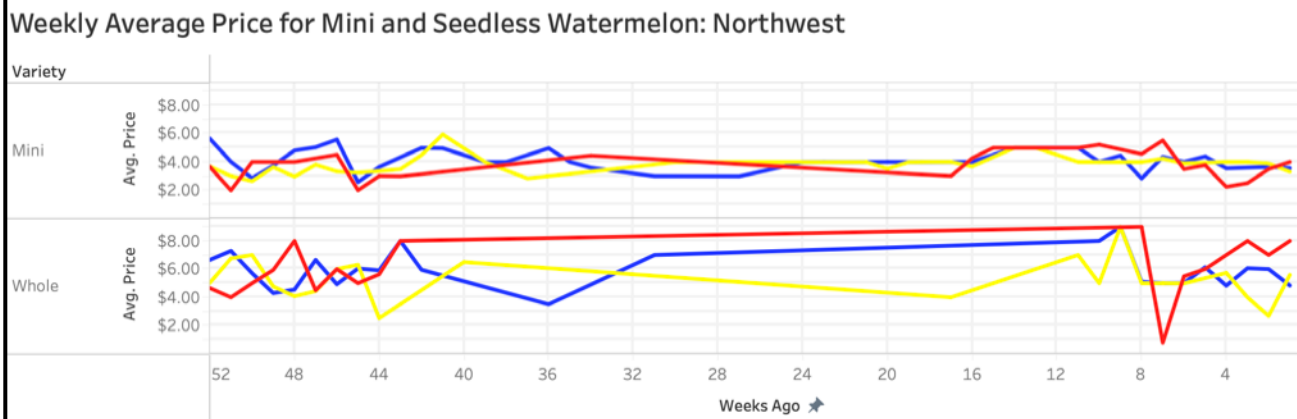
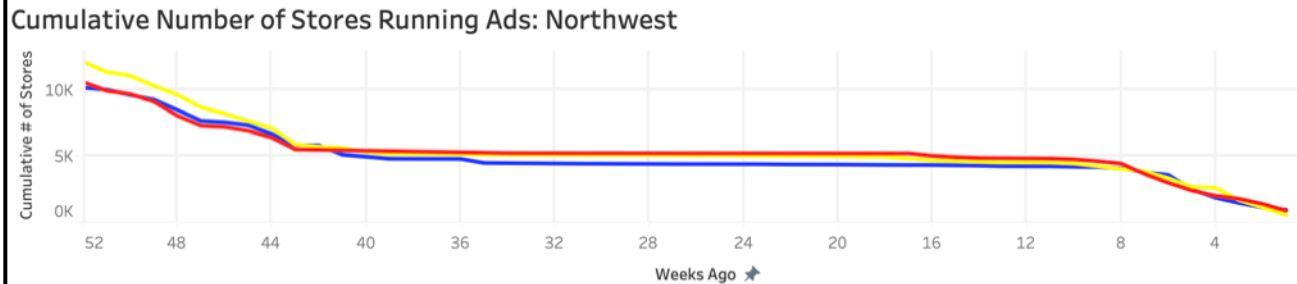
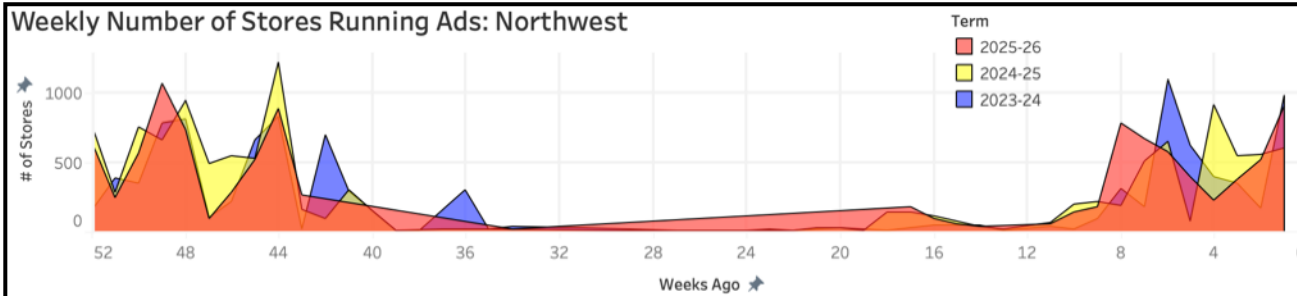
Southwest



| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 33,273 | 37,545 | 40,191 |
| Seedless | \$ 4.48 | \$ 5.19 | \$ 4.89 |
| Mini | \$ 3.16 | \$ 3.64 | \$ 3.55 |
| Organic Seedless | NA | \$ 7.19 | NA |
| Organic Mini | \$ 5.22 | \$ 5.35 | \$ 5.74 |



Northwest



| Price per Each | 2023-24 | 2024-25 | 2025-26 |
|------------------|---------|---------|---------|
| # of Stores | 10,144 | 12,097 | 10,571 |
| Seedless | \$ 5.92 | \$ 5.29 | \$ 5.93 |
| Mini | \$ 4.11 | \$ 3.86 | \$ 3.81 |
| Organic Seedless | NA | \$ 9.03 | NA |
| Organic Mini | \$ 5.10 | \$ 5.44 | \$ 5.06 |

