

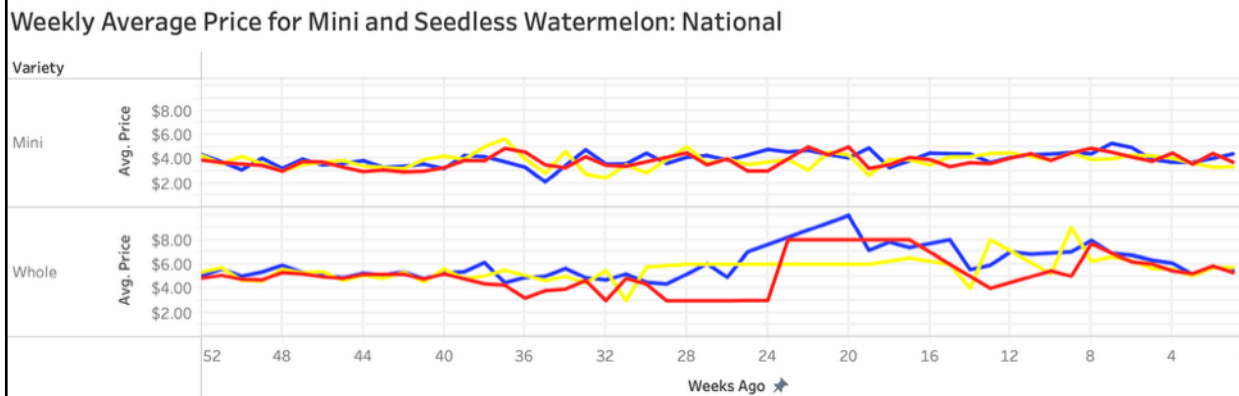
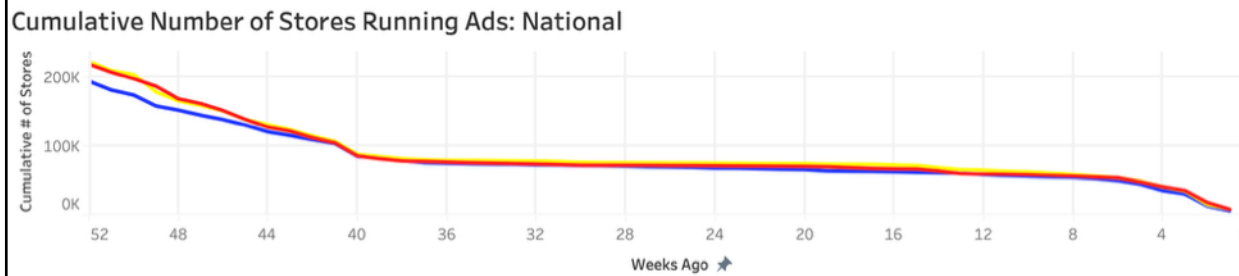
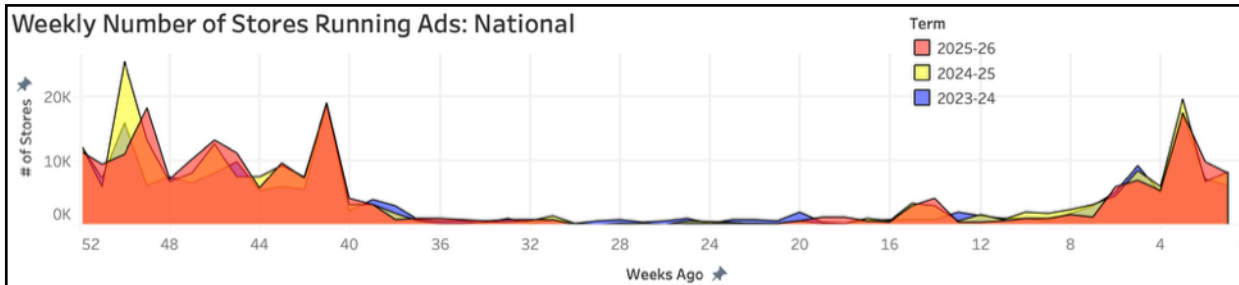
Retail Ad Report

Compiled by the National Watermelon Promotion Board

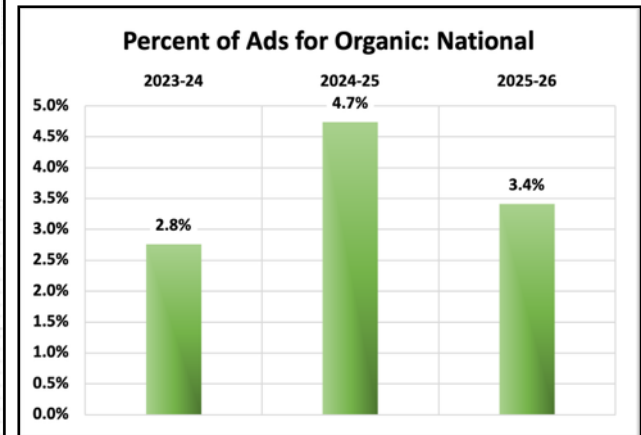


watermelon.org

Data Current through June 5, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	194,563	223,248	219,290
Seedless	\$ 5.85	\$ 5.46	\$ 4.83
Mini	\$ 4.00	\$ 3.84	\$ 3.81
Organic Seedless	\$ 9.09	\$ 8.77	\$ 6.67
Organic Mini	\$ 5.21	\$ 4.92	\$ 5.46



[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.

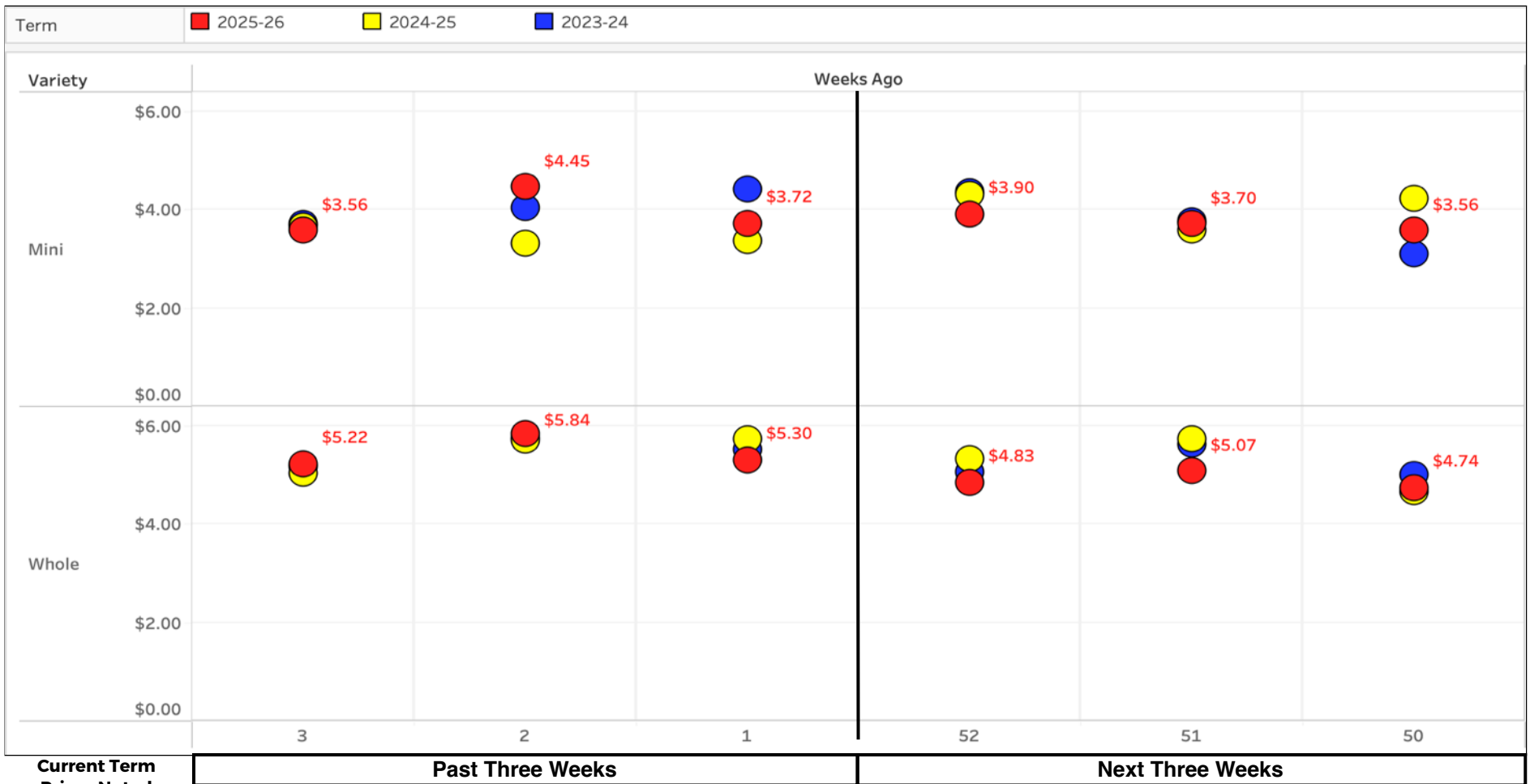
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

Summary of Past Five Weeks

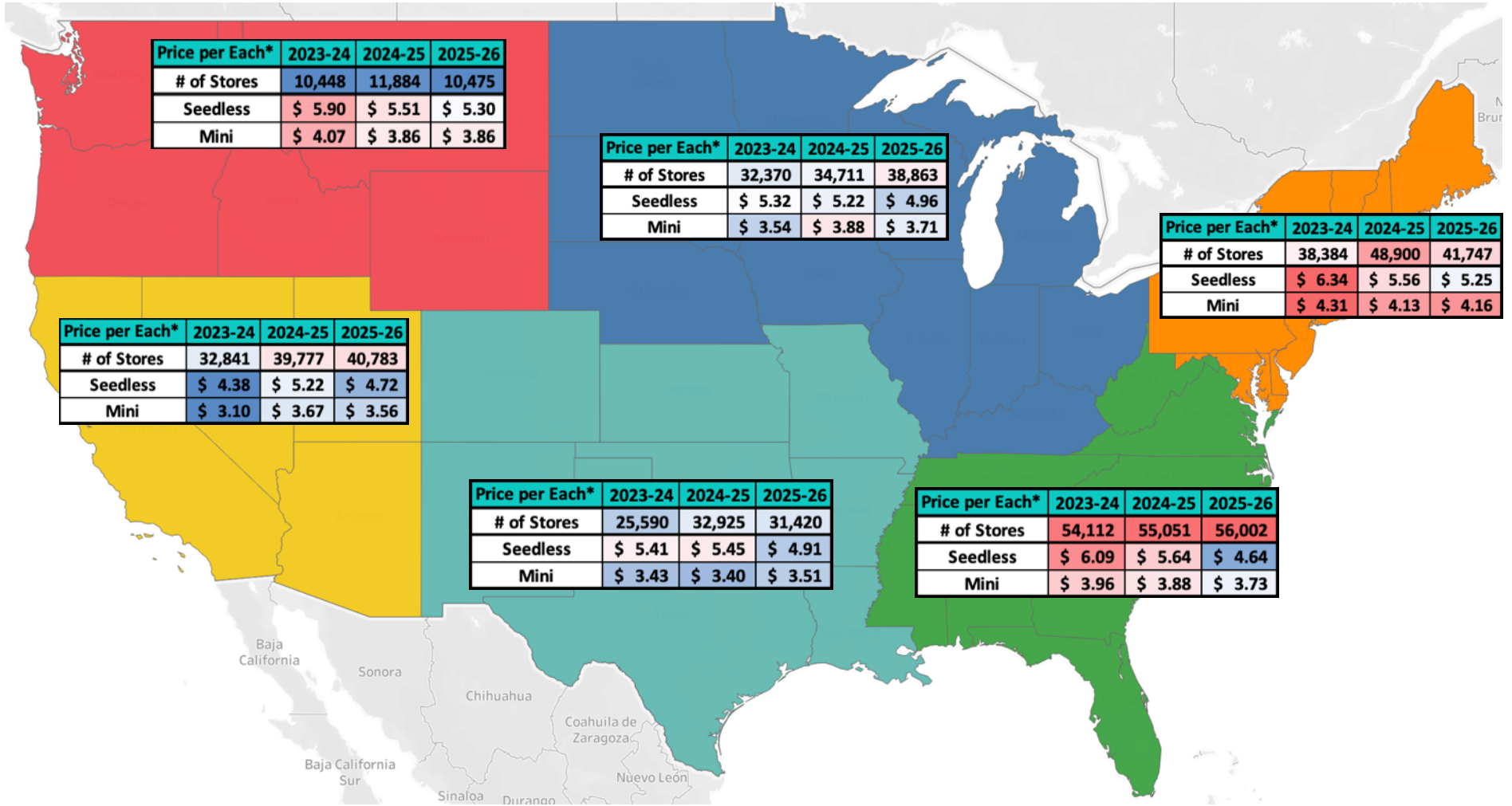
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
	Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each
2023-24	5050	\$ 5.47	\$ 4.01	8526	\$ 5.80	\$4.00	2299	\$ 5.23	\$4.06	5758	\$ 5.18	\$3.38	8136	\$ 5.99	\$3.65	5721	\$ 4.61	\$4.35	35490	\$ 5.63	\$3.97
2024-25	6457	\$ 5.53	\$ 3.69	9498	\$ 5.57	\$4.01	2160	\$ 5.23	\$4.03	5409	\$ 5.55	\$3.32	11212	\$ 5.53	\$3.35	5956	\$ 4.40	\$3.53	40692	\$ 5.51	\$3.59
2025-26	7229	\$ 5.38	\$ 3.81	6842	\$ 5.59	\$4.08	1874	\$ 4.09	\$3.75	5248	\$ 4.91	\$3.31	13161	\$ 5.84	\$3.69	6588	\$ 5.63	\$4.11	40942	\$ 5.45	\$4.05

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



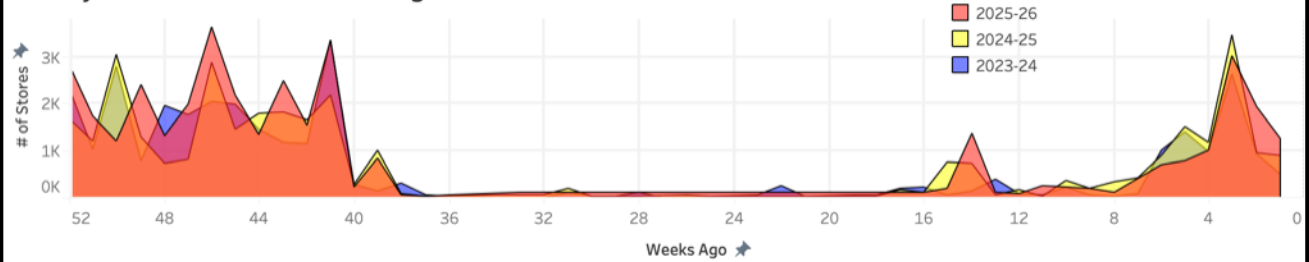
Regional Map



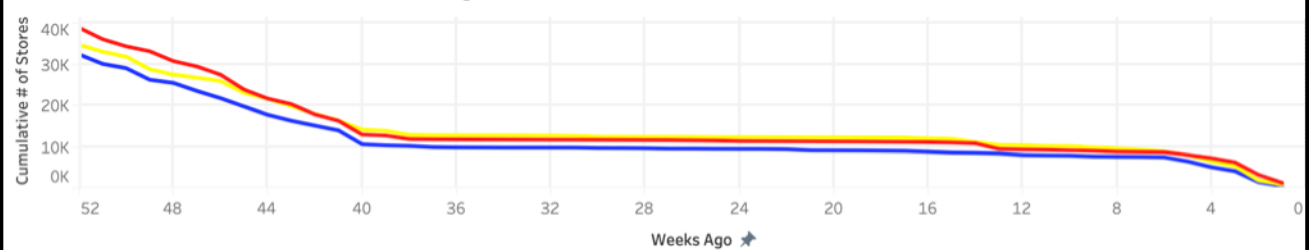
* Although included in # of Stores, organic prices are omitted from average

Midwest

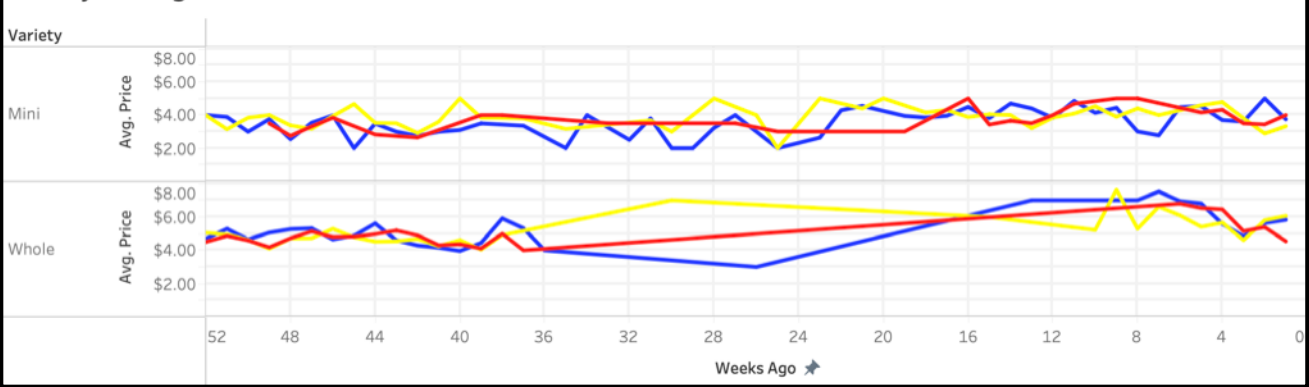
Weekly Number of Stores Running Ads: Midwest



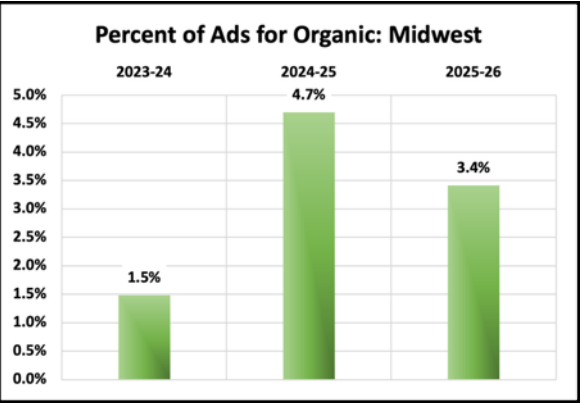
Cumulative Number of Stores Running Ads: Midwest



Weekly Average Price for Mini and Seedless Watermelon: Midwest

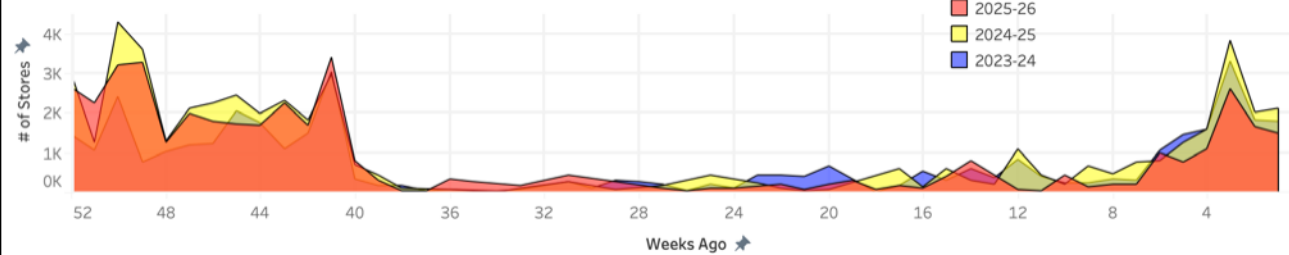


Price per Each	2023-24	2024-25	2025-26
# of Stores	32,370	34,711	38,863
Seedless	\$ 5.32	\$ 5.22	\$ 4.96
Mini	\$ 3.54	\$ 3.88	\$ 3.71
Organic Seedless	NA	\$ 5.99	\$ 7.66
Organic Mini	\$ 5.06	\$ 4.98	\$ 4.99

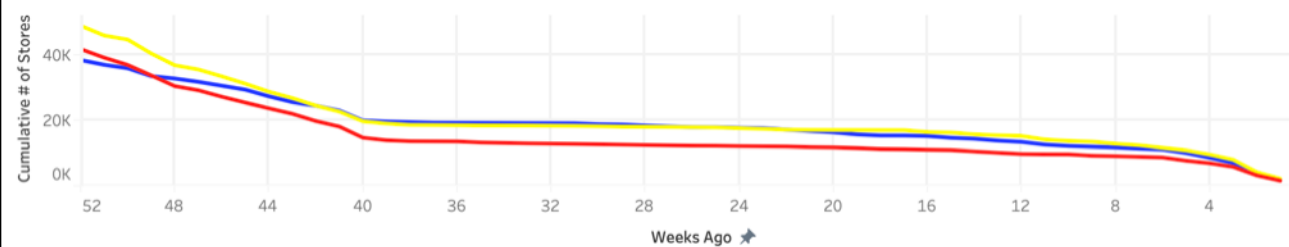


Northeast

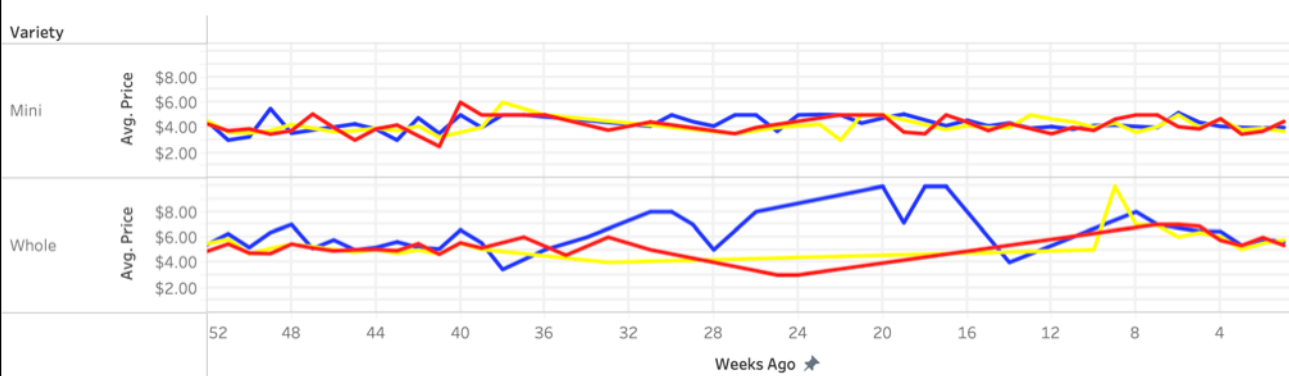
Weekly Number of Stores Running Ads: Northeast



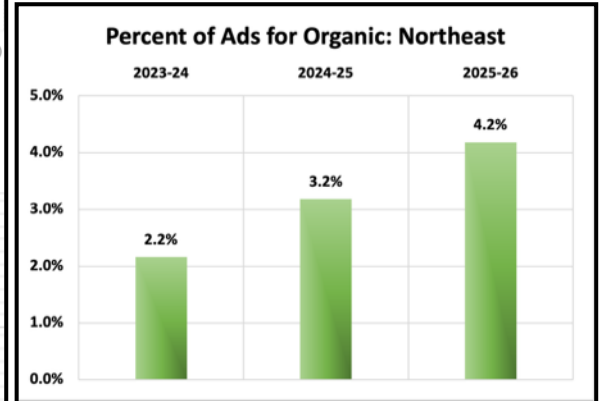
Cumulative Number of Stores Running Ads: Northeast



Weekly Average Price for Mini and Seedless Watermelon: Northeast

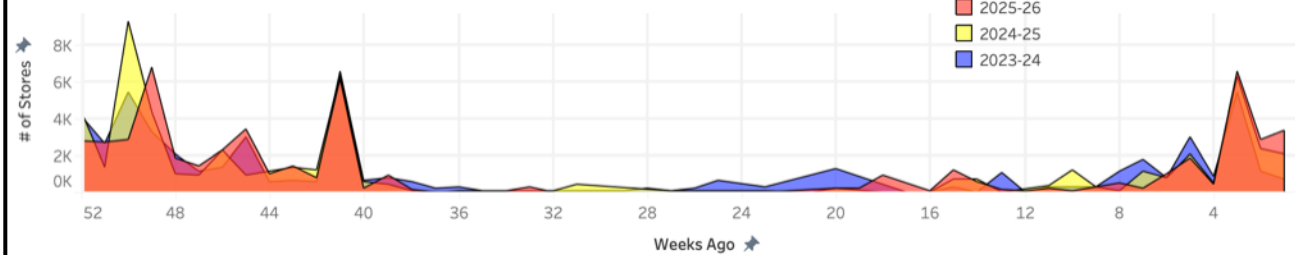


Price per Each	2023-24	2024-25	2025-26
# of Stores	38,384	48,900	41,747
Seedless	\$ 6.34	\$ 5.56	\$ 5.25
Mini	\$ 4.31	\$ 4.13	\$ 4.16
Organic Seedless	\$ 9.43	\$ 9.24	\$ 5.99
Organic Mini	\$ 5.38	\$ 5.33	\$ 5.68

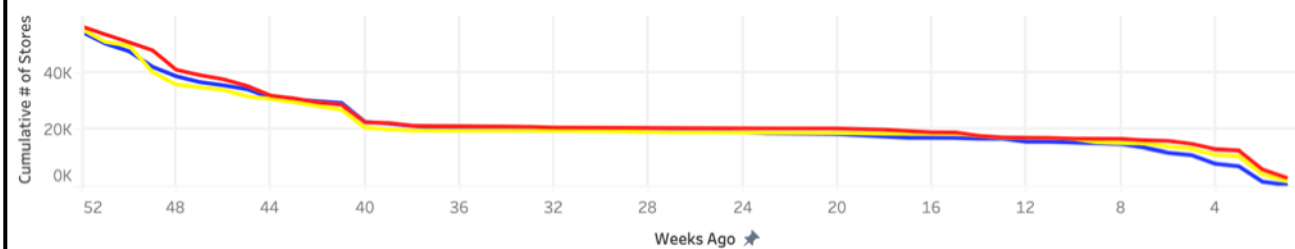


Southeast

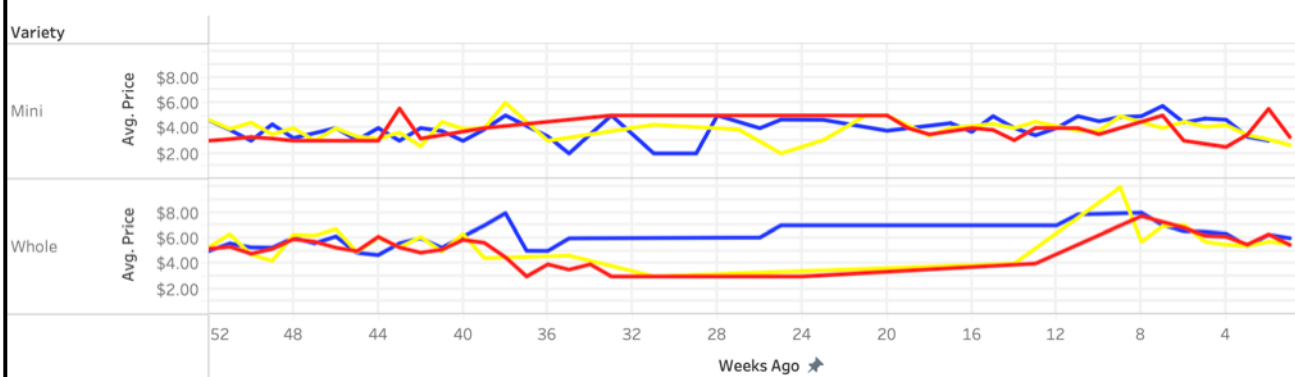
Weekly Number of Stores Running Ads: Southeast



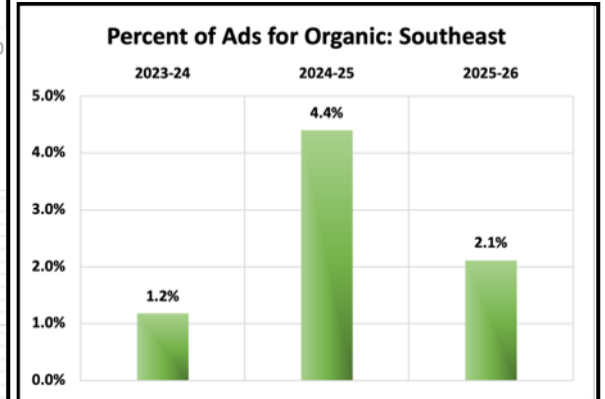
Cumulative Number of Stores Running Ads: Southeast



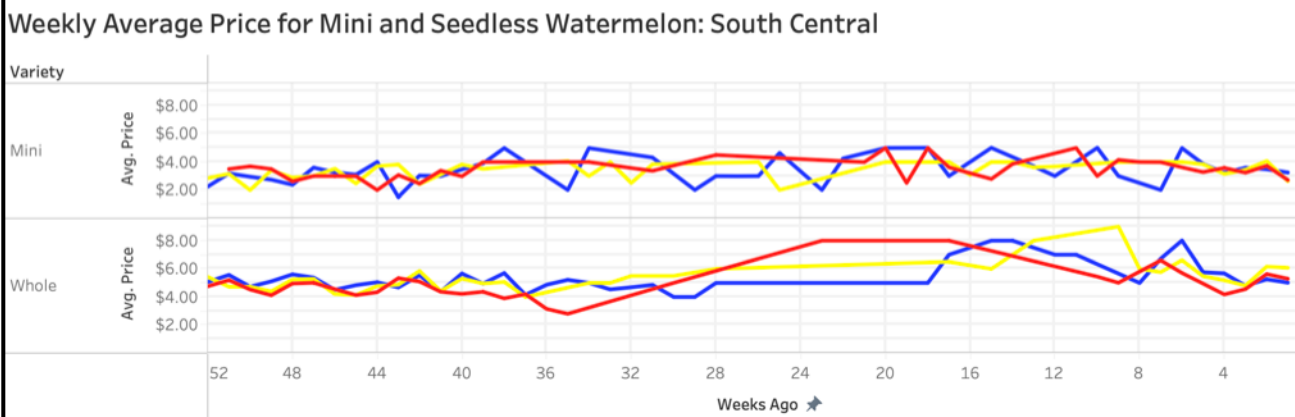
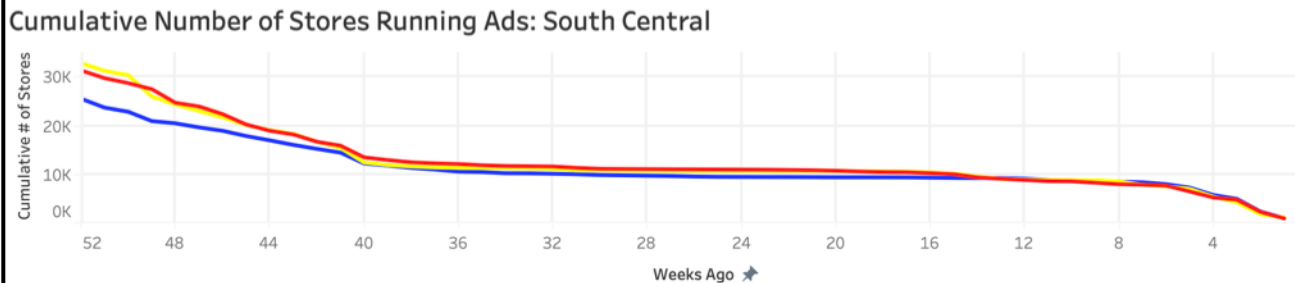
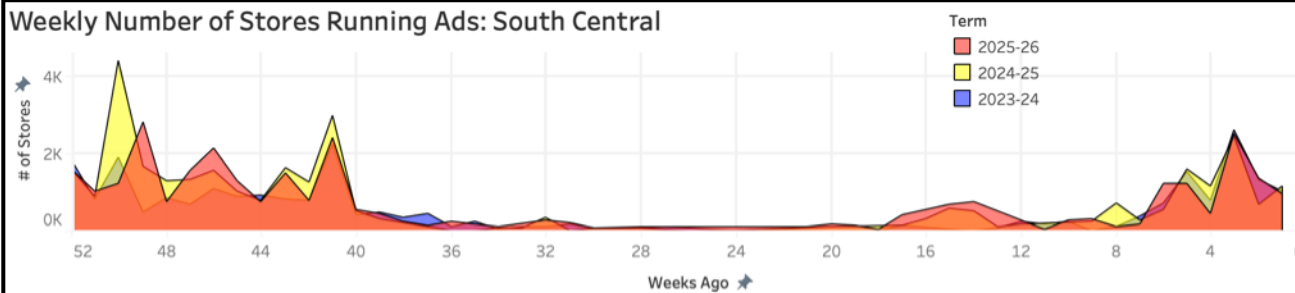
Weekly Average Price for Mini and Seedless Watermelon: Southeast



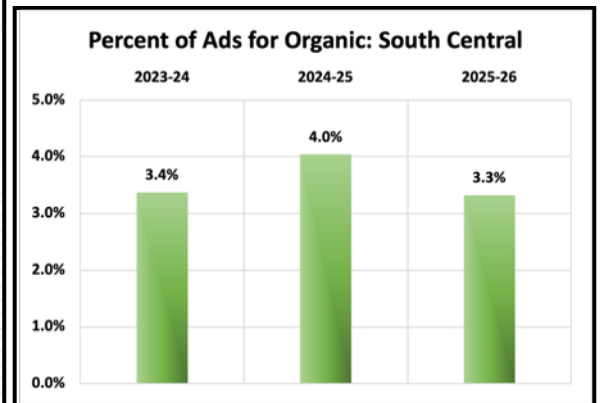
Price per Each	2023-24	2024-25	2025-26
# of Stores	54,112	55,051	56,002
Seedless	\$ 6.09	\$ 5.64	\$ 4.64
Mini	\$ 3.96	\$ 3.88	\$ 3.73
Organic Seedless	NA	NA	\$ 5.54
Organic Mini	\$ 4.78	\$ 4.90	\$ 5.25



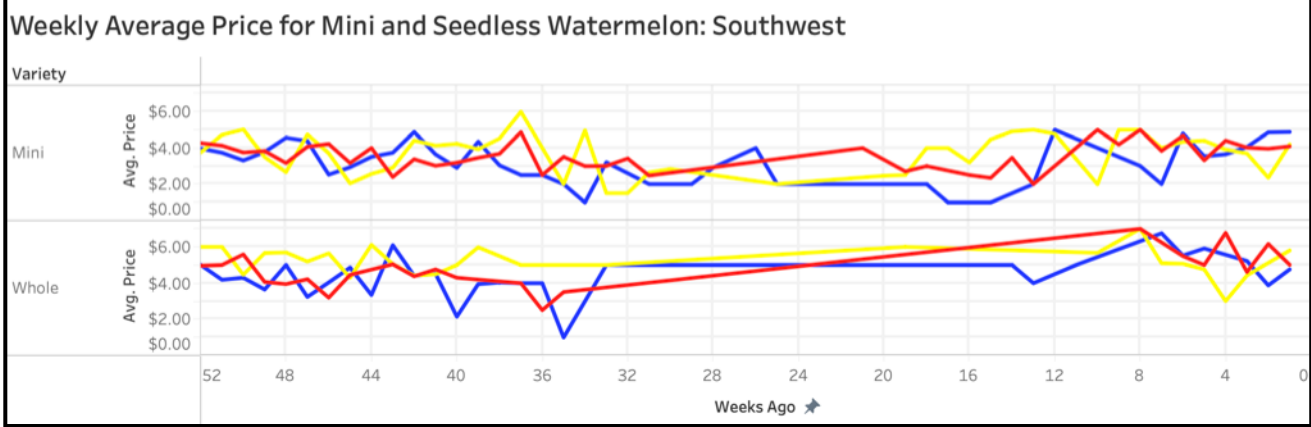
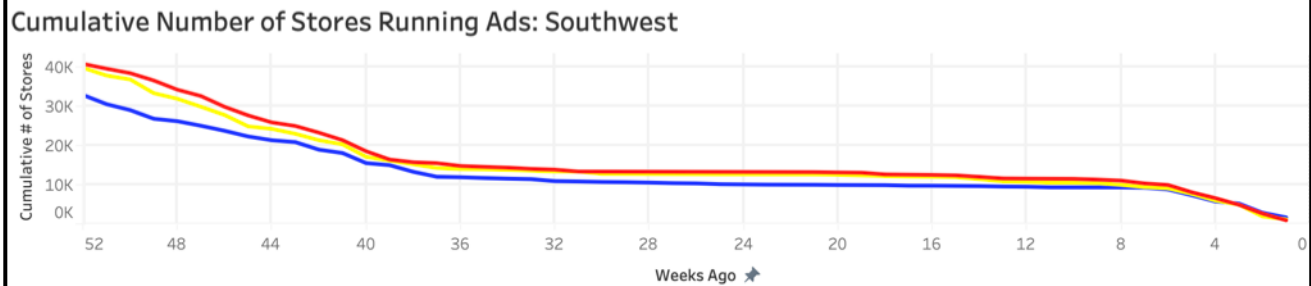
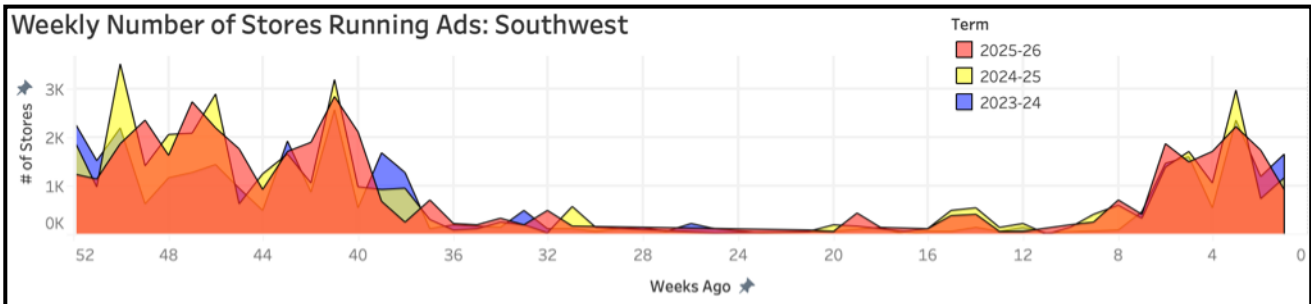
South Central



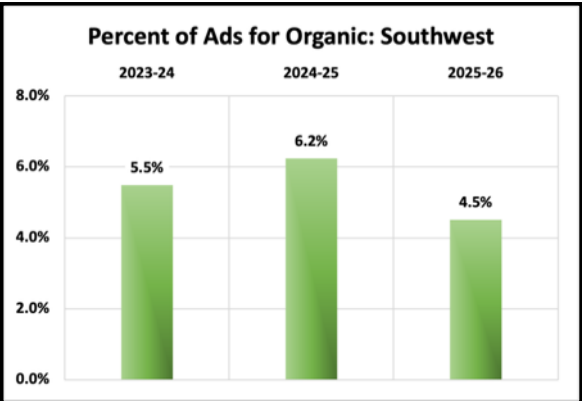
Price per Each	2023-24	2024-25	2025-26
# of Stores	25,590	32,925	31,420
Seedless	\$ 5.41	\$ 5.45	\$ 4.91
Mini	\$ 3.43	\$ 3.40	\$ 3.51
Organic Seedless	NA	\$ 6.49	NA
Organic Mini	\$ 5.22	\$ 5.06	\$ 5.47



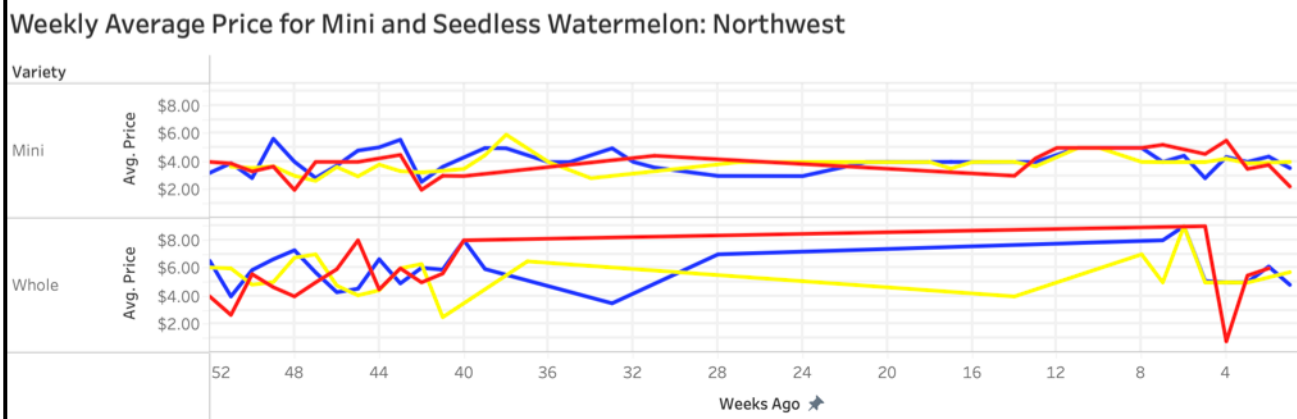
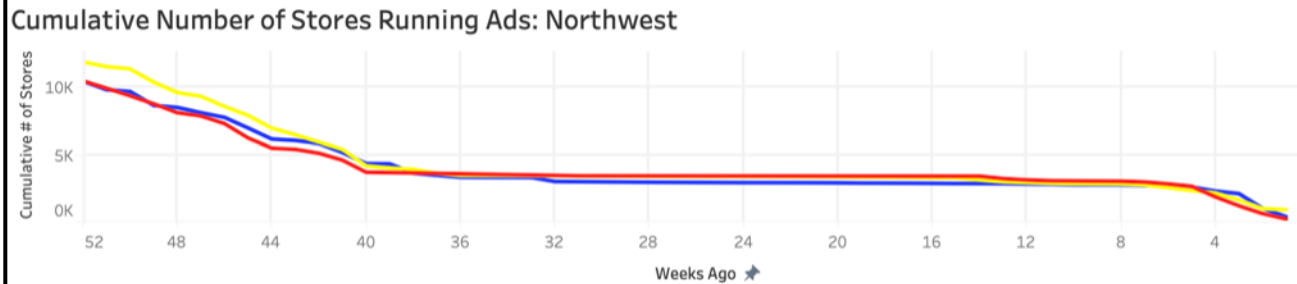
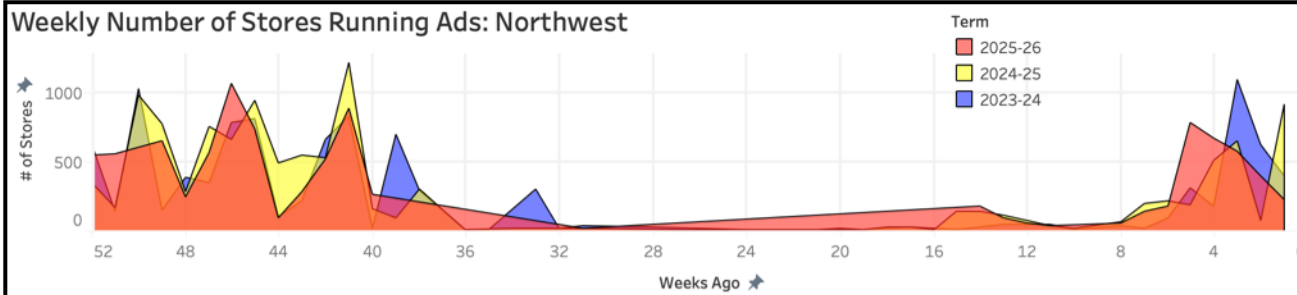
Southwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	32,841	39,777	40,783
Seedless	\$ 4.38	\$ 5.22	\$ 4.72
Mini	\$ 3.10	\$ 3.67	\$ 3.56
Organic Seedless	\$ 5.99	\$ 7.19	NA
Organic Mini	\$ 5.19	\$ 5.25	\$ 5.64



Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	10,448	11,884	10,475
Seedless	\$ 5.90	\$ 5.51	\$ 5.30
Mini	\$ 4.07	\$ 3.86	\$ 3.86
Organic Seedless	\$ -	\$ 9.03	NA
Organic Mini	\$ 5.14	\$ 5.34	\$ 5.17

