

# Watermelon Market Report

Compiled by the National Watermelon Promotion Board



watermelon.org

Data current through June 10, 2026

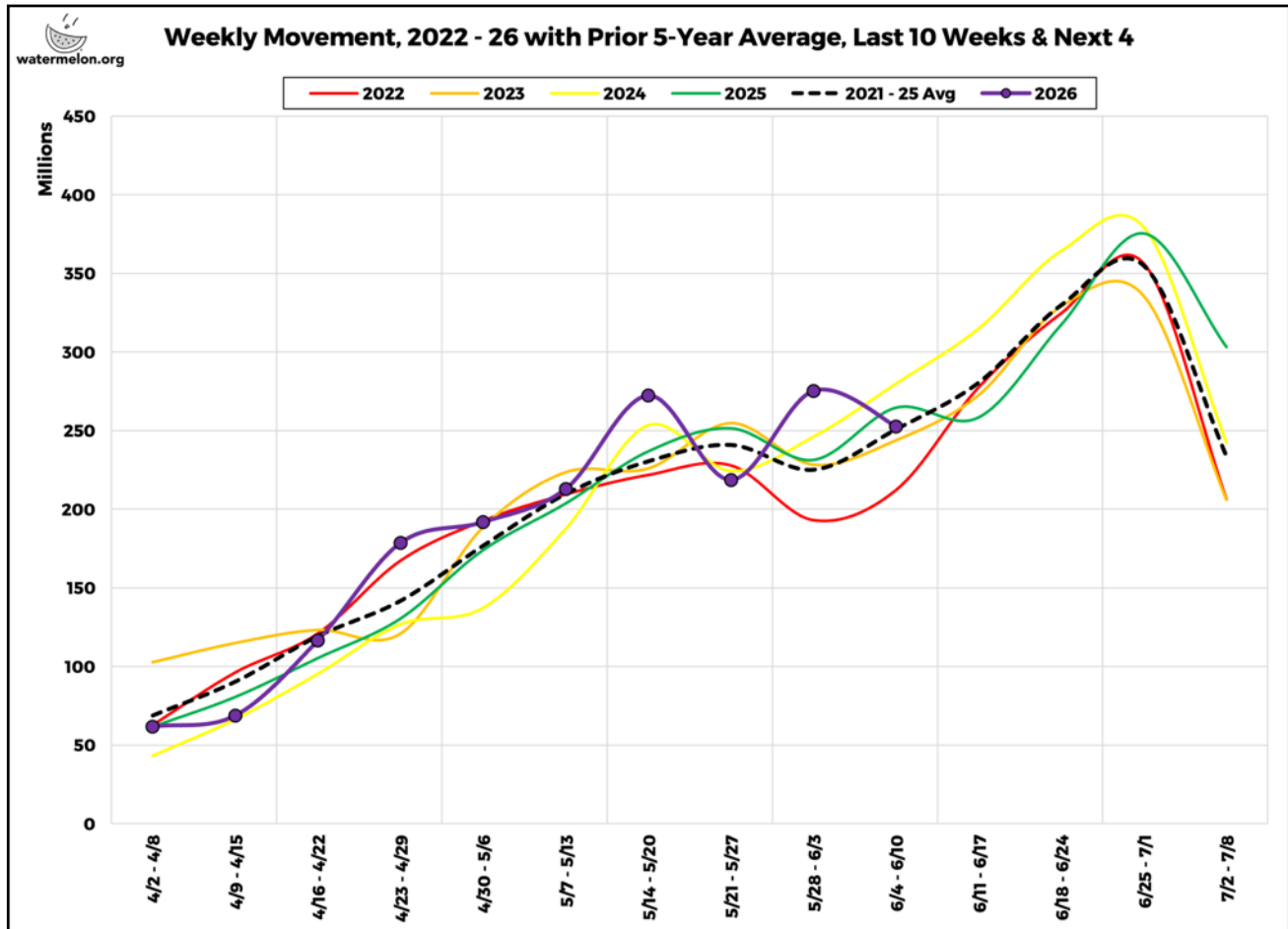
## Market

- Past week volume 8.2% lower than week prior, 0.8% above average, 4.5% below 2025
- Weekly seedless FOB (\$0.208) rose slightly to meet falling average, ~21% higher than 2025

Movement	2026	2025	2026 v 25	2021-25 Avg	2026 v Avg
Last 7 Days	252,614,544	264,556,838	-4.5%	250,731,004	+0.8%
Last 30 Days	1,100,283,601	1,049,473,064	+4.8%	1,008,603,236	+9.1%
Year to Date	2,315,637,741	2,348,795,806	-1.4%	2,269,265,676	+2.0%

## Movement

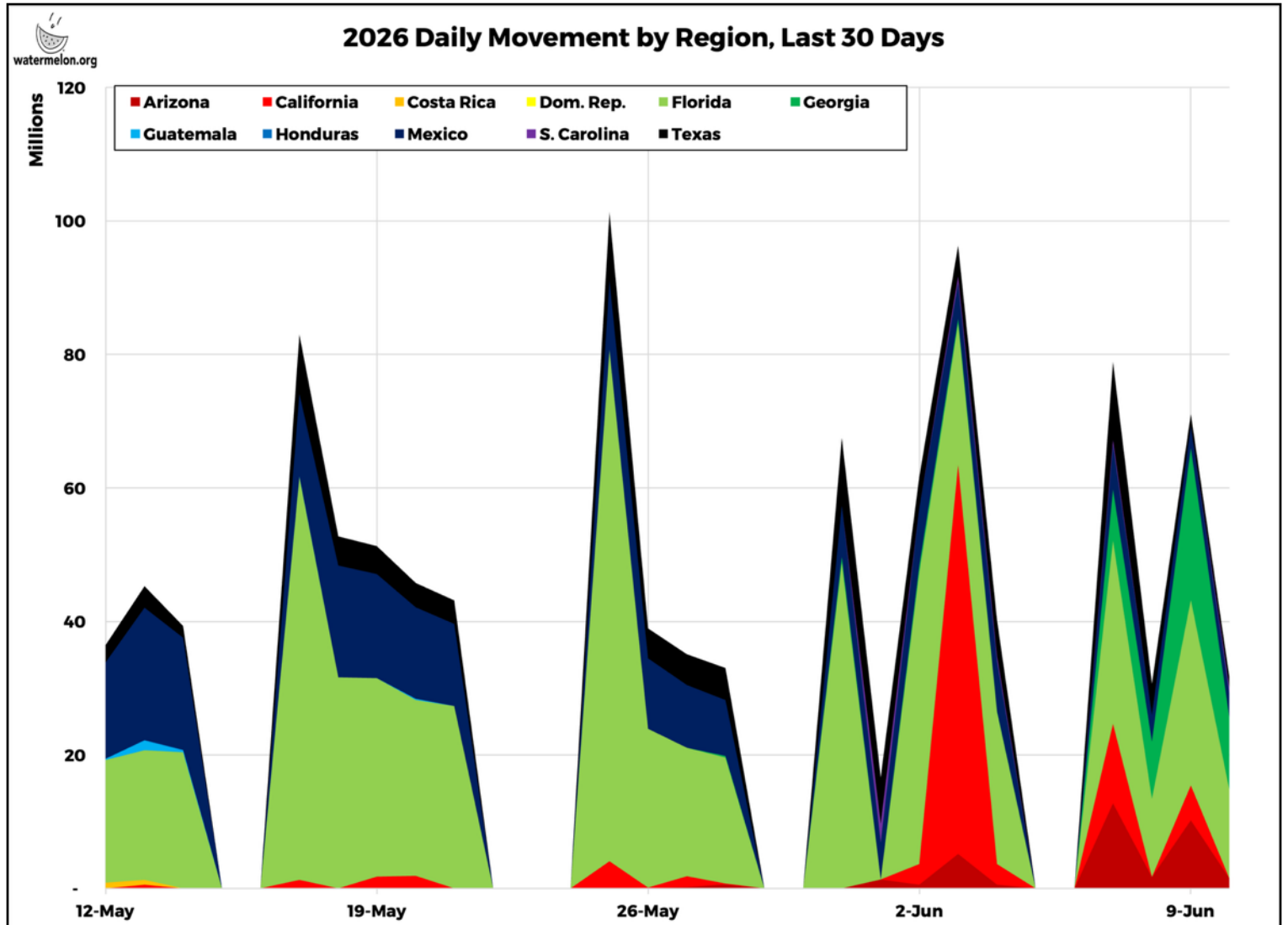
- Volume has fluctuated from week-to-week recently, not uncommon for this time of year
- Most years start to move in one direction as volume builds for the 4th of July



Source: USDA-AMS My Market News Portal  
[Visit watermelon.org](https://www.watermelon.org) to view and download more detailed information

## Source Regions—Last Week vs. Prior

- **Decreased volume:** California, Florida, Mexico, South Carolina, Texas
- **Stable (+-15%):**
- **Increased volume:** Arizona, Georgia

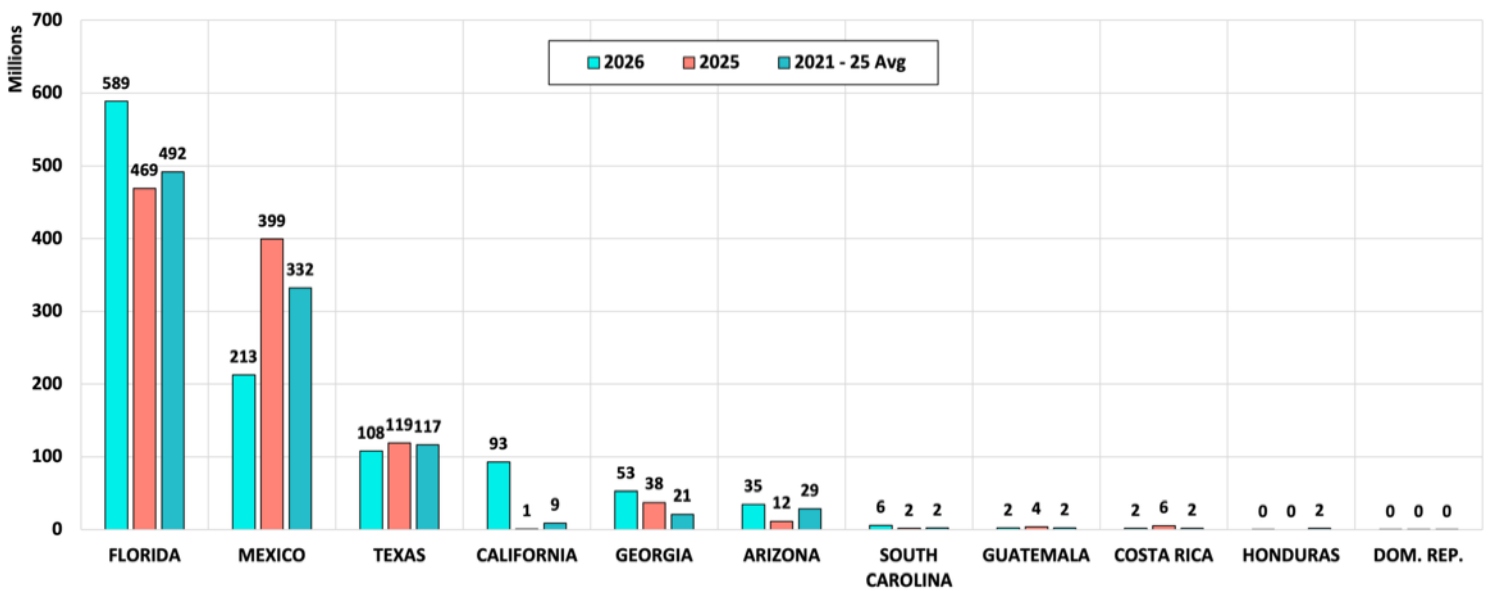


## Last 7 Days Movement:

- Florida 43% above 2025, 24% above average
- Mexico 62% below 2025, 51% below average
- Texas 17% below 2025, 8% below average
- California well above 2025 and average
- Arizona well above 2025, 13% below average
- S. Carolina well above 2025 and average
- Georgia 88% above 2025, well above average
- Dom. Rep. 88% below 2025, 82% below average

Region	Last 7 Days				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
FLORIDA	103,039,025	87,116,020	18%	101,447,204	2%
GEORGIA	49,892,825	36,221,511	38%	20,791,902	140%
ARIZONA	26,774,175	8,600,884	211%	16,387,752	63%
TEXAS	25,360,000	47,483,200	-47%	37,338,345	-32%
MEXICO	25,052,333	84,918,535	-70%	68,259,974	-63%
CALIFORNIA	20,190,000	209,408	9541%	4,831,877	318%
SOUTH CAROLINA	2,306,186	0	NA	1,664,000	39%
DOM. REP.	0	7,280	-100%	8,153	-100%
COSTA RICA	0	0	NA	1,797	-100%
GUATEMALA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
HONDURAS	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
BRAZIL	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
<b>Total</b>	<b>252,614,544</b>	<b>264,556,838</b>	<b>-4.5%</b>	<b>250,731,004</b>	<b>0.8%</b>

### Last 30 Days Movement by Region Across Three Timeframes



## To Date Movement:

- Mexico 3% below 2025, 4% above average
- Florida 5% above 2025, even with average
- Guatemala 4% below 2025, 22% above average
- Texas 16% above 2025, even with average
- California well above 2025 and average
- Honduras 16% below 2025, 34% below average
- Costa Rica 1% above 2025, 73% above average
- Arizona well above 2025, 35% below average
- S. Carolina well above 2025 and average
- Georgia 88% above 2025, well above average
- Brazil 35% below 2025, 8% below average
- Dom. Rep. 40% below 2025, 31% below average
- Panama 83% below 2025, 95% below average

Region	To Date				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	933,223,076	1,074,119,622	-13%	986,944,436	-5%
FLORIDA	825,472,600	772,022,537	7%	820,651,747	1%
GUATEMALA	192,438,593	243,750,488	-21%	191,892,557	0%
TEXAS	108,140,000	119,137,760	-9%	119,713,950	-10%
CALIFORNIA	93,088,450	863,808	10677%	9,266,045	905%
GEORGIA	52,622,825	37,677,511	40%	21,287,422	147%
HONDURAS	35,050,658	48,567,537	-28%	61,909,032	-43%
ARIZONA	34,743,825	11,620,776	199%	28,650,680	21%
COSTA RICA	32,727,405	34,383,068	-5%	20,027,511	63%
SOUTH CAROLINA	6,109,116	1,610,400	279%	2,362,080	159%
BRAZIL	1,230,161	1,898,875	-35%	1,330,114	-8%
DOM. REP.	695,200	1,311,994	-47%	1,138,340	-39%
PANAMA	95,832	1,240,070	-92%	3,973,483	-98%
VIRGINIA	0	502,656	-100%	100,531	-100%
DELAWARE	0	88,704	-100%	17,741	-100%
CANADA	0	0	NA	7	-100%
INDIANA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
<b>Total</b>	<b>2,315,637,741</b>	<b>2,348,795,806</b>	<b>-1.4%</b>	<b>2,269,265,676</b>	<b>2.0%</b>

# Seedless FOB Pricing

- Past week higher than all except 2023
- Florida, Texas and Georgia currently reporting, each has shown increase over the past week or so

Seedless	2026	2025	2021-25
Last 7 Days	\$0.208	\$0.172	\$0.209
Last 30 Days	\$0.205	\$0.203	\$0.222
Year to Date	\$0.274	\$0.272	\$0.283

