

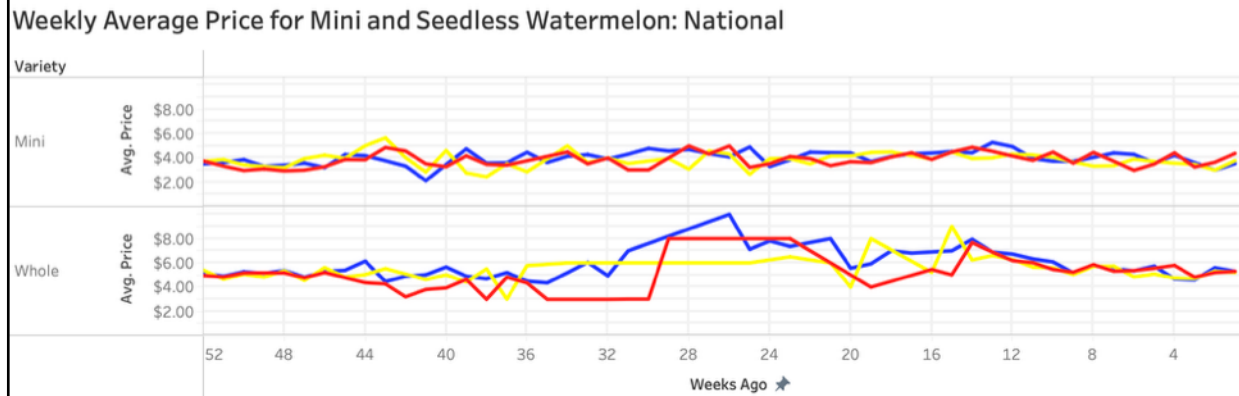
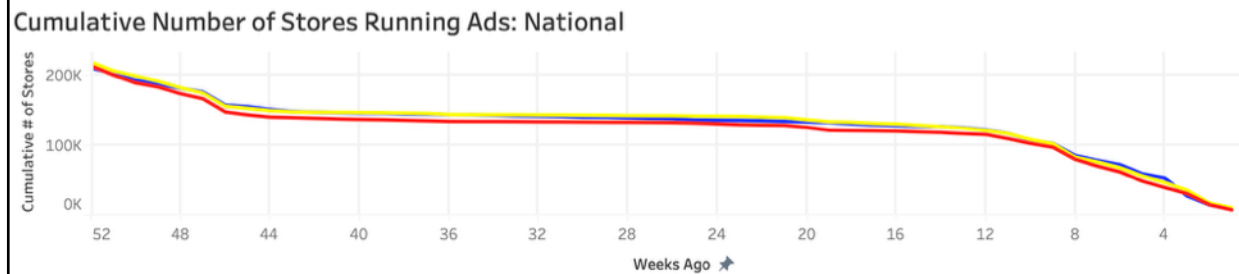
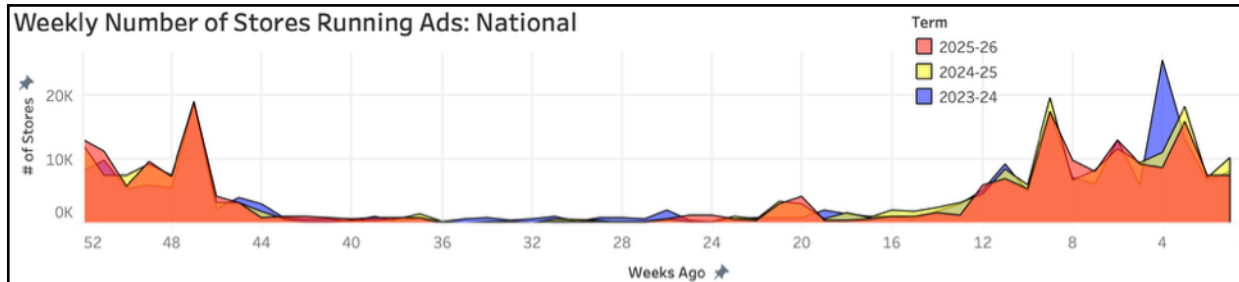
Retail Ad Report

Compiled by the National Watermelon Promotion Board

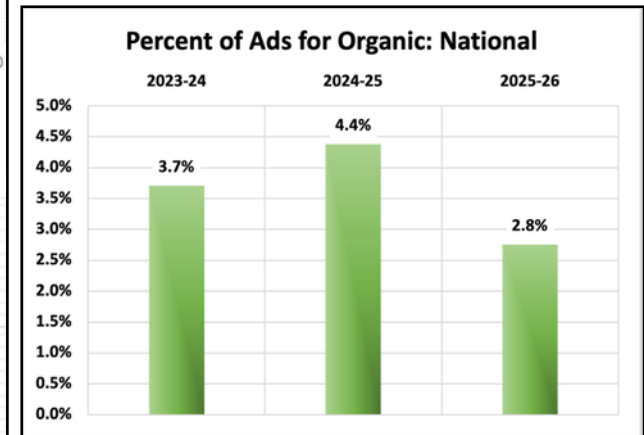


watermelon.org

Data Current through July 17, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	210,562	218,825	213,371
Seedless	\$ 5.83	\$ 5.43	\$ 4.88
Mini	\$ 3.99	\$ 3.83	\$ 3.82
Organic Seedless	\$ 8.30	\$ 8.53	\$ 5.94
Organic Mini	\$ 5.18	\$ 5.06	\$ 5.41



[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.

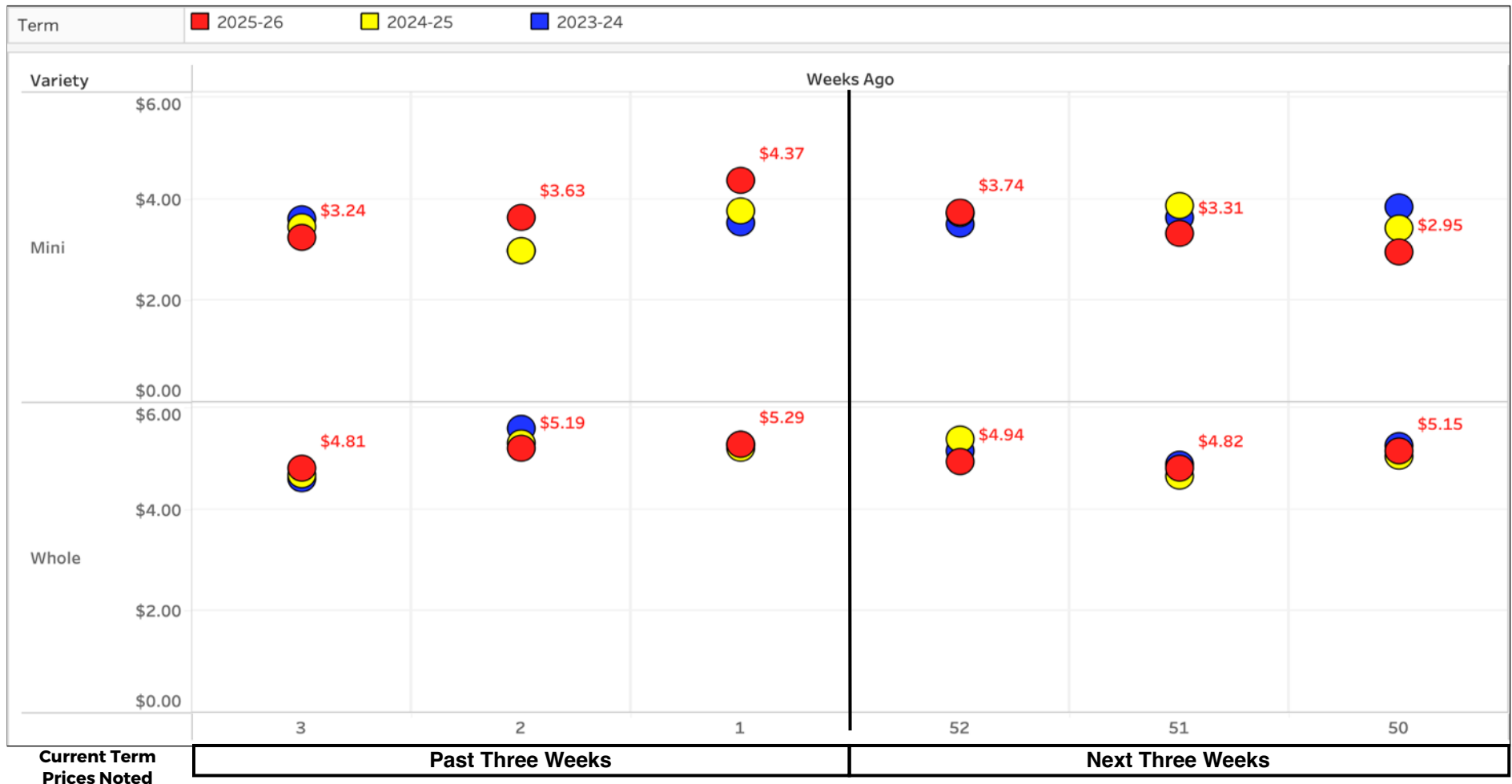
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

Summary of Past Five Weeks

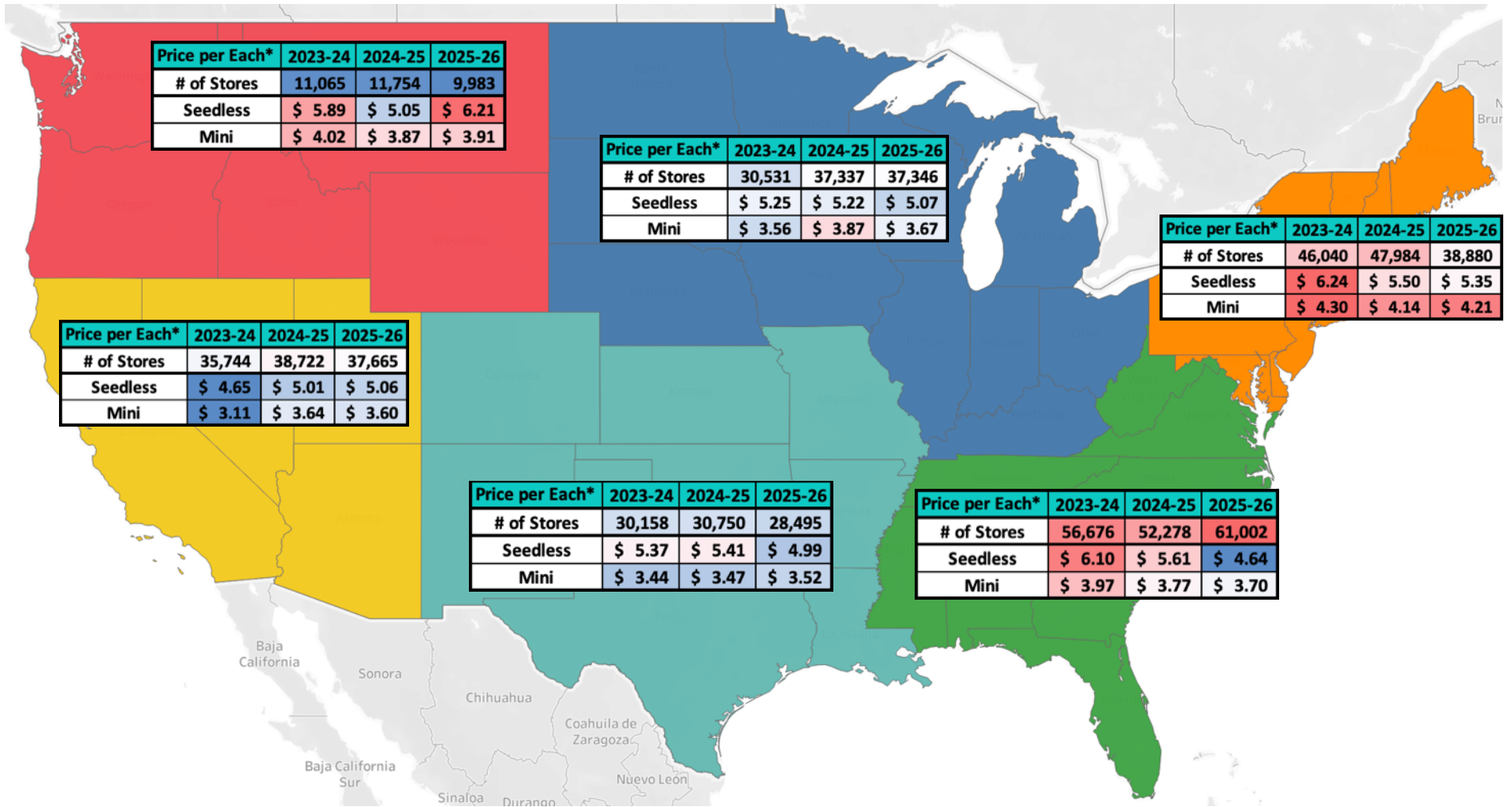
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	5893	\$ 4.53	\$ 3.59	11277	\$ 5.11	\$ 3.86	2791	\$ 5.90	\$ 3.22	8692	\$ 4.91	\$ 2.82	15471	\$ 5.34	\$ 3.73	9045	\$ 5.24	\$ 3.97	53169	\$ 5.03	\$ 3.58
2024-25	6879	\$ 4.65	\$ 3.18	9737	\$ 5.00	\$ 4.04	2068	\$ 4.80	\$ 3.24	6367	\$ 4.65	\$ 3.19	12947	\$ 5.39	\$ 3.14	8578	\$ 4.45	\$ 3.70	46576	\$ 4.98	\$ 3.45
2025-26	5705	\$ 5.05	\$ 3.04	8375	\$ 5.56	\$ 4.37	1787	\$ 6.95	\$ 4.04	3476	\$ 5.24	\$ 3.51	14624	\$ 5.24	\$ 2.70	5591	\$ 5.71	\$ 4.55	39558	\$ 5.27	\$ 3.91

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



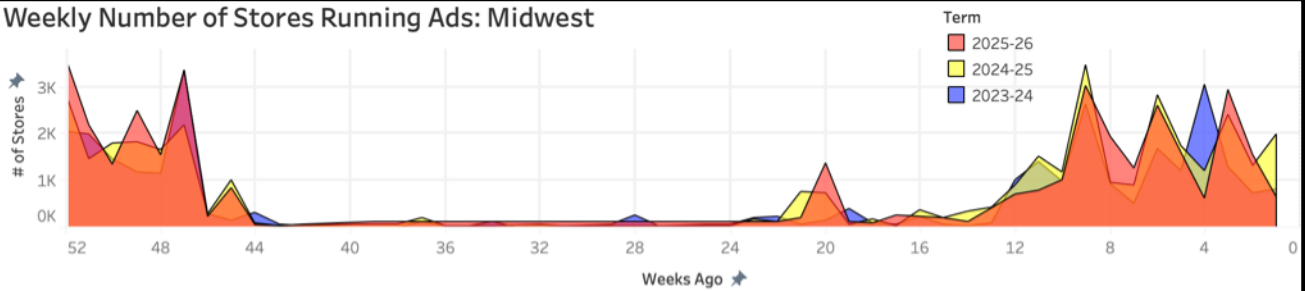
Regional Map



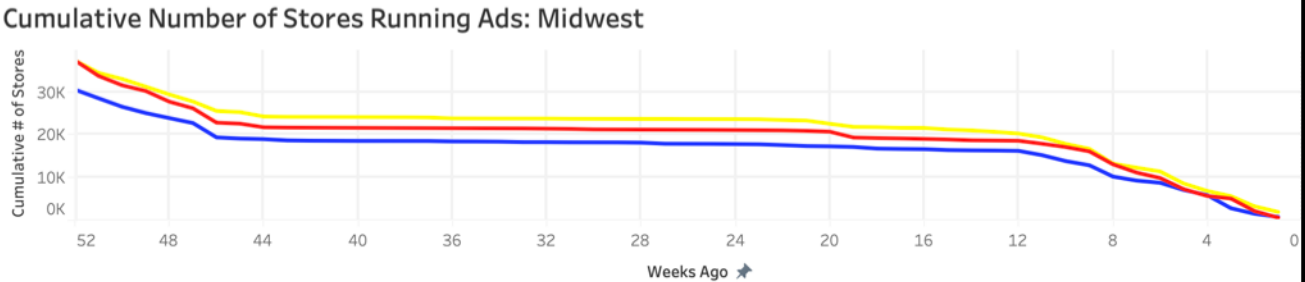
* Although included in # of Stores, organic prices are omitted from average

Midwest

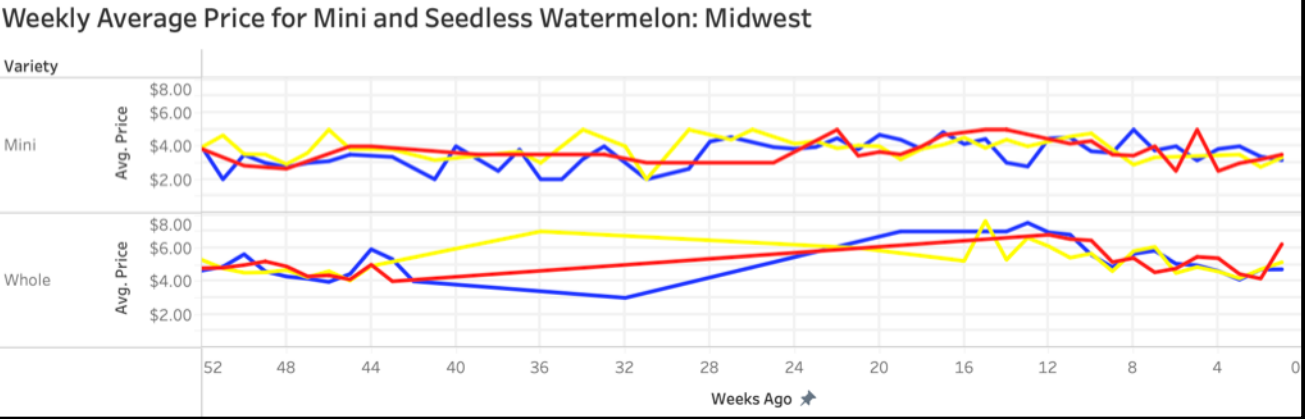
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

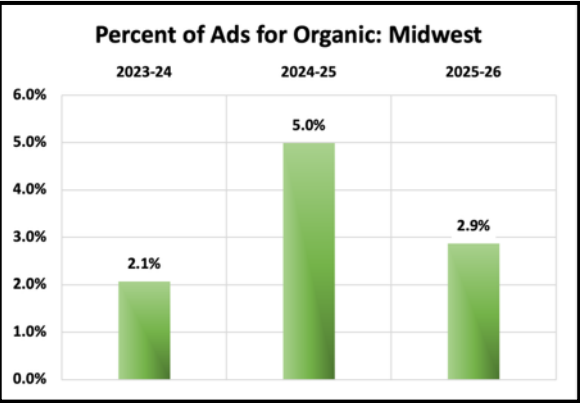


Weekly Average Price for Mini and Seedless Watermelon: Midwest



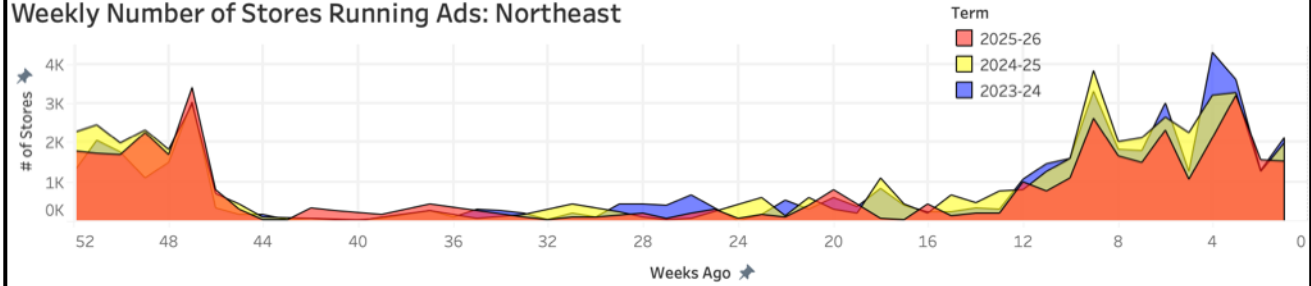
Price per Each	2023-24	2024-25	2025-26
# of Stores	30,531	37,337	37,346
Seedless	\$ 5.25	\$ 5.22	\$ 5.07
Mini	\$ 3.56	\$ 3.87	\$ 3.67
Organic Seedless	\$ 5.99	\$ 7.99	\$ 6.99
Organic Mini	\$ 5.11	\$ 5.10	\$ 4.90

Percent of Ads for Organic: Midwest

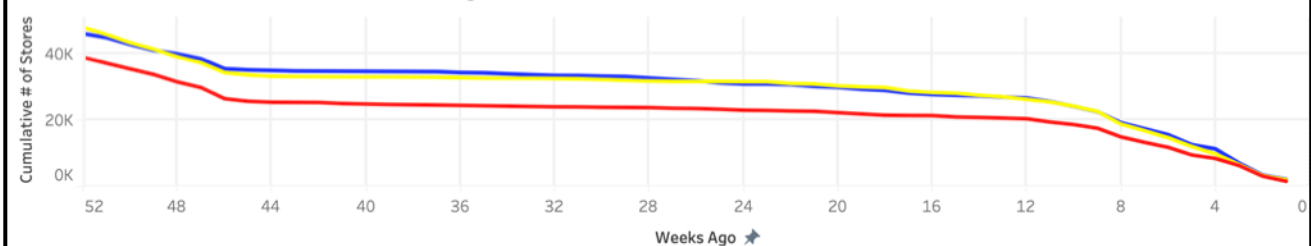


Northeast

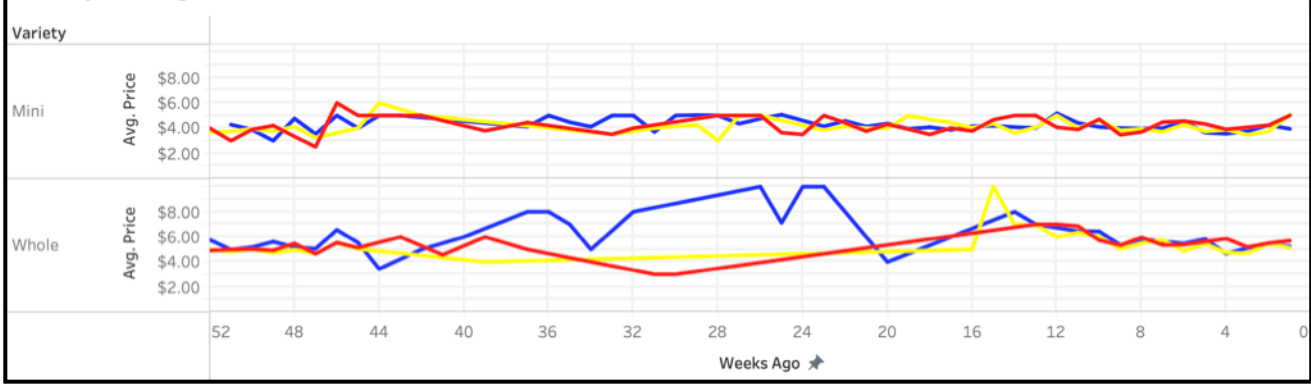
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

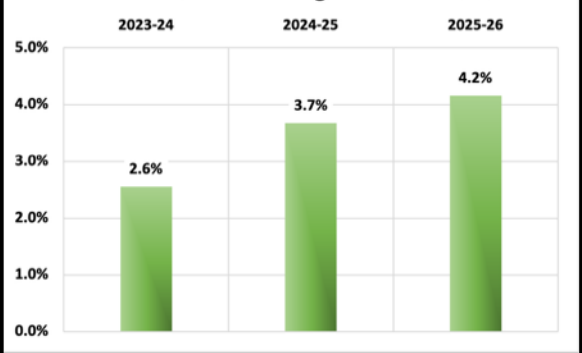


Weekly Average Price for Mini and Seedless Watermelon: Northeast



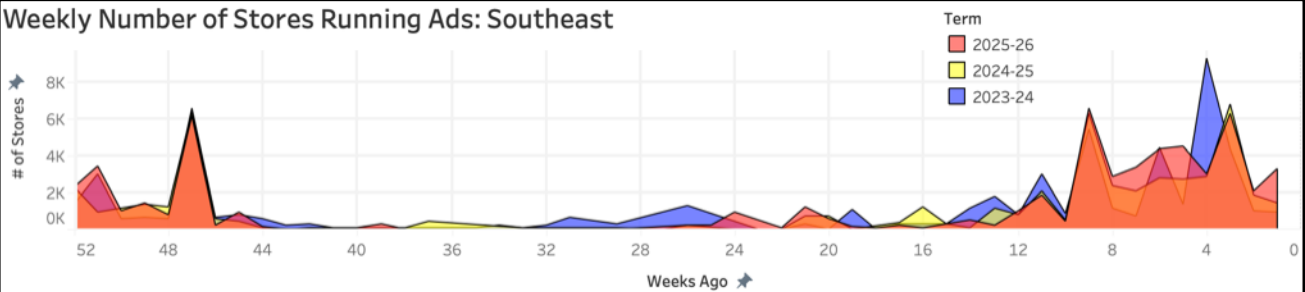
Price per Each	2023-24	2024-25	2025-26
# of Stores	46,040	47,984	38,880
Seedless	\$ 6.24	\$ 5.50	\$ 5.35
Mini	\$ 4.30	\$ 4.14	\$ 4.21
Organic Seedless	\$ 8.62	\$ 10.99	\$ 5.99
Organic Mini	\$ 5.23	\$ 5.45	\$ 5.55

Percent of Ads for Organic: Northeast

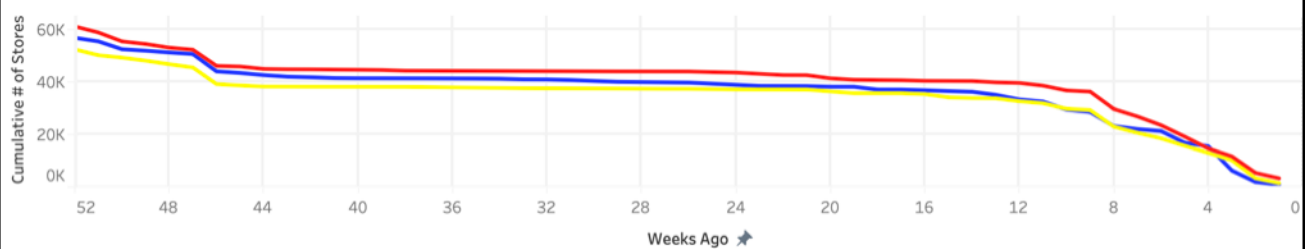


Southeast

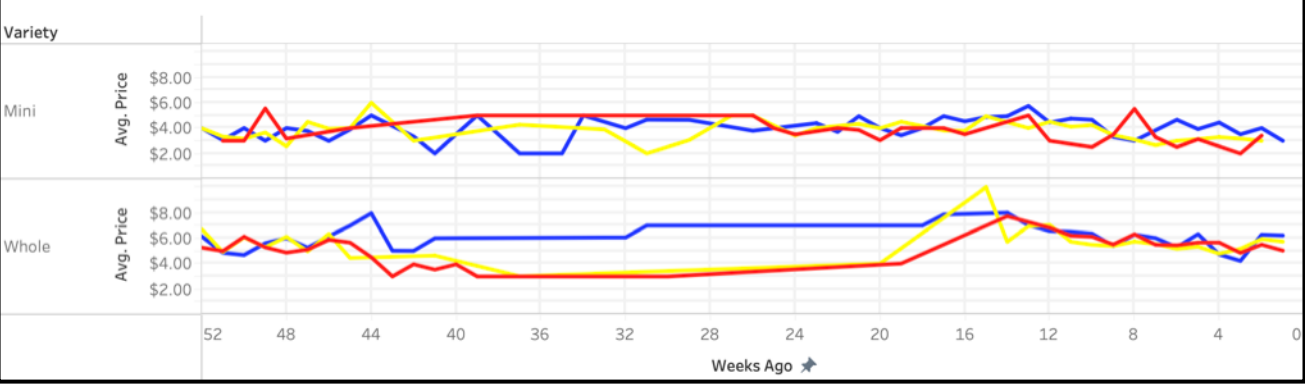
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

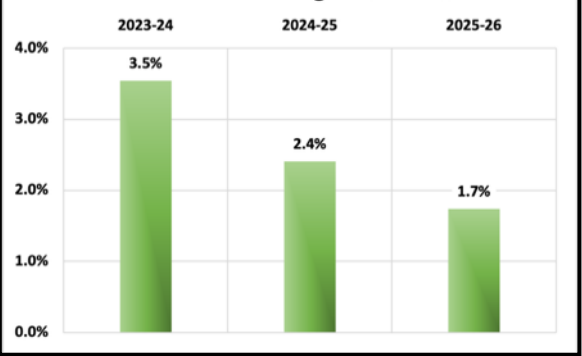


Weekly Average Price for Mini and Seedless Watermelon: Southeast



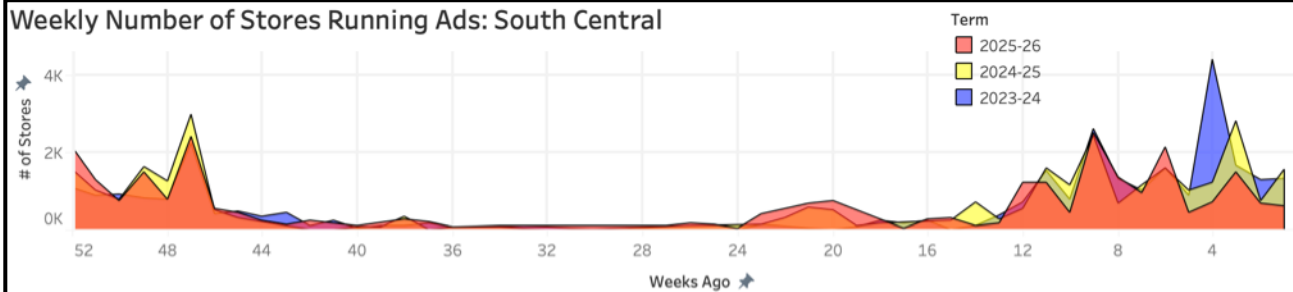
Price per Each	2023-24	2024-25	2025-26
# of Stores	56,676	52,278	61,002
Seedless	\$ 6.10	\$ 5.61	\$ 4.64
Mini	\$ 3.97	\$ 3.77	\$ 3.70
Organic Seedless	NA	\$ 5.54	\$ 5.54
Organic Mini	\$ 4.60	\$ 5.21	\$ 5.07

Percent of Ads for Organic: Southeast

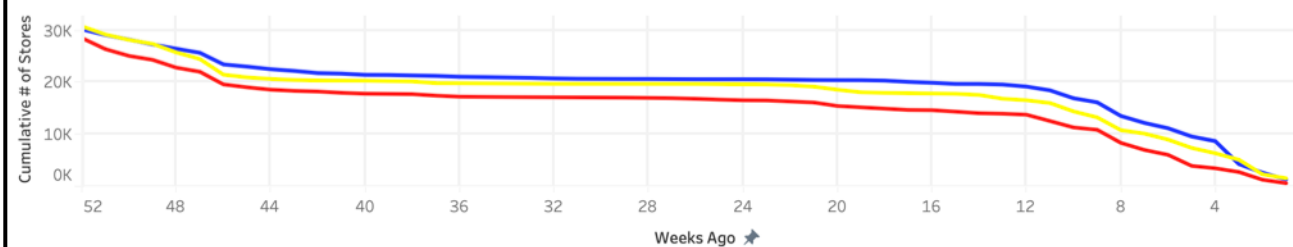


South Central

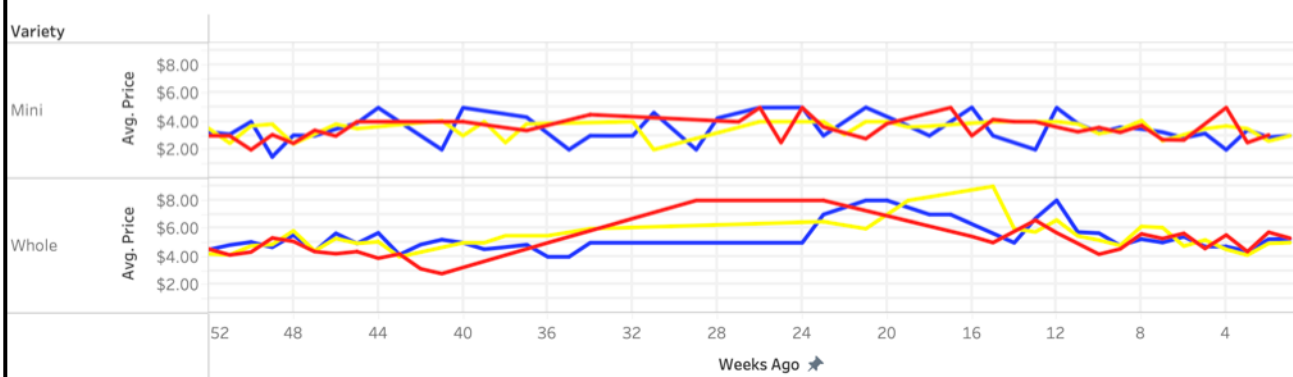
Weekly Number of Stores Running Ads: South Central



Cumulative Number of Stores Running Ads: South Central

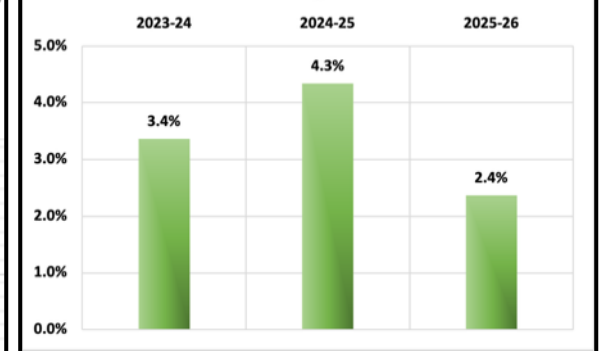


Weekly Average Price for Mini and Seedless Watermelon: South Central



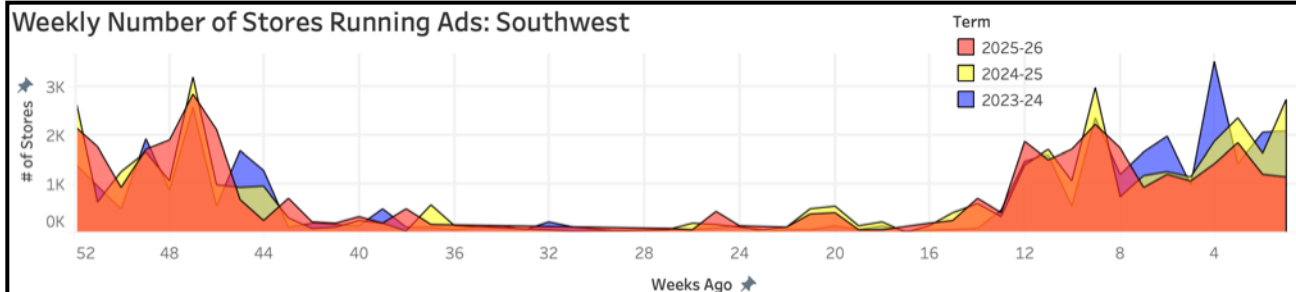
Price per Each	2023-24	2024-25	2025-26
# of Stores	30,158	30,750	28,495
Seedless	\$ 5.37	\$ 5.41	\$ 4.99
Mini	\$ 3.44	\$ 3.47	\$ 3.52
Organic Seedless	\$ 4.98	\$ 7.99	NA
Organic Mini	\$ 5.37	\$ 5.21	\$ 5.42

Percent of Ads for Organic: South Central

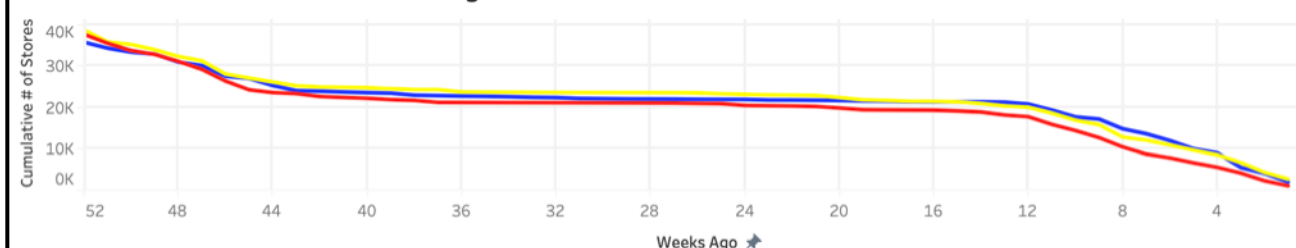


Southwest

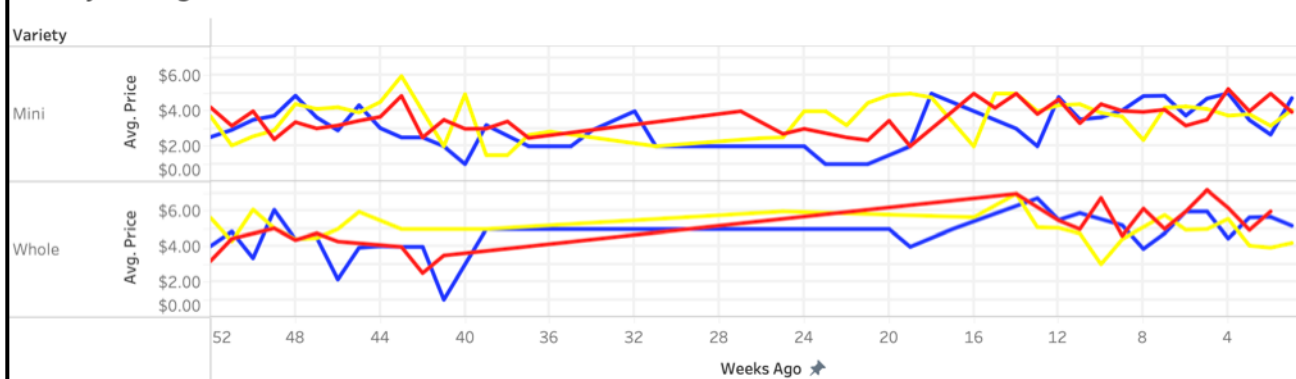
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

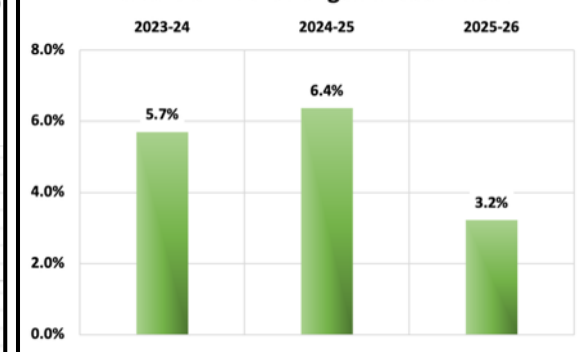


Weekly Average Price for Mini and Seedless Watermelon: Southwest



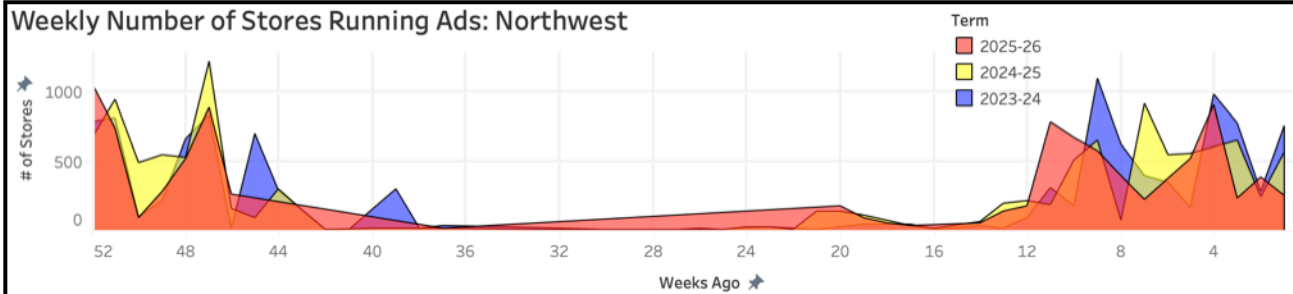
Price per Each	2023-24	2024-25	2025-26
# of Stores	35,744	38,722	37,665
Seedless	\$ 4.65	\$ 5.01	\$ 5.06
Mini	\$ 3.11	\$ 3.64	\$ 3.60
Organic Seedless	NA	\$ 7.19	NA
Organic Mini	\$ 5.29	\$ 5.19	\$ 6.02

Percent of Ads for Organic: Southwest

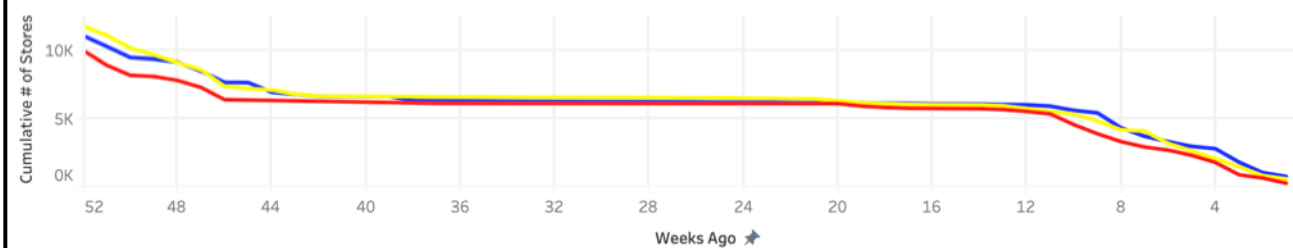


Northwest

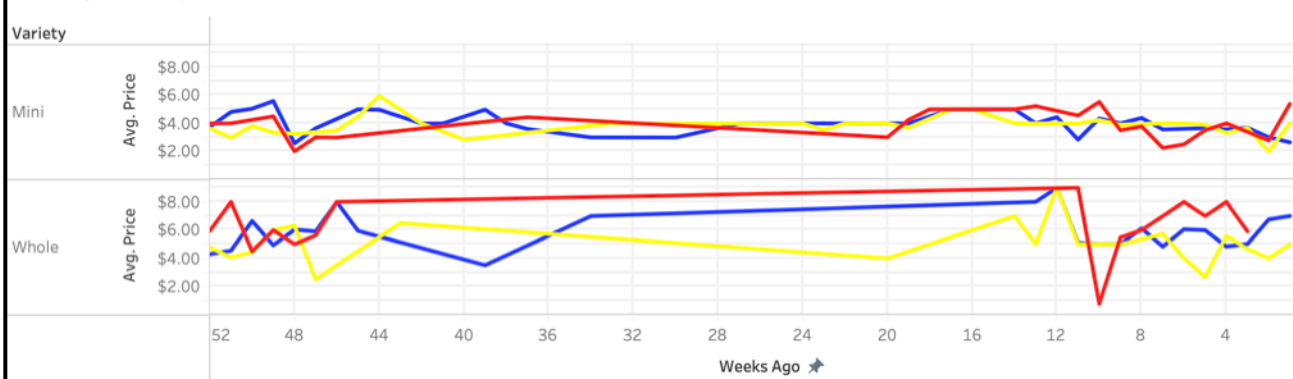
Weekly Number of Stores Running Ads: Northwest



Cumulative Number of Stores Running Ads: Northwest



Weekly Average Price for Mini and Seedless Watermelon: Northwest



Price per Each	2023-24	2024-25	2025-26
# of Stores	11,065	11,754	9,983
Seedless	\$ 5.89	\$ 5.05	\$ 6.21
Mini	\$ 4.02	\$ 3.87	\$ 3.91
Organic Seedless	NA	\$ 9.03	NA
Organic Mini	\$ 5.17	\$ 5.34	\$ 5.17

Percent of Ads for Organic: Northwest

