

Retail Scan Data

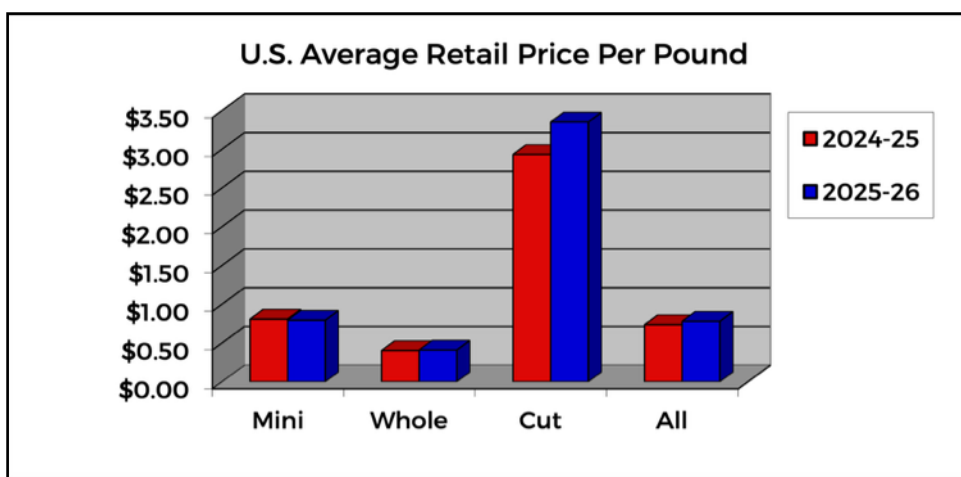
Compiled by the National Watermelon Promotion Board



Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	361,570,090	381,619,301	5.5%	10.0%
Whole	3,119,787,126	3,002,526,847	-3.8%	78.7%
Cut	463,737,101	433,404,175	-6.5%	11.4%
Total	3,945,094,318	3,817,550,323	-3.2%	100.0%

Data current through
July 12, 2026

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.81	\$0.79
Whole	\$0.40	\$0.41
Cut	\$2.93	\$3.35
All	\$0.74	\$0.78



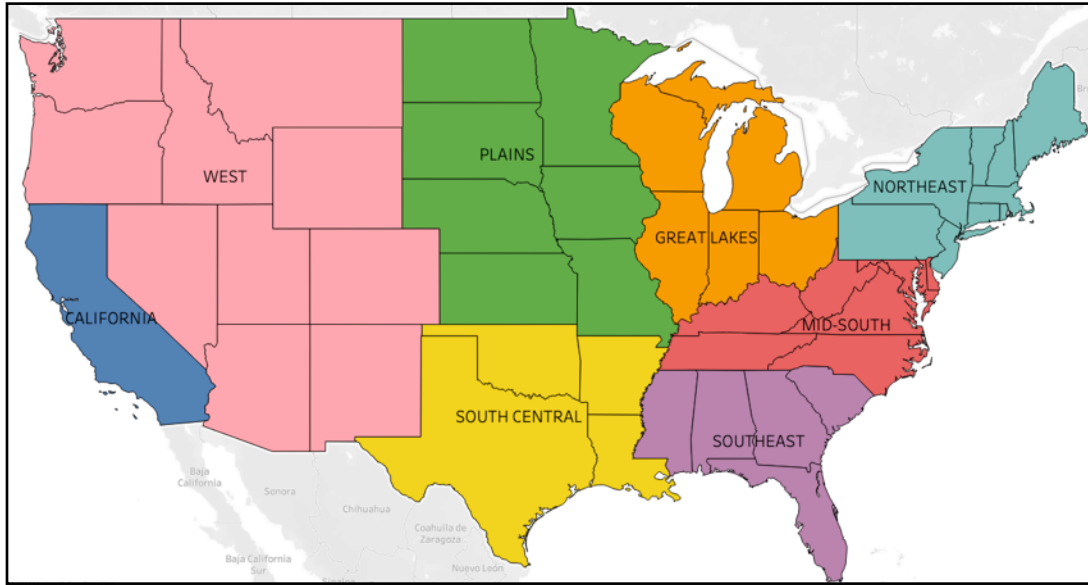
Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.47	\$2.71	\$0.87
California 2025-26	\$0.46	\$3.39	\$0.85
Great Lakes 2024-25	\$0.38	\$3.62	\$0.66
Great Lakes 2025-26	\$0.39	\$3.76	\$0.66
MidSouth 2024-25	\$0.37	\$3.19	\$0.73
MidSouth 2025-26	\$0.38	\$3.40	\$0.72
Northeast 2024-25	\$0.40	\$2.43	\$0.88
Northeast 2025-26	\$0.40	\$2.58	\$0.88
Plains 2024-25	\$0.36	\$3.28	\$0.85
Plains 2025-26	\$0.37	\$3.46	\$0.84
Southcentral 2024-25	\$0.39	\$2.72	\$0.80
Southcentral 2025-26	\$0.41	\$3.64	\$0.79
Southeast 2024-25	\$0.41	\$3.05	\$0.83
Southeast 2025-26	\$0.40	\$3.51	\$0.80
West 2024-25	\$0.43	\$3.09	\$0.83
West 2025-26	\$0.44	\$3.61	\$0.79

The information shown throughout is derived from retail point of sale data supplied by Circana. It includes channels such as grocery, drug, mass, commissaries, club, dollar stores & e-commerce covering roughly 91% of the retail universe with remainder projected to estimate total. This data reflects the 52-week period ending July 12, 2026 compared to the prior 52 Weeks.

For questions or expanded information reach out to:

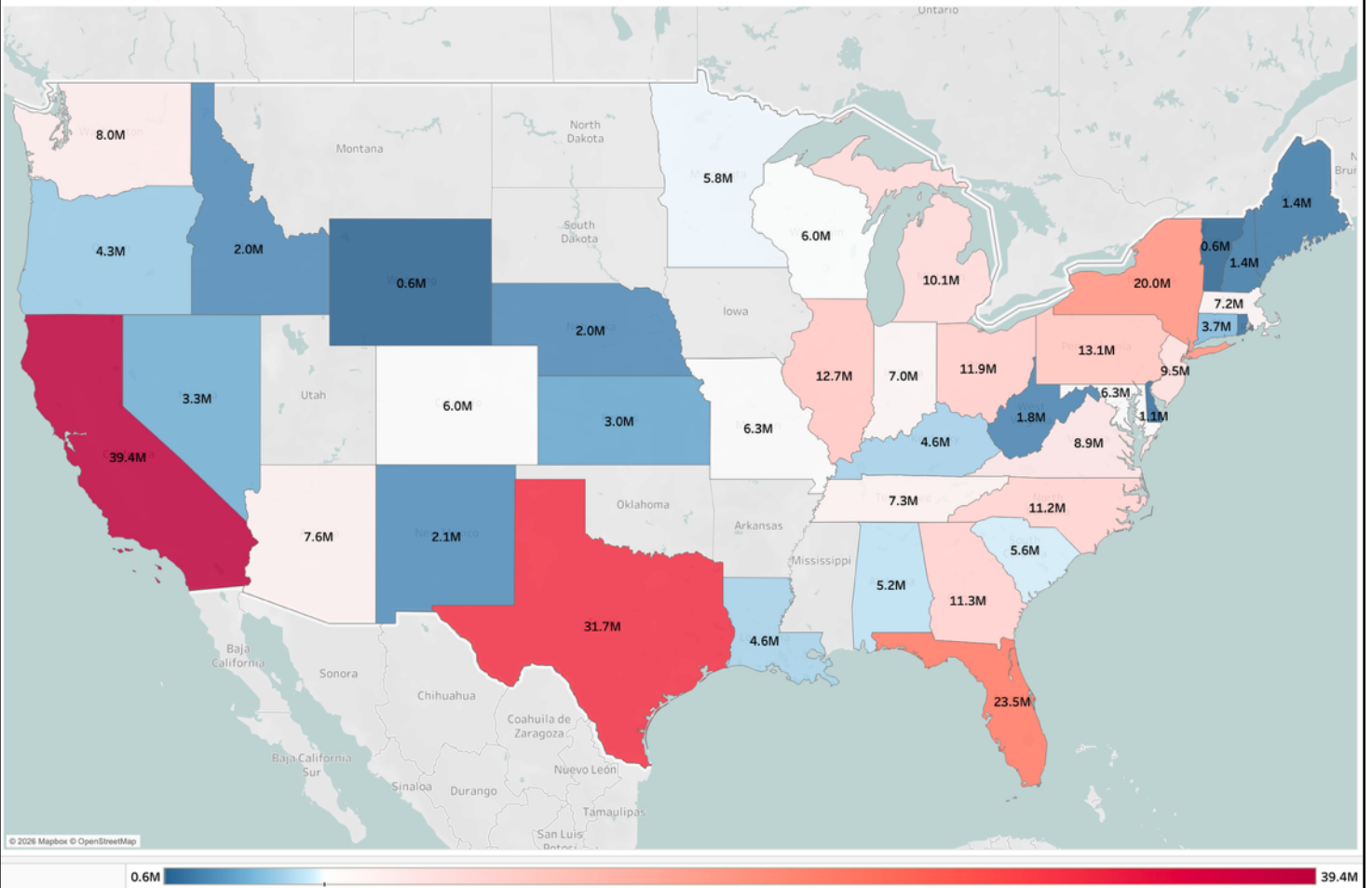
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Scanner Data Regions



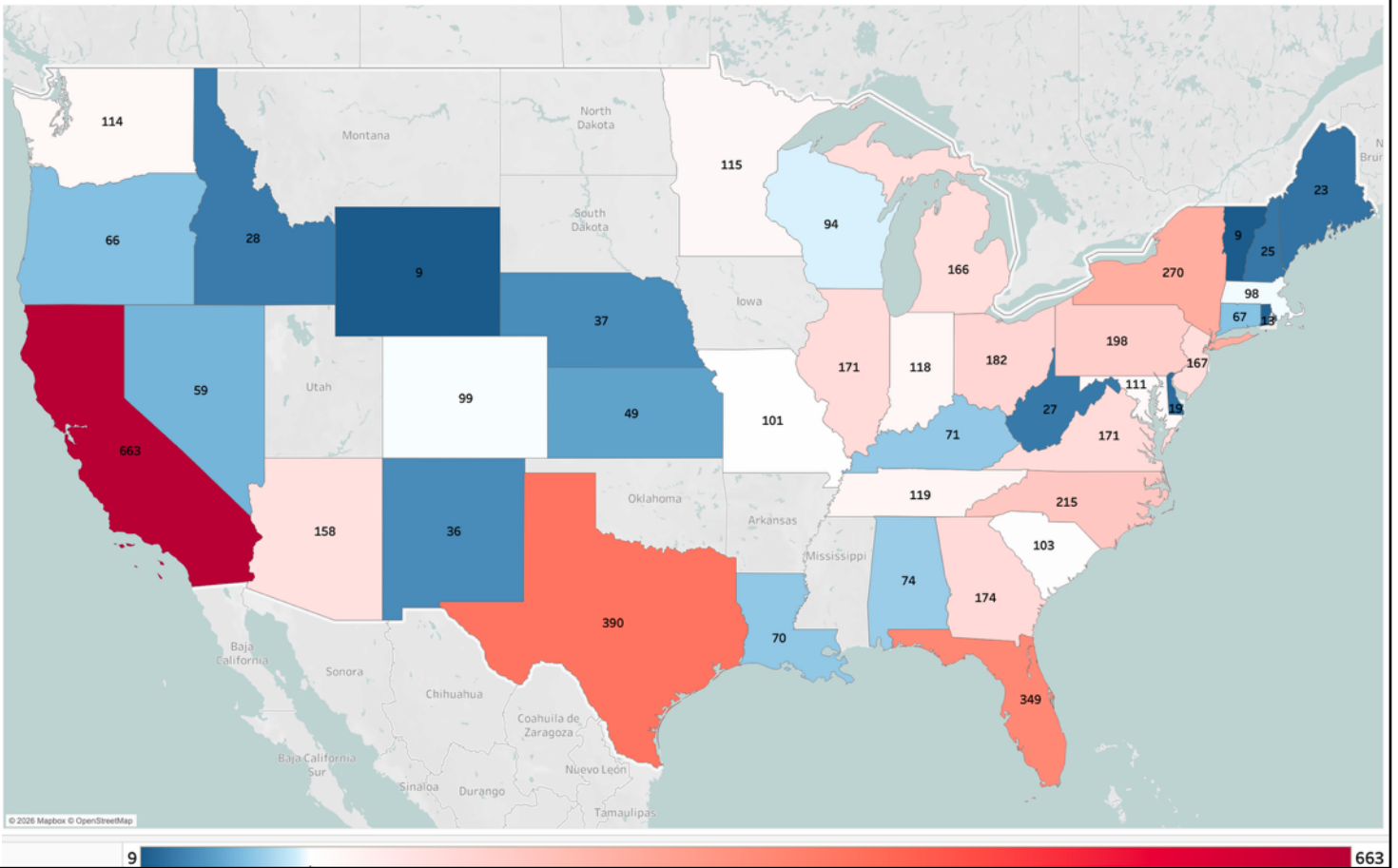
Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	358,500,298	47,417,142	78,769,048	484,686,489
California 2025-26	348,226,348	39,574,932	85,864,760	473,666,041
Percent Growth	-2.9%	-16.5%	9.0%	-2.3%
2025-26 % of Total	73.5%	8.4%	18.1%	100.0%
Great Lakes 2024-25	447,769,970	41,014,347	49,129,394	537,913,711
Great Lakes 2025-26	431,580,548	40,379,955	50,421,948	522,382,451
Percent Growth	-3.6%	-1.5%	2.6%	-2.9%
2025-26 % of Total	82.6%	7.7%	9.7%	100.0%
MidSouth 2024-25	446,806,877	55,528,843	43,837,922	546,173,642
MidSouth 2025-26	428,273,025	55,321,743	45,947,758	529,542,526
Percent Growth	-4.1%	-0.4%	4.8%	-3.0%
2025-26 % of Total	80.9%	10.4%	8.7%	100.0%
Northeast 2024-25	498,494,701	87,718,696	46,838,204	633,051,601
Northeast 2025-26	488,415,662	83,552,408	51,059,729	623,027,799
Percent Growth	-2.0%	-4.7%	9.0%	-1.6%
2025-26 % of Total	78.4%	13.4%	8.2%	100.0%
Plains 2024-25	256,869,317	19,809,126	14,179,278	290,857,721
Plains 2025-26	246,032,032	22,003,848	12,958,339	280,994,219
Percent Growth	-4.2%	11.1%	-8.6%	-3.4%
2025-26 % of Total	87.6%	7.8%	4.6%	100.0%
Southcentral 2024-25	355,104,059	63,833,678	28,532,791	447,470,528
Southcentral 2025-26	325,944,585	47,480,201	29,030,603	402,455,389
Percent Growth	-8.2%	-25.6%	1.7%	-10.1%
2025-26 % of Total	81.0%	11.8%	7.2%	100.0%
Southeast 2024-25	388,778,176	107,099,643	45,971,952	541,849,771
Southeast 2025-26	375,386,587	106,558,519	46,793,420	528,738,526
Percent Growth	-3.4%	-0.5%	1.8%	-2.4%
2025-26 % of Total	71.0%	20.2%	8.9%	100.0%
West 2024-25	367,463,728	41,315,625	54,311,502	463,090,855
West 2025-26	358,668,058	38,532,569	59,542,743	456,743,371
Percent Growth	-2.4%	-6.7%	9.6%	-1.4%
2025-26 % of Total	78.5%	8.4%	13.0%	100.0%

Population by State



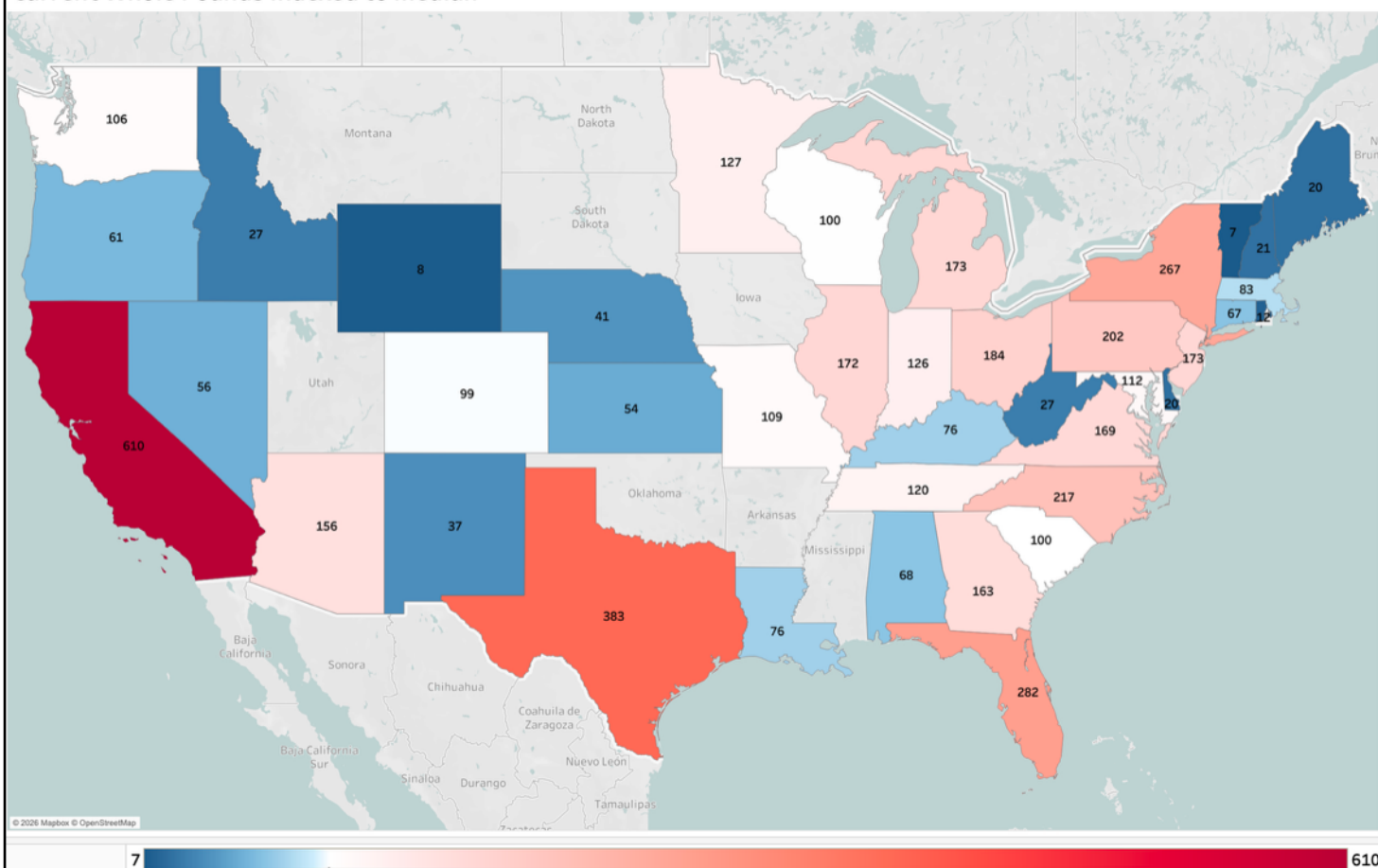
State	Population	State	Population
California	39,355,309	Wisconsin	5,972,787
Texas	31,709,821	Minnesota	5,830,405
Florida	23,462,518	South Carolina	5,570,274
New York	20,002,427	Alabama	5,193,088
Pennsylvania	13,059,432	Louisiana	4,618,189
Illinois	12,719,141	Kentucky	4,606,864
Ohio	11,900,510	Oregon	4,273,586
Georgia	11,302,748	Connecticut	3,688,496
North Carolina	11,197,968	Nevada	3,282,188
Michigan	10,127,884	Kansas	2,977,220
New Jersey	9,548,215	New Mexico	2,125,498
Virginia	8,880,107	Idaho	2,029,733
Washington	8,001,020	Nebraska	2,018,006
Arizona	7,623,818	West Virginia	1,766,147
Tennessee	7,315,076	New Hampshire	1,415,342
Massachusetts	7,154,084	Maine	1,414,874
Indiana	6,973,333	Rhode Island	1,114,521
Missouri	6,270,541	Delaware	1,059,952
Maryland	6,265,347	Vermont	644,663
Colorado	6,012,561	Wyoming	588,753

Current Total Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	62,733,191	66,920,449	6.7%	Maryland	80,988,978	78,957,480	-2.5%
Colorado	68,914,395	70,524,008	2.3%	Michigan	122,051,213	118,865,774	-2.6%
Nevada	42,047,218	42,243,458	0.5%	Nebraska	27,325,934	26,546,754	-2.9%
Maine	16,226,239	16,237,184	0.1%	Alabama	54,104,303	52,506,666	-3.0%
Arizona	112,601,774	112,519,276	-0.1%	Kansas	36,391,829	35,208,158	-3.3%
Vermont	6,191,268	6,176,061	-0.2%	Washington	84,239,200	81,449,753	-3.3%
New York	193,392,434	192,591,336	-0.4%	Ohio	135,252,573	129,954,294	-3.9%
Missouri	72,611,755	72,280,095	-0.5%	New Mexico	26,934,751	25,863,624	-4.0%
Delaware	13,752,637	13,683,688	-0.5%	Massachusetts	72,991,460	69,943,430	-4.2%
Oregon	47,148,267	46,834,417	-0.7%	Virginia	127,911,736	122,253,155	-4.4%
Connecticut	48,345,377	47,882,952	-1.0%	Minnesota	86,015,364	81,866,386	-4.8%
Pennsylvania	143,510,005	141,690,185	-1.3%	Georgia	130,856,911	124,309,984	-5.0%
South Carolina	74,687,469	73,561,876	-1.5%	Kentucky	53,439,918	50,572,141	-5.4%
North Carolina	155,809,957	153,392,013	-1.6%	West Virginia	20,101,528	18,925,552	-5.9%
Florida	253,260,642	249,314,060	-1.6%	Rhode Island	10,135,811	9,488,389	-6.4%
New Jersey	121,621,700	119,271,892	-1.9%	Idaho	21,012,985	19,667,225	-6.4%
Tennessee	86,859,467	84,960,518	-2.2%	Illinois	130,997,475	122,148,199	-6.8%
California	484,686,489	473,666,041	-2.3%	Wyoming	6,721,354	6,162,081	-8.3%
Indiana	86,092,378	84,050,993	-2.4%	Louisiana	55,886,643	50,195,841	-10.2%
New Hampshire	18,194,118	17,762,519	-2.4%	Texas	315,482,400	278,223,493	-11.8%

Current Whole Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	54,533,190	57,200,050	4.9%	Indiana	74,926,496	72,123,284	-3.7%
Colorado	54,398,441	56,575,960	4.0%	Oregon	36,235,159	34,866,171	-3.8%
Delaware	11,375,597	11,434,753	0.5%	Michigan	102,976,176	98,998,051	-3.9%
Nevada	32,301,557	32,118,551	-0.6%	Nebraska	24,123,704	23,141,722	-4.1%
Vermont	4,298,880	4,255,191	-1.0%	Alabama	40,502,929	38,799,597	-4.2%
Missouri	62,859,901	62,170,882	-1.1%	Kansas	32,094,766	30,729,179	-4.3%
Massachusetts	48,033,662	47,413,657	-1.3%	Ohio	109,808,901	105,084,068	-4.3%
New York	154,540,311	152,532,905	-1.3%	West Virginia	16,354,825	15,596,231	-4.6%
Pennsylvania	116,935,771	115,396,830	-1.3%	Idaho	16,181,586	15,423,378	-4.7%
Maine	11,370,568	11,188,853	-1.6%	Minnesota	76,424,870	72,609,478	-5.0%
Florida	164,088,850	161,118,034	-1.8%	Washington	63,719,706	60,386,623	-5.2%
Arizona	90,737,572	88,858,037	-2.1%	New Mexico	22,666,530	21,400,838	-5.6%
Connecticut	39,000,649	38,177,596	-2.1%	Rhode Island	7,139,370	6,725,230	-5.8%
Maryland	65,889,377	64,123,980	-2.7%	Virginia	103,057,355	96,660,989	-6.2%
South Carolina	58,636,653	57,034,498	-2.7%	Illinois	105,206,397	98,108,483	-6.7%
Tennessee	70,419,116	68,432,294	-2.8%	Kentucky	46,405,505	43,171,202	-7.0%
California	358,500,298	348,226,348	-2.9%	Georgia	99,898,211	92,816,566	-7.1%
New Hampshire	12,230,479	11,829,453	-3.3%	Wyoming	4,970,513	4,595,434	-7.5%
North Carolina	128,153,995	123,861,125	-3.3%	Louisiana	47,618,040	43,172,949	-9.3%
New Jersey	102,052,645	98,535,781	-3.4%	Texas	241,180,244	218,511,956	-9.4%



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Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
New Jersey	6,651,249	8,122,242	22.1%	Michigan	12,650,047	13,492,378	6.7%
Wisconsin	5,352,705	6,341,642	18.5%	Massachusetts	6,003,999	6,343,021	5.6%
Connecticut	2,649,126	3,100,421	17.0%	Alabama	3,485,197	3,675,919	5.5%
Arizona	12,973,170	15,181,390	17.0%	Texas	21,226,648	22,208,839	4.6%
Georgia	9,347,031	10,876,015	16.4%	Virginia	12,308,161	12,827,696	4.2%
Washington	11,426,517	13,264,917	16.1%	New York	15,811,701	16,400,319	3.7%
Maryland	6,383,536	7,215,796	13.0%	Idaho	1,800,024	1,855,017	3.1%
Vermont	618,812	695,905	12.5%	Illinois	9,625,716	9,712,461	0.9%
Oregon	6,229,105	6,971,486	11.9%	Kentucky	3,658,118	3,655,379	-0.1%
New Hampshire	1,800,812	2,011,175	11.7%	Wyoming	731,568	726,970	-0.6%
North Carolina	10,935,126	12,189,133	11.5%	Tennessee	6,191,653	6,146,295	-0.7%
New Mexico	2,188,379	2,406,176	10.0%	Kansas	1,849,099	1,811,587	-2.0%
Nevada	6,132,226	6,727,914	9.7%	Florida	25,709,007	24,620,276	-4.2%
South Carolina	5,689,311	6,224,085	9.4%	Colorado	8,643,764	8,160,491	-5.6%
Rhode Island	689,835	753,223	9.2%	Ohio	15,722,775	14,599,731	-7.1%
Maine	1,745,578	1,904,492	9.1%	Minnesota	4,415,729	4,067,391	-7.9%
California	78,769,048	85,864,760	9.0%	Nebraska	1,393,960	1,240,724	-11.0%
Indiana	5,955,097	6,426,370	7.9%	Louisiana	2,806,625	2,430,438	-13.4%
Delaware	1,075,036	1,151,257	7.1%	Missouri	3,783,836	3,177,030	-16.0%
Pennsylvania	11,310,711	12,070,258	6.7%	West Virginia	2,497,072	1,952,967	-21.8%

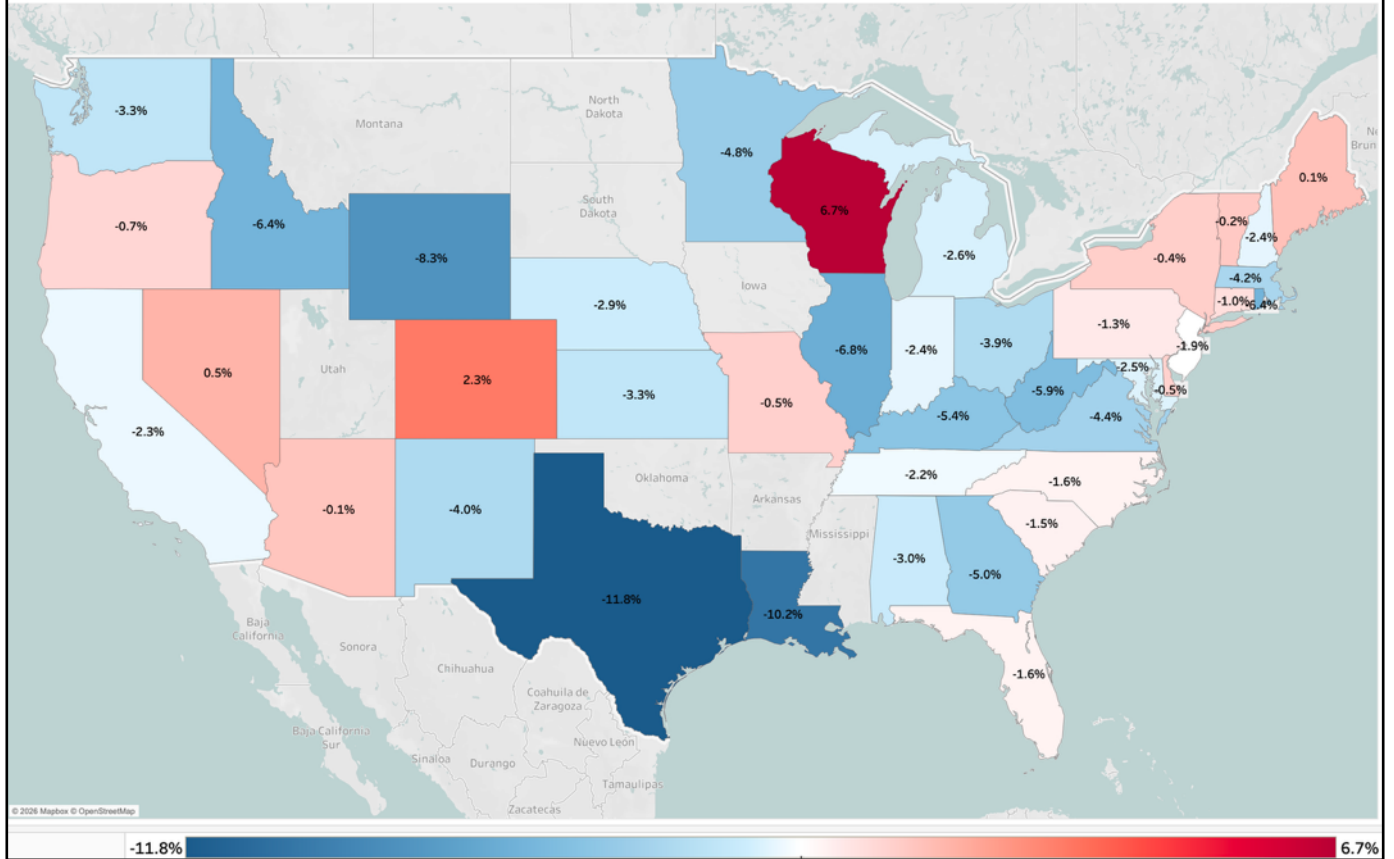


Map of the United States showing the number of COVID-19 cases by state. The color scale ranges from 13 (light blue) to 980 (dark red).

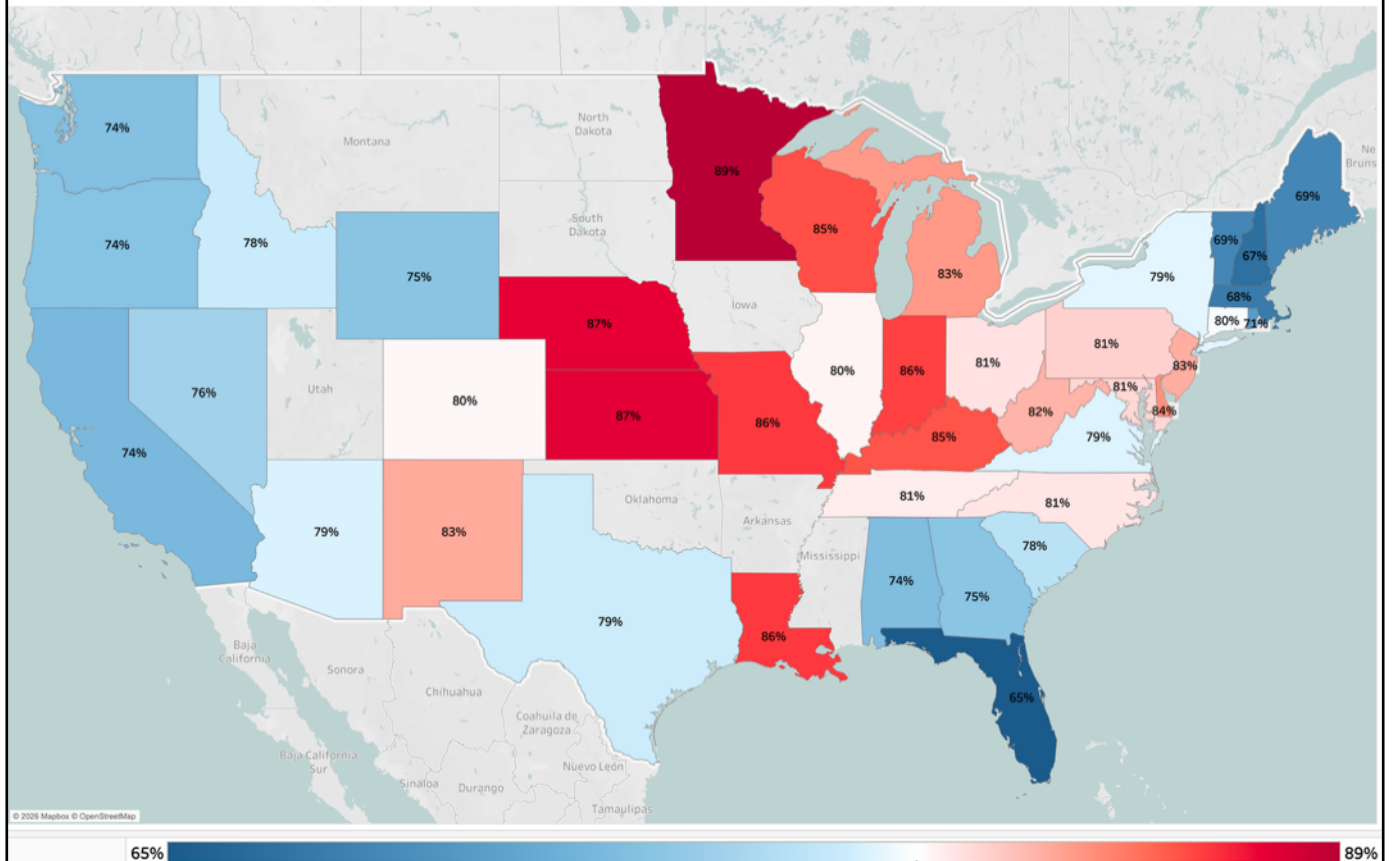
State	Number of Cases
Alabama	159
Alaska	120
Arizona	131
Arkansas	71
California	610
Colorado	89
Connecticut	249
Delaware	102
District of Columbia	117
Florida	980
Georgia	160
Hawaii	19
Idaho	37
Illinois	221
Indiana	158
Iowa	107
Kansas	41
Kentucky	58
Louisiana	21
Maine	60
Massachusetts	31
Michigan	52
Minnesota	80
Mississippi	155
Missouri	85
Montana	13
Nebraska	33
Nevada	52
New Hampshire	48
New Jersey	194
New Mexico	32
New York	365
North Carolina	267
North Dakota	8
Ohio	197
Oklahoma	578
Oregon	77
Pennsylvania	219
Rhode Island	19
South Carolina	159
South Dakota	13
Tennessee	160
Texas	578
Utah	89
Vermont	19
Virginia	194
Washington	120
West Virginia	21
Wisconsin	52
Wyoming	13

Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
Nebraska	1,808,270	2,164,308	19.7%		Connecticut	6,695,602	6,604,935	-1.4%
Wisconsin	2,847,296	3,378,758	18.7%		Colorado	5,872,190	5,787,557	-1.4%
Missouri	5,968,018	6,932,183	16.2%		New Jersey	12,917,806	12,613,869	-2.4%
Kentucky	3,376,295	3,745,560	10.9%		Vermont	1,273,576	1,224,966	-3.8%
West Virginia	1,249,630	1,376,354	10.1%		Georgia	21,611,668	20,617,402	-4.6%
Kansas	2,447,964	2,667,391	9.0%		Arizona	8,891,031	8,479,849	-4.6%
Oregon	4,684,003	4,996,760	6.7%		New Hampshire	4,162,827	3,921,891	-5.8%
Ohio	9,720,897	10,270,495	5.7%		Nevada	3,613,435	3,396,993	-6.0%
Indiana	5,210,786	5,501,339	5.6%		Pennsylvania	15,263,523	14,223,097	-6.8%
North Carolina	16,720,836	17,341,755	3.7%		Illinois	16,165,361	14,327,255	-11.4%
New York	23,040,422	23,658,113	2.7%		Maryland	8,716,065	7,617,704	-12.6%
Virginia	12,546,220	12,764,470	1.7%		Rhode Island	2,306,605	2,009,936	-12.9%
Tennessee	10,248,698	10,381,929	1.3%		Washington	9,092,978	7,798,213	-14.2%
Maine	3,110,093	3,143,839	1.1%		Massachusetts	18,953,799	16,186,753	-14.6%
Minnesota	5,174,764	5,189,518	0.3%		Delaware	1,302,003	1,097,678	-15.7%
Florida	63,462,785	63,575,750	0.2%		Louisiana	5,461,978	4,592,454	-15.9%
South Carolina	10,361,504	10,303,294	-0.6%		California	47,417,142	39,574,932	-16.5%
Michigan	6,424,990	6,375,345	-0.8%		Wyoming	1,019,273	839,676	-17.6%
Alabama	10,116,176	10,031,151	-0.8%		Idaho	3,031,375	2,388,830	-21.2%
New Mexico	2,079,842	2,056,610	-1.1%		Texas	53,075,508	37,502,699	-29.3%

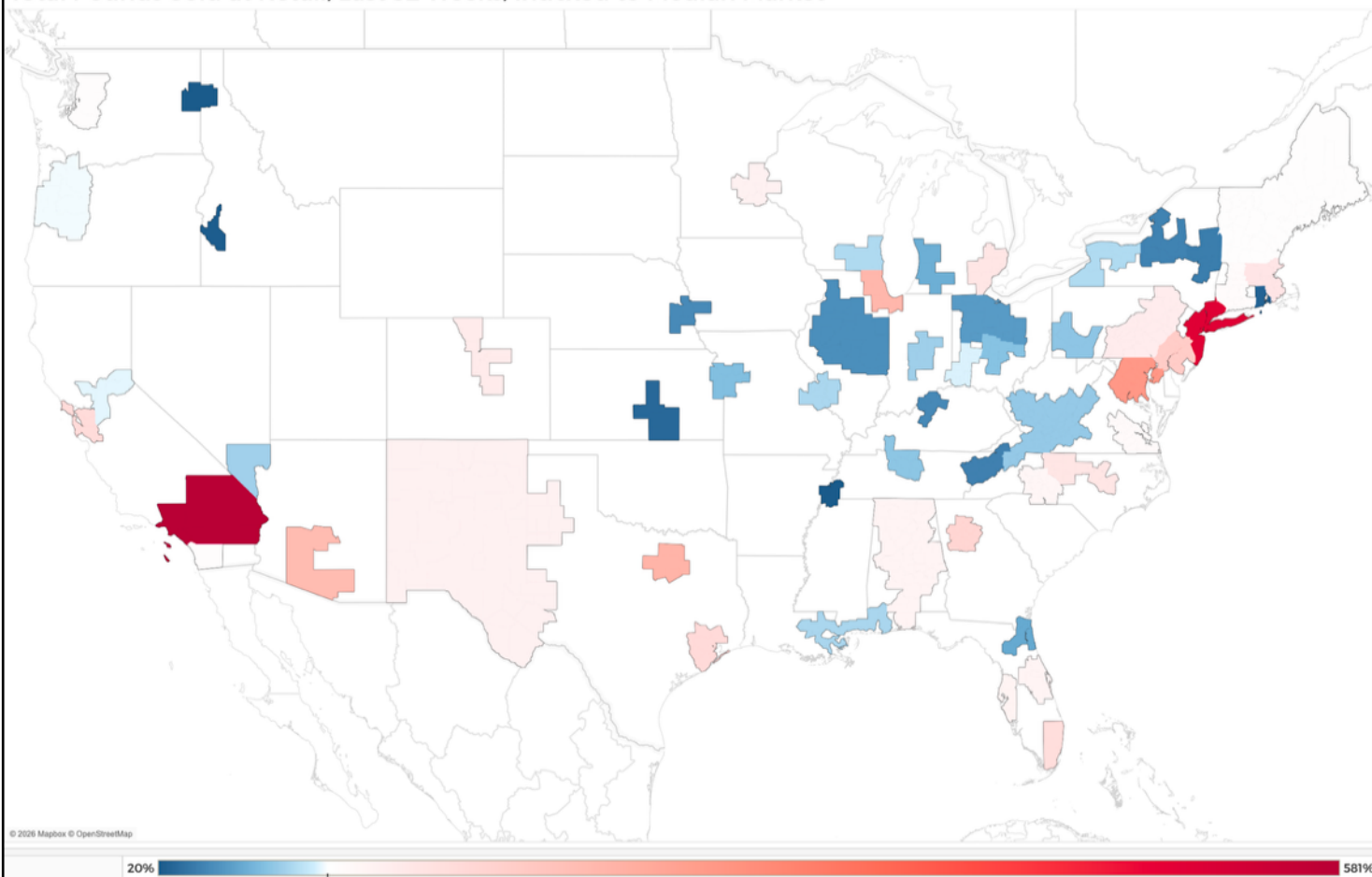
Total Pounds Growth, Last 52 Weeks vs. Prior



Current Whole Pounds Category Share



Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
SAN DIEGO	39,266,797	41,485,308	5.6%	JACKSONVILLE	23,840,587	23,253,870	-2.5%
MILWAUKEE	31,332,654	33,075,098	5.6%	GRAND RAPIDS	24,858,333	24,238,074	-2.5%
SYRACUSE	15,144,224	15,650,354	3.3%	LOS ANGELES	236,755,113	230,080,849	-2.8%
DENVER	50,799,721	52,424,398	3.2%	WICHITA	10,855,199	10,548,588	-2.8%
ST. LOUIS	31,931,926	32,533,919	1.9%	OMAHA	17,690,992	17,162,305	-3.0%
LAS VEGAS	31,006,022	31,277,102	0.9%	PITTSBURGH	29,826,914	28,879,019	-3.2%
BUFFALO/ROCHESTER	33,031,174	33,248,075	0.7%	BALTIMORE/WASHINGTON	115,976,476	112,288,468	-3.2%
ALBANY	14,591,294	14,685,792	0.6%	SAN FRANCISCO	65,641,563	63,529,668	-3.2%
HARRISBURG/SCRANTON	51,230,905	51,396,471	0.3%	SPOKANE	8,098,776	7,794,026	-3.8%
PHOENIX/TUCSON	87,600,246	87,520,565	-0.1%	MIAMI/FT. LAUDERDALE	64,383,000	61,876,571	-3.9%
HARTFORD/SPRINGFIELD	41,898,683	41,770,501	-0.3%	KNOXVILLE	16,045,371	15,405,946	-4.0%
TAMPA	47,215,561	47,033,745	-0.4%	MINNEAPOLIS	51,040,297	48,889,939	-4.2%
PORTLAND	39,082,867	38,883,212	-0.5%	SEATTLE	43,194,094	41,242,084	-4.5%
INDIANAPOLIS	31,274,834	30,993,840	-0.9%	CINCINNATI/DAYTON	39,356,968	37,508,456	-4.7%
TOLEDO	20,799,730	20,607,103	-0.9%	WEST TEX/NEW MEXICO	51,128,106	48,708,641	-4.7%
RALEIGH/GREENSBORO	56,206,299	55,671,549	-1.0%	RICHMOND/NORFOLK	44,708,087	42,569,955	-4.8%
NEW ENGLAND	40,761,450	40,316,005	-1.1%	BOSTON	59,072,032	56,233,220	-4.8%
PEORIA/SPRINGFIELD	18,355,913	18,142,227	-1.2%	ATLANTA	72,043,453	67,867,900	-5.8%
NASHVILLE	29,193,906	28,813,648	-1.3%	SACRAMENTO	40,420,719	38,023,265	-5.9%
CHARLOTTE	45,946,180	45,206,527	-1.6%	LOUISVILLE	17,981,768	16,914,227	-5.9%
ORLANDO	47,478,610	46,664,140	-1.7%	ROANOKE	31,699,953	29,812,174	-6.0%
PHILADELPHIA	75,789,438	74,292,949	-2.0%	PROVIDENCE	10,135,811	9,488,389	-6.4%
KANSAS CITY	27,838,227	27,269,144	-2.0%	BOISE	8,825,480	8,225,822	-6.8%
NEW YORK	206,252,160	201,938,482	-2.1%	DALLAS/FT. WORTH	100,029,102	92,844,670	-7.2%
DETROIT	56,890,647	55,611,786	-2.2%	NEW ORLEANS/MOBILE	35,395,059	32,337,118	-8.6%
COLUMBUS	28,822,252	28,164,950	-2.3%	CHICAGO	99,766,274	90,440,707	-9.3%
BIRMINGHAM/MONTGOMERY	47,814,138	46,647,176	-2.4%	HOUSTON	72,143,675	64,088,291	-11.2%