

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



watermelon.org

Data current through July 1, 2026

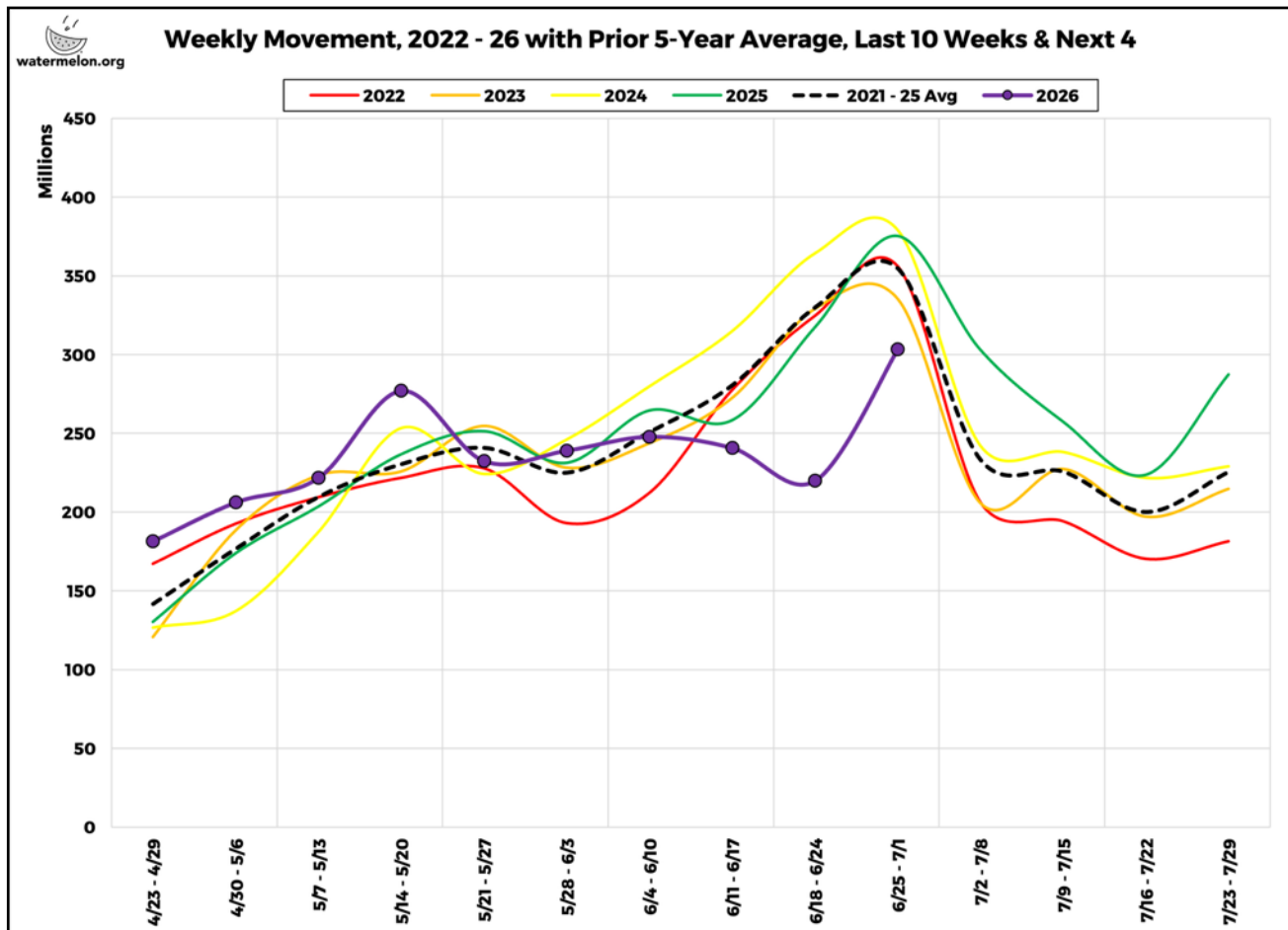
Market

- Past week volume 38% higher than week prior, 15% below average, 19% below 2025
- Weekly seedless FOB (\$0.236) showed slight uptick, 15% above average, 38% above 2025

Movement	2026	2025	2026 v 25	2021-25 Avg	2026 v Avg
Last 7 Days	303,284,593	375,332,094	-19.2%	354,602,816	-14.5%
Last 30 Days	1,092,369,829	1,291,300,017	-15.4%	1,282,432,136	-14.8%
Year to Date	3,183,617,053	3,299,795,159	-3.5%	3,234,107,234	-1.6%

Movement

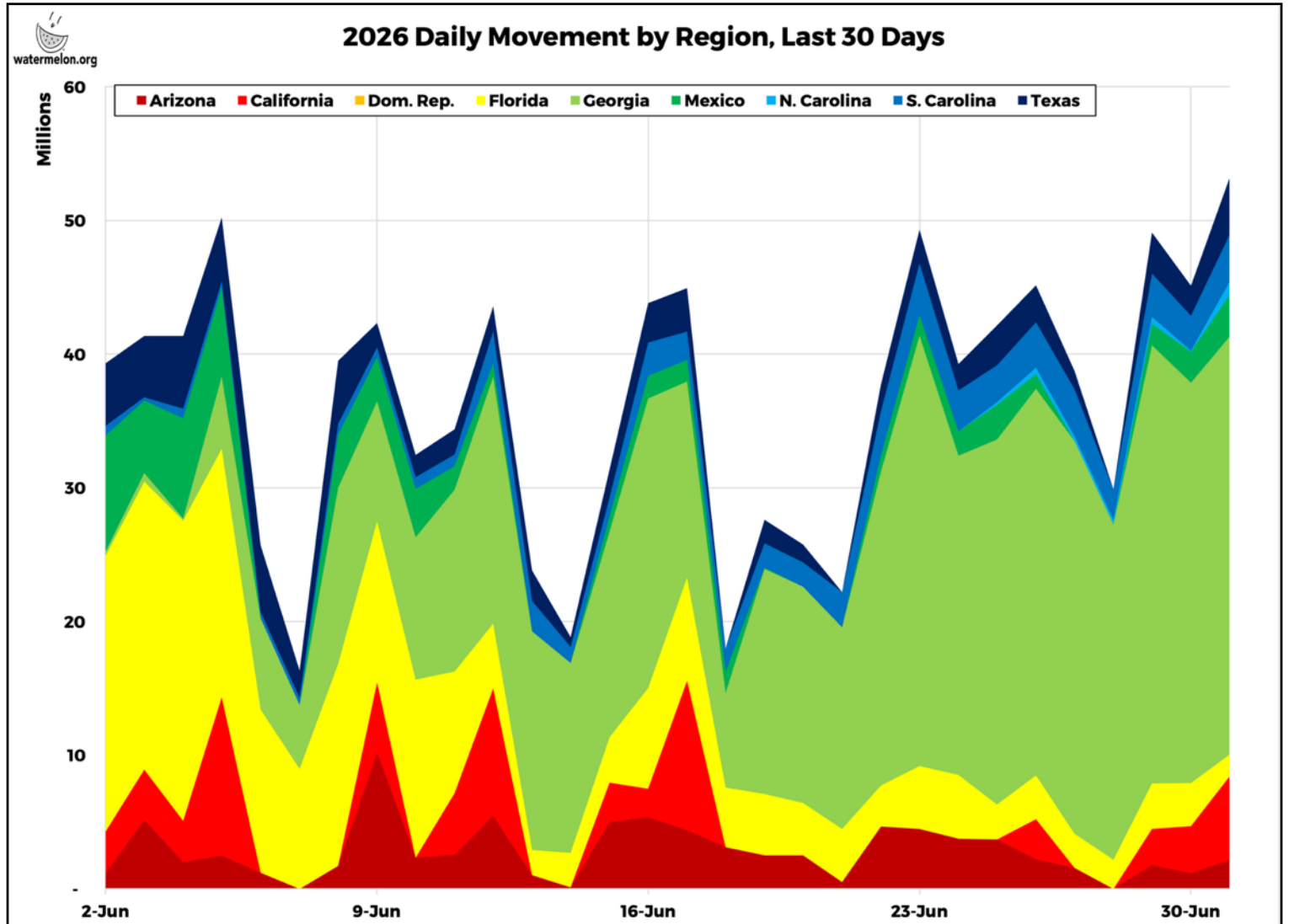
- Post-publication adjustments may push volume higher, but right now the 4th looks lighter
- Past two weeks combined approximately 161M pounds (23.6%) below average



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

Source Regions—Last Week vs. Prior

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

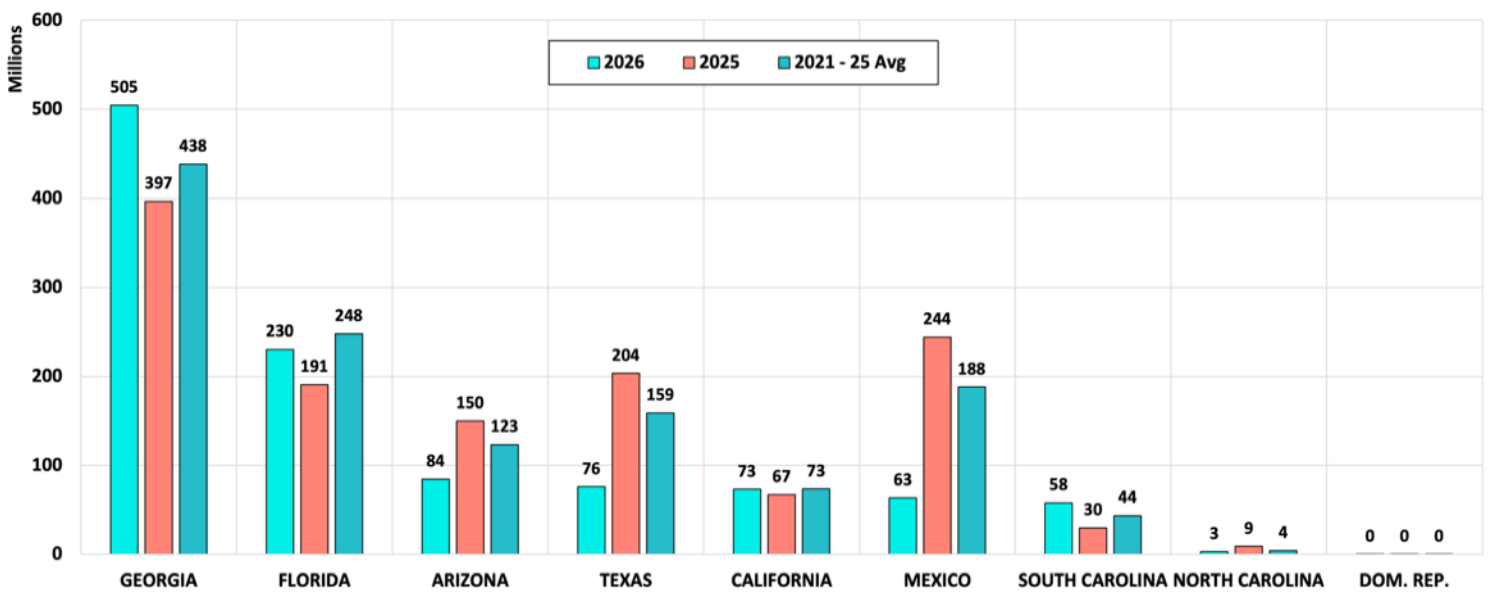


Last 7 Days Movement:

- Georgia 27% above 2025, 16% above average
- S. Carolina 19% above 2025, 5% below average
- Florida 9% above 2025, 1% below average
- Texas 65% below 2025, 53% below average
- California 42% below 2025, 47% below average
- Arizona 81% below 2025, 67% below average
- Mexico 66% below 2025, 60% below average
- N. Carolina 61% below 2025, 19% below average

Region	Last 7 Days				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
GEORGIA	204,645,125	161,177,624	27%	176,509,925	16%
SOUTH CAROLINA	21,363,000	17,903,872	19%	22,448,774	-5%
FLORIDA	18,900,000	17,375,232	9%	19,142,246	-1%
TEXAS	16,660,000	48,207,040	-65%	35,551,127	-53%
CALIFORNIA	15,452,500	26,872,800	-42%	29,423,156	-47%
ARIZONA	12,582,430	64,634,690	-81%	38,150,888	-67%
MEXICO	10,732,538	31,441,131	-66%	26,691,423	-60%
NORTH CAROLINA	2,949,000	7,590,912	-61%	3,638,182	-19%
ALABAMA	0	0	NA	1,336,000	-100%
MISSOURI	0	112,000	-100%	1,206,400	-100%
INDIANA	0	0	NA	328,000	-100%
MISSISSIPPI	0	0	NA	152,000	-100%
DOM. REP.	0	16,793	-100%	22,699	-100%
COSTA RICA	0	0	NA	1,996	-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
Total	303,284,593	375,332,094	-19.2%	354,602,816	-14.5%

Last 30 Days Movement by Region Across Three Timeframes



To Date Movement:

- Mexico 15% below 2025, 7% below average
- Florida 6% above 2025, 3% below average
- Georgia 28% above 2025, 15% above average
- Guatemala 4% below 2025, 22% above average
- Texas 44% below 2025, 35% below average
- California well above 2025, 81% above average
- Arizona 38% below 2025, 29% below average
- S. Carolina 95% above 2025, 40% above average
- Honduras 16% below 2025, 34% below average
- Costa Rica 1% above 2025, 73% above average
- N. Carolina 67% below 2025, 30% below average
- Brazil 35% below 2025, 8% below average
- Dom. Rep. 42% below 2025, 34% below average
- Panama 83% below 2025, 95% below average

Region	To Date				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	1,008,331,251	1,190,036,785	-15%	1,085,316,601	-7%
FLORIDA	910,854,675	856,877,308	6%	937,556,302	-3%
GEORGIA	506,389,400	396,747,149	28%	438,612,550	15%
GUATEMALA	233,684,750	243,750,488	-4%	191,892,557	22%
TEXAS	149,360,000	264,438,400	-44%	231,002,935	-35%
CALIFORNIA	138,900,950	67,182,400	107%	76,619,153	81%
ARIZONA	93,616,075	152,069,223	-38%	131,545,589	-29%
SOUTH CAROLINA	61,807,116	31,618,000	95%	44,271,600	40%
HONDURAS	40,834,427	48,567,537	-16%	61,909,032	-34%
COSTA RICA	34,665,164	34,383,068	1%	20,032,625	73%
NORTH CAROLINA	2,949,000	8,934,912	-67%	4,226,982	-30%
BRAZIL	1,230,161	1,898,875	-35%	1,330,114	-8%
DOM. REP.	783,808	1,347,584	-42%	1,181,031	-34%
PANAMA	210,276	1,240,070	-83%	3,973,483	-95%
ALABAMA	0	0	NA	2,792,000	-100%
MISSOURI	0	112,000	-100%	1,246,400	-100%
INDIANA	0	0	NA	328,000	-100%
MISSISSIPPI	0	0	NA	152,000	-100%
VIRGINIA	0	502,656	-100%	100,531	-100%
DELAWARE	0	88,704	-100%	17,741	-100%
CANADA	0	0	NA	7	-100%
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
Total	3,183,617,053	3,299,795,159	-3.5%	3,234,107,234	-1.6%

Seedless FOB Pricing

- FOB price three cents above average past week
- Reporting markets have held remarkably steady the past three-plus weeks

Seedless	2026	2025	2021-25
Last 7 Days	\$0.236	\$0.172	\$0.206
Last 30 Days	\$0.225	\$0.174	\$0.212
Year to Date	\$0.271	\$0.243	\$0.262

