

Retail Scan Data

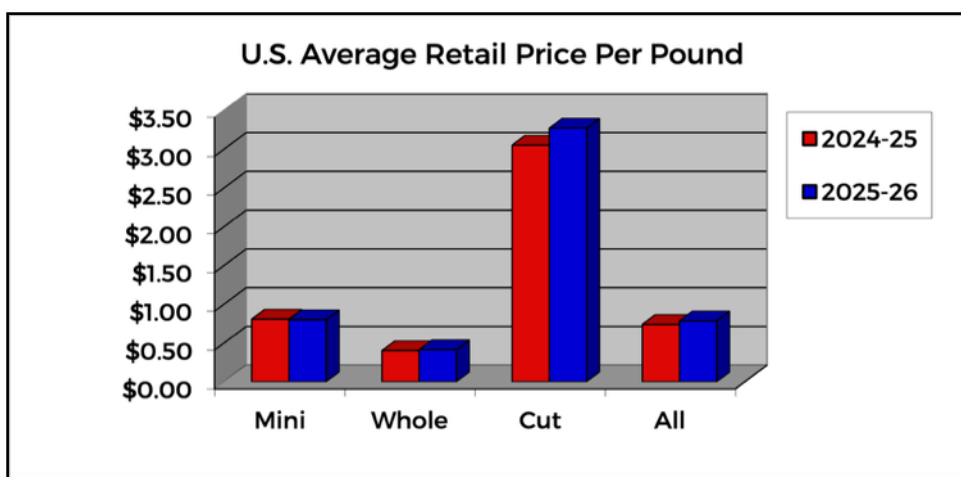
Compiled by the National Watermelon Promotion Board



Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	364,009,762	382,230,892	5.0%	10.1%
Whole	3,145,492,385	2,953,255,086	-6.1%	78.2%
Cut	450,943,957	439,650,282	-2.5%	11.6%
Total	3,960,446,103	3,775,136,261	-4.7%	100.0%

Data current through
August 9, 2026

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.81	\$0.80
Whole	\$0.40	\$0.41
Cut	\$3.05	\$3.27
All	\$0.74	\$0.79



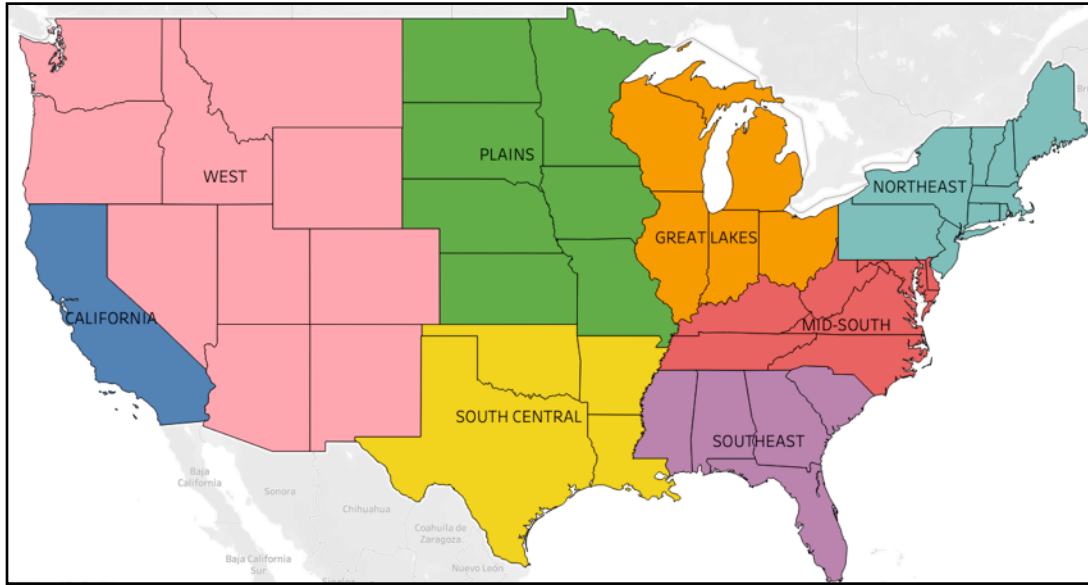
Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.47	\$2.81	\$0.87
California 2025-26	\$0.47	\$3.36	\$0.85
Great Lakes 2024-25	\$0.38	\$3.69	\$0.67
Great Lakes 2025-26	\$0.40	\$3.71	\$0.67
MidSouth 2024-25	\$0.38	\$3.27	\$0.73
MidSouth 2025-26	\$0.38	\$3.37	\$0.72
Northeast 2024-25	\$0.40	\$2.49	\$0.88
Northeast 2025-26	\$0.41	\$2.53	\$0.89
Plains 2024-25	\$0.36	\$3.33	\$0.85
Plains 2025-26	\$0.38	\$3.42	\$0.85
Southcentral 2024-25	\$0.40	\$2.99	\$0.80
Southcentral 2025-26	\$0.42	\$3.35	\$0.80
Southeast 2024-25	\$0.41	\$3.15	\$0.82
Southeast 2025-26	\$0.40	\$3.48	\$0.81
West 2024-25	\$0.42	\$3.31	\$0.83
West 2025-26	\$0.45	\$3.42	\$0.81

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 August 9, 2026 compared to the prior 52 Weeks.

For questions or expanded information reach out to:

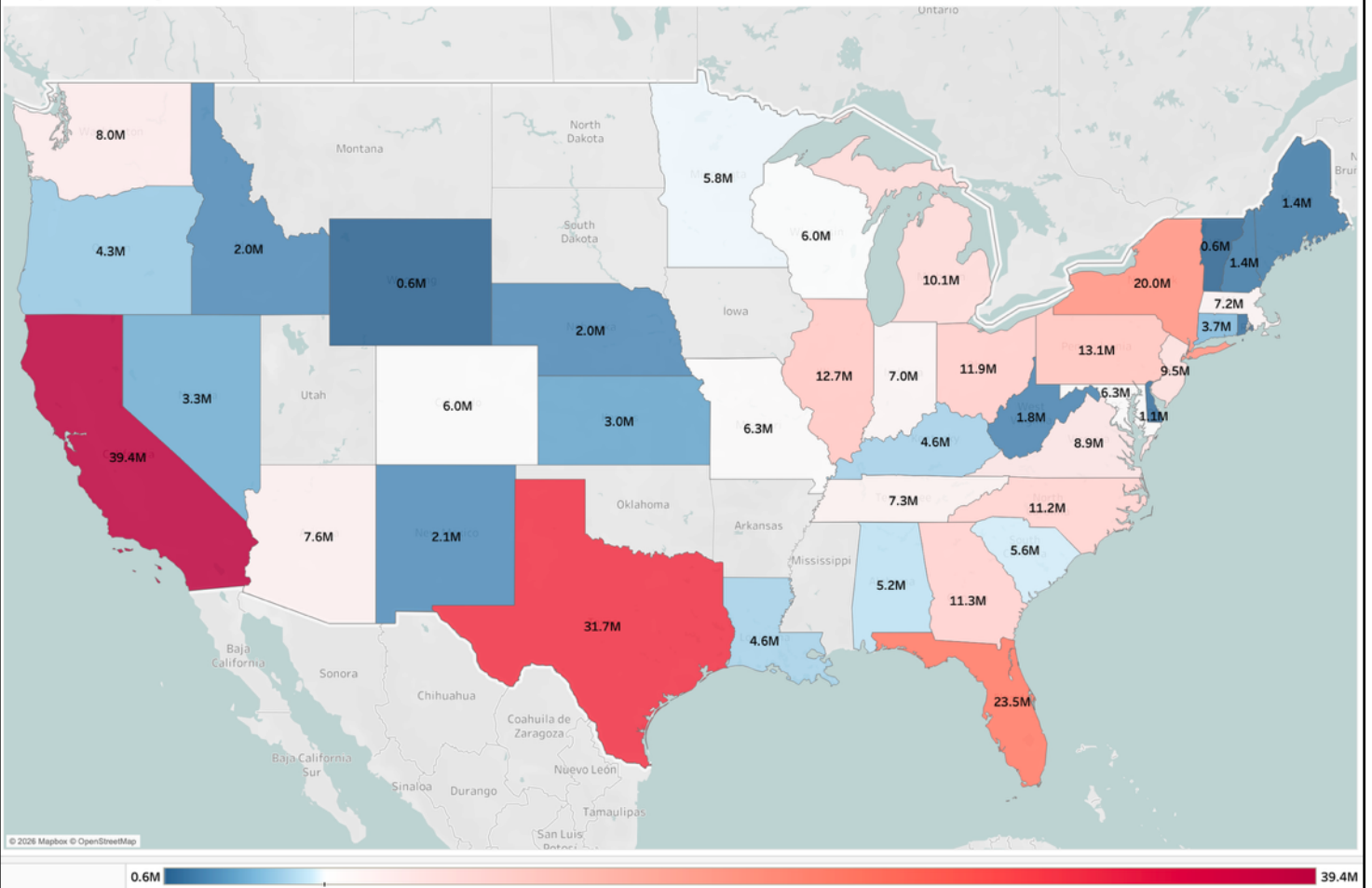
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Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	353,601,914	45,499,872	77,879,589	476,981,375
California 2025-26	348,854,337	39,842,134	87,167,156	475,863,627
Percent Growth	-1.3%	-12.4%	11.9%	-0.2%
2025-26 % of Total	73.3%	8.4%	18.3%	100.0%
Great Lakes 2024-25	450,917,186	40,351,250	49,317,994	540,586,430
Great Lakes 2025-26	428,501,534	40,474,322	49,307,978	518,283,834
Percent Growth	-5.0%	0.3%	0.0%	-4.1%
2025-26 % of Total	82.7%	7.8%	9.5%	100.0%
MidSouth 2024-25	449,624,049	55,253,736	44,629,519	549,507,304
MidSouth 2025-26	417,381,256	54,861,384	46,497,048	518,739,688
Percent Growth	-7.2%	-0.7%	4.2%	-5.6%
2025-26 % of Total	80.5%	10.6%	9.0%	100.0%
Northeast 2024-25	503,712,092	85,847,027	47,800,235	637,359,354
Northeast 2025-26	477,308,917	84,314,276	50,536,549	612,159,742
Percent Growth	-5.2%	-1.8%	5.7%	-4.0%
2025-26 % of Total	78.0%	13.8%	8.3%	100.0%
Plains 2024-25	261,098,900	19,981,303	14,055,372	295,135,575
Plains 2025-26	240,914,916	22,465,801	12,844,303	276,225,020
Percent Growth	-7.7%	12.4%	-8.6%	-6.4%
2025-26 % of Total	87.2%	8.1%	4.6%	100.0%
Southcentral 2024-25	360,054,451	58,208,872	27,761,726	446,025,049
Southcentral 2025-26	321,978,402	51,307,365	29,090,682	402,376,450
Percent Growth	-10.6%	-11.9%	4.8%	-9.8%
2025-26 % of Total	80.0%	12.8%	7.2%	100.0%
Southeast 2024-25	392,009,857	106,693,684	46,991,104	545,694,645
Southeast 2025-26	368,470,532	105,438,875	46,559,816	520,469,224
Percent Growth	-6.0%	-1.2%	-0.9%	-4.6%
2025-26 % of Total	70.8%	20.3%	8.9%	100.0%
West 2024-25	374,473,934	39,108,213	55,574,223	469,156,371
West 2025-26	349,845,192	40,946,125	60,227,359	451,018,676
Percent Growth	-6.6%	4.7%	8.4%	-3.9%
2025-26 % of Total	77.6%	9.1%	13.4%	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

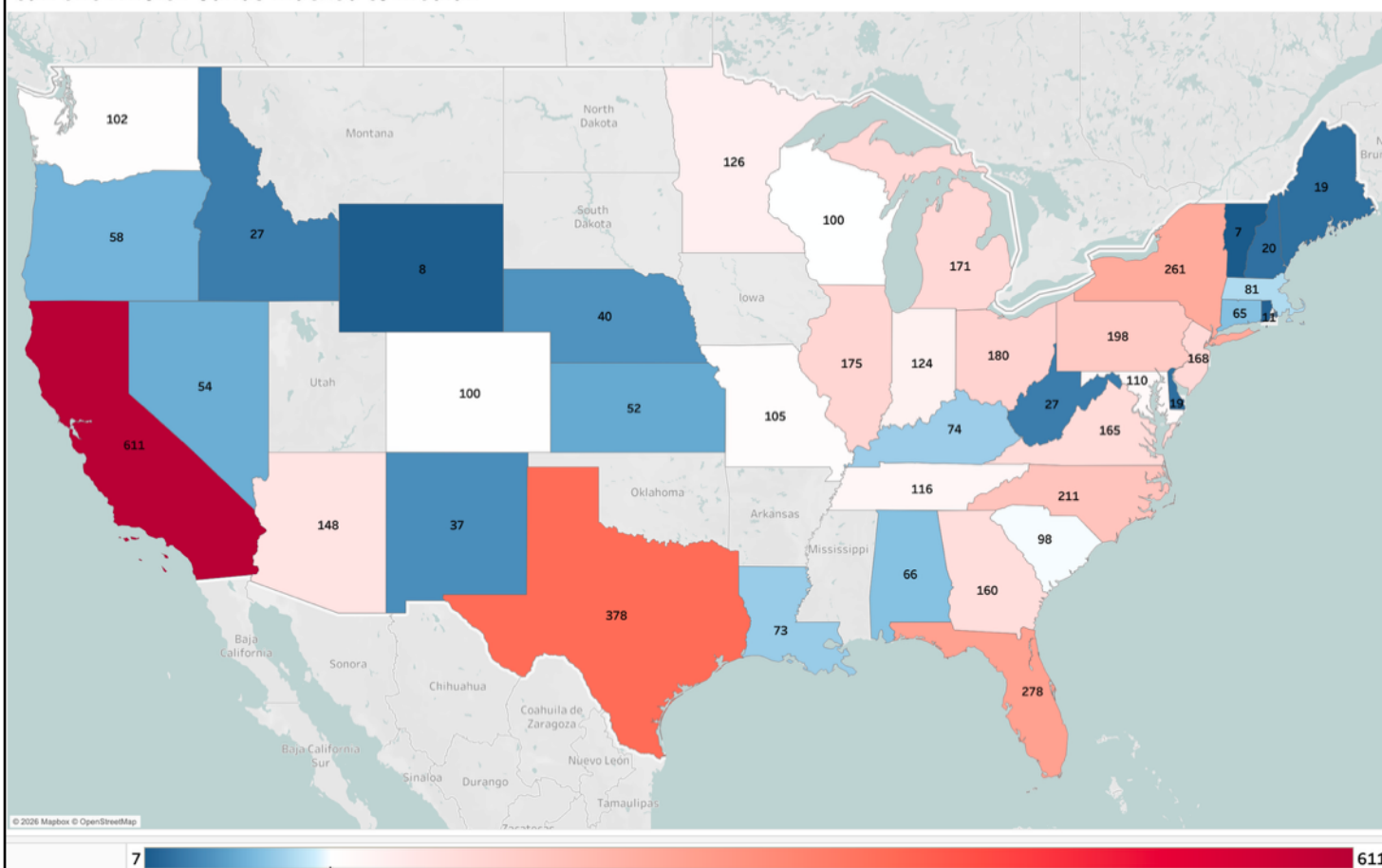


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Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
Wisconsin	63,994,925	66,646,136	4.1%		Wyoming	6,646,473	6,312,308	-5.0%
Colorado	70,221,517	71,758,249	2.2%		Missouri	73,872,201	70,113,441	-5.1%
California	476,981,375	475,863,627	-0.2%		Rhode Island	9,887,370	9,375,218	-5.2%
Maine	16,127,732	15,906,852	-1.4%		Nebraska	27,762,109	26,316,362	-5.2%
Vermont	6,178,137	6,066,051	-1.8%		Ohio	135,240,633	127,966,781	-5.4%
New Hampshire	17,942,963	17,440,880	-2.8%		North Carolina	158,658,427	150,040,098	-5.4%
Massachusetts	71,557,753	69,432,761	-3.0%		New Jersey	124,081,930	116,946,831	-5.8%
New York	195,034,371	188,927,916	-3.1%		Michigan	124,225,526	117,050,118	-5.8%
Nevada	42,694,578	41,340,254	-3.2%		Idaho	21,020,575	19,803,664	-5.8%
Florida	254,322,619	245,951,526	-3.3%		Tennessee	87,852,958	82,619,249	-6.0%
Pennsylvania	144,731,141	139,536,952	-3.6%		Minnesota	86,634,799	81,295,914	-6.2%
Delaware	13,944,174	13,439,325	-3.6%		Virginia	127,703,743	119,708,363	-6.3%
South Carolina	75,709,915	72,913,979	-3.7%		Alabama	54,710,490	51,173,212	-6.5%
Maryland	80,937,078	77,937,877	-3.7%		Kansas	36,818,755	34,436,822	-6.5%
Washington	83,980,608	80,436,333	-4.2%		New Mexico	27,491,001	25,678,304	-6.6%
Connecticut	48,889,128	46,793,950	-4.3%		Kentucky	53,246,712	49,686,820	-6.7%
Illinois	129,303,657	123,608,731	-4.4%		Georgia	131,296,768	122,440,492	-6.7%
Indiana	87,020,565	82,701,921	-5.0%		West Virginia	20,080,710	18,632,366	-7.2%
Arizona	114,386,468	108,672,499	-5.0%		Texas	313,059,025	278,957,157	-10.9%
Oregon	47,807,162	45,404,623	-5.0%		Louisiana	56,383,924	48,773,250	-13.5%

Current Whole Pounds Indexed to Median



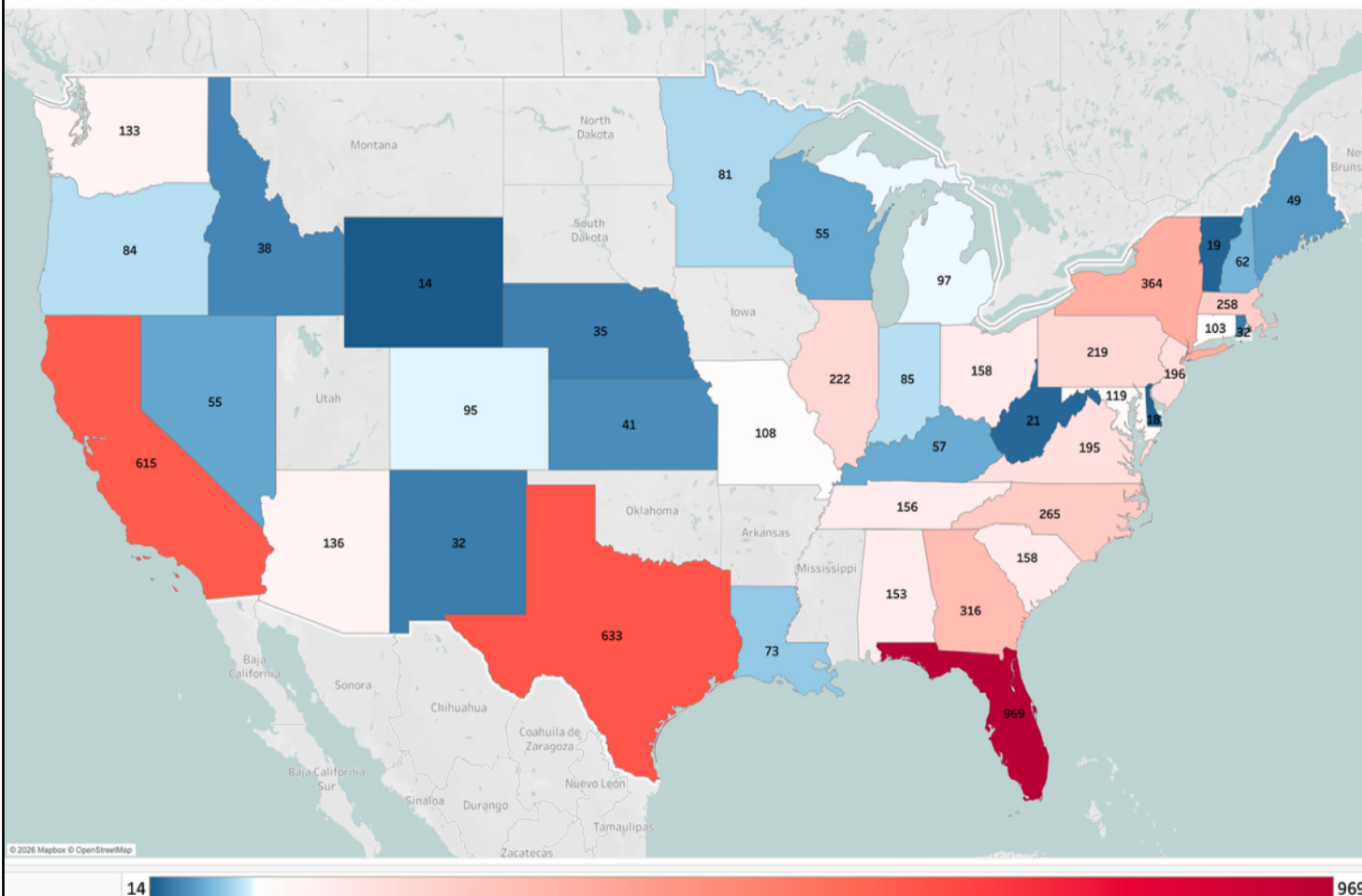
Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Colorado	55,752,496	57,331,467	2.8%	Missouri	64,010,576	59,944,955	-6.4%
Wisconsin	55,781,023	56,930,458	2.1%	Connecticut	39,589,146	37,060,421	-6.4%
California	353,601,914	348,854,337	-1.3%	Minnesota	77,136,700	72,083,462	-6.6%
Massachusetts	47,435,463	46,487,997	-2.0%	Indiana	75,832,836	70,732,324	-6.7%
Illinois	103,820,818	100,227,129	-3.5%	Tennessee	71,232,042	66,220,590	-7.0%
Florida	164,798,872	158,790,892	-3.6%	Nebraska	24,567,867	22,803,641	-7.2%
Maine	11,309,303	10,891,824	-3.7%	Michigan	105,147,817	97,581,554	-7.2%
Vermont	4,307,998	4,140,308	-3.9%	New Jersey	104,428,200	96,111,549	-8.0%
Delaware	11,577,270	11,114,933	-4.0%	Virginia	102,538,906	94,310,683	-8.0%
Pennsylvania	118,285,571	113,266,028	-4.2%	North Carolina	130,860,251	120,285,473	-8.1%
New York	155,933,941	149,187,619	-4.3%	Alabama	41,029,627	37,706,086	-8.1%
Maryland	65,885,025	62,987,071	-4.4%	Kansas	32,539,737	29,891,794	-8.1%
New Hampshire	12,088,418	11,485,038	-5.0%	Kentucky	46,118,743	42,247,615	-8.4%
Rhode Island	6,962,748	6,563,889	-5.7%	Washington	63,943,739	58,388,575	-8.7%
South Carolina	59,647,410	56,208,454	-5.8%	New Mexico	23,160,391	21,104,045	-8.9%
Idaho	16,341,650	15,365,461	-6.0%	Arizona	92,884,185	84,525,188	-9.0%
West Virginia	16,371,631	15,375,610	-6.1%	Georgia	100,252,332	91,195,207	-9.0%
Nevada	33,143,915	31,119,904	-6.1%	Oregon	36,768,009	33,176,606	-9.8%
Wyoming	5,007,812	4,700,385	-6.1%	Texas	244,788,384	215,725,160	-11.9%
Ohio	110,015,179	103,048,900	-6.3%	Louisiana	48,385,430	41,609,464	-14.0%



Choropleth map of the United States showing the number of people per square kilometer in 2020. The map uses a color scale from light yellow (low density) to dark red (high density). California is the most densely populated state, colored dark red, with a value of 1,367. Texas is also colored dark red, with a value of 349. Other states with high values include Florida (382), New York (253), and Michigan (206). The map includes labels for various states and regions, such as Montana, North Dakota, South Dakota, Iowa, Oklahoma, Arkansas, Mississippi, Louisiana, Texas, New Mexico, Arizona, Utah, Nevada, Idaho, Washington, Oregon, California, Baja California, Sonora, Chihuahua, Coahuila de Zaragoza, Nuevo León, Tamaulipas, Zacatecas, Sinaloa, Durango, and Baja California Sur. A legend at the bottom shows the color scale from 11 to 1,367.

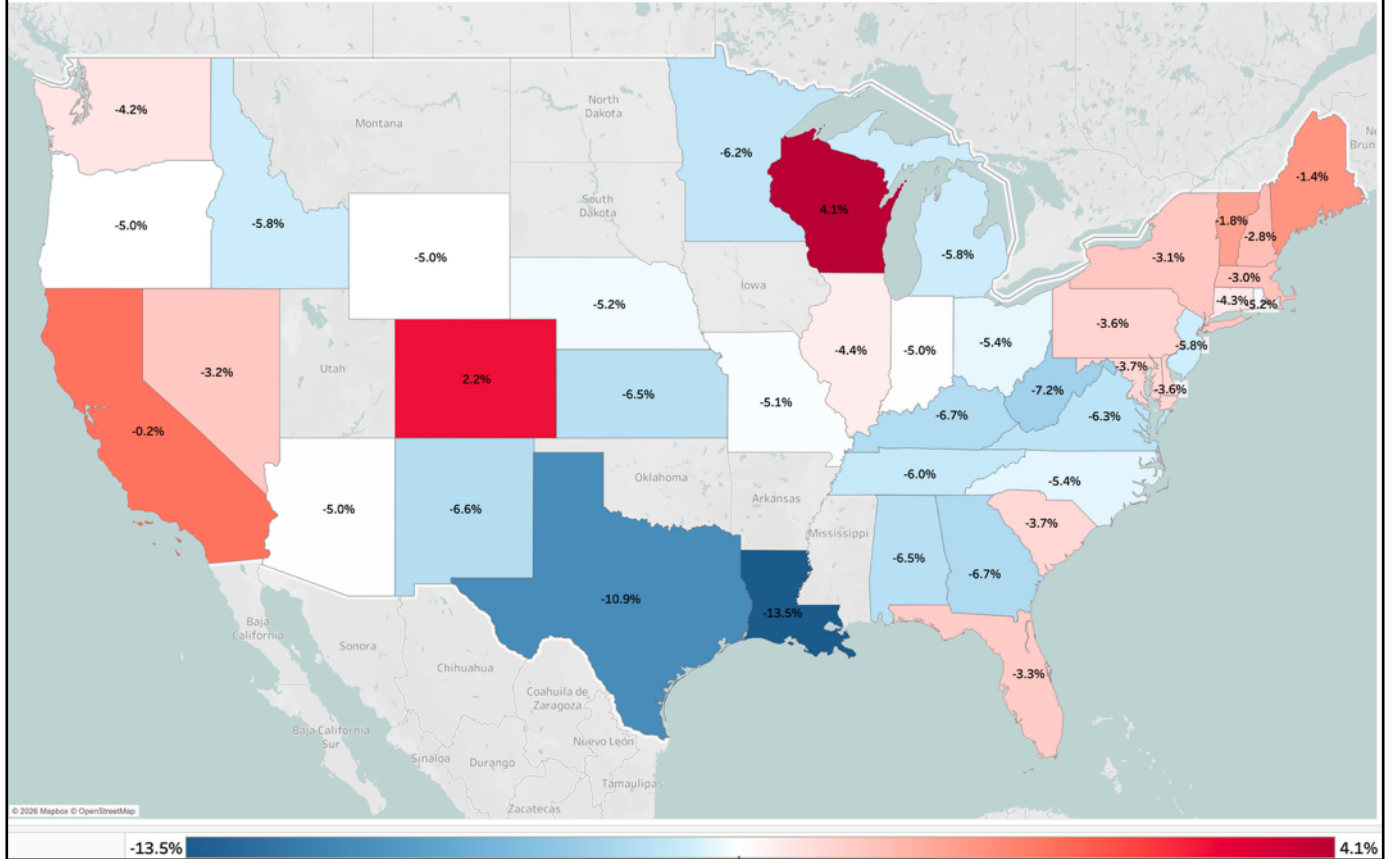
Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
Arizona	12,930,642	15,306,526	18.4%		Kansas	1,816,466	1,860,924	2.4%
New Jersey	6,887,991	8,136,908	18.1%		Kentucky	3,674,905	3,758,150	2.3%
Connecticut	2,667,045	3,077,985	15.4%		Massachusetts	6,100,311	6,227,999	2.1%
Washington	11,702,732	13,438,833	14.8%		Idaho	1,949,341	1,986,810	1.9%
North Carolina	11,046,622	12,605,278	14.1%		Virginia	12,615,413	12,766,411	1.2%
South Carolina	5,728,987	6,486,396	13.2%		Maine	1,799,547	1,814,501	0.8%
California	77,879,589	87,167,156	11.9%		Tennessee	6,246,094	6,283,551	0.6%
Georgia	9,661,244	10,777,805	11.6%		Rhode Island	718,490	722,026	0.5%
Wisconsin	5,505,860	6,123,085	11.2%		New York	16,076,715	16,151,210	0.5%
Nevada	6,115,933	6,677,348	9.2%		Alabama	3,575,236	3,576,612	0.0%
New Mexico	2,272,030	2,478,042	9.1%		Nebraska	1,333,606	1,271,480	-4.7%
Indiana	5,953,172	6,469,682	8.7%		Ohio	15,498,087	14,689,298	-5.2%
Texas	20,526,433	22,234,442	8.3%		Wyoming	724,206	685,916	-5.3%
Maryland	6,668,440	7,216,428	8.2%		Colorado	8,883,343	8,257,879	-7.0%
Vermont	640,122	685,446	7.1%		Florida	26,287,664	24,358,449	-7.3%
New Hampshire	1,851,089	1,959,694	5.9%		Illinois	9,849,258	9,019,794	-8.4%
Oregon	6,418,932	6,767,693	5.4%		Minnesota	4,413,788	3,952,572	-10.4%
Pennsylvania	11,505,601	12,099,117	5.2%		Louisiana	2,769,105	2,415,000	-12.8%
Michigan	12,673,773	13,160,805	3.8%		Missouri	3,781,822	3,142,974	-16.9%
Delaware	1,140,261	1,180,921	3.6%		West Virginia	2,445,531	1,888,391	-22.8%

Current Cut Pounds Indexed to Median

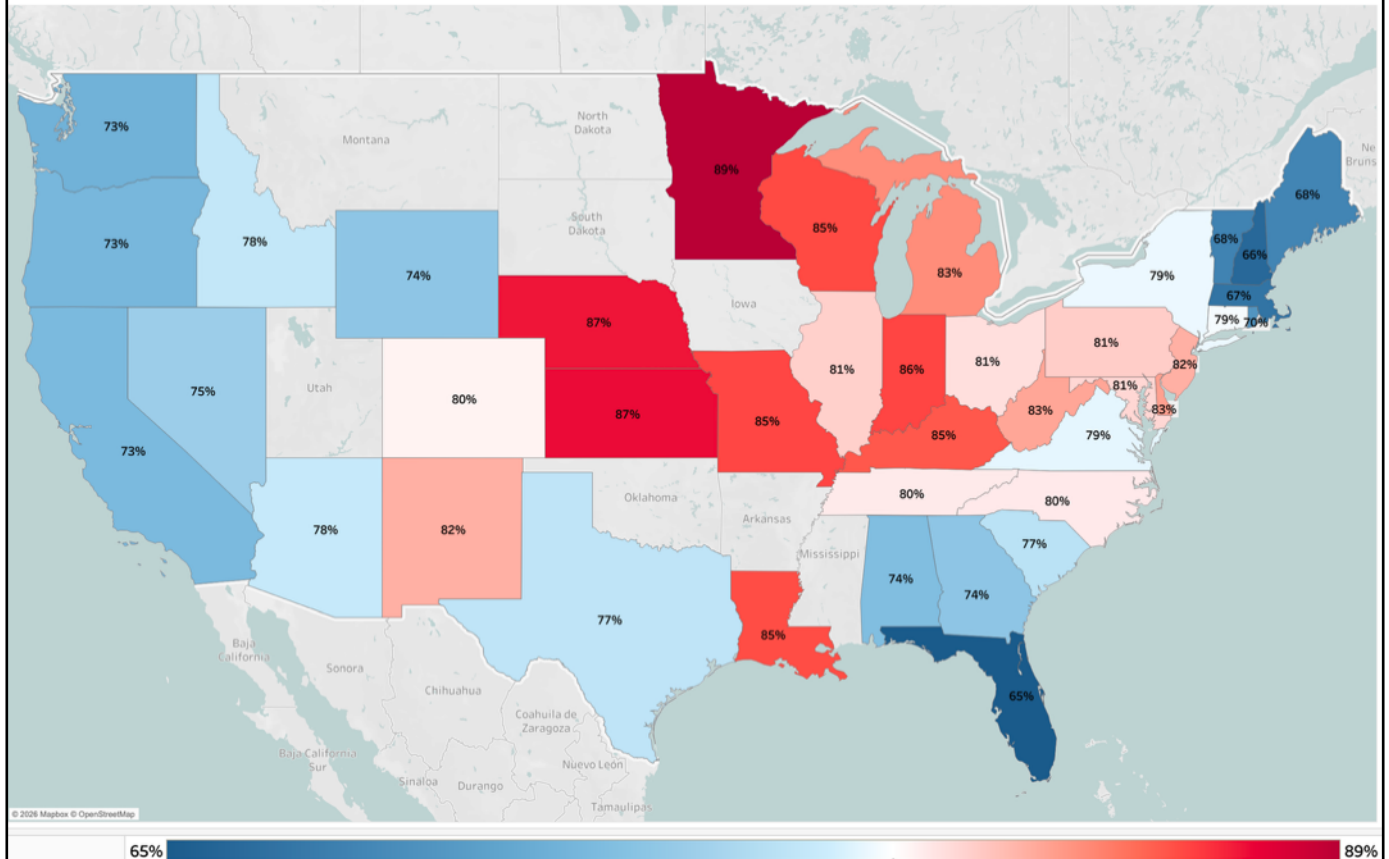


Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	2,708,041	3,592,593	32.7%	Virginia	12,549,424	12,631,269	0.7%
Nebraska	1,860,636	2,241,241	20.5%	Connecticut	6,632,937	6,655,543	0.3%
Oregon	4,620,222	5,460,324	18.2%	New Hampshire	4,003,456	3,996,147	-0.2%
Missouri	6,079,802	7,025,512	15.6%	New Jersey	12,765,740	12,698,375	-0.5%
Colorado	5,585,679	6,168,903	10.4%	Florida	63,236,083	62,802,184	-0.7%
Kansas	2,462,552	2,684,104	9.0%	South Carolina	10,333,518	10,219,129	-1.1%
West Virginia	1,263,548	1,368,366	8.3%	Michigan	6,403,935	6,307,759	-1.5%
Kentucky	3,453,064	3,681,054	6.6%	Alabama	10,105,627	9,890,514	-2.1%
Maine	3,018,882	3,200,526	6.0%	Tennessee	10,374,823	10,115,108	-2.5%
Ohio	9,727,367	10,228,582	5.2%	Georgia	21,383,192	20,467,480	-4.3%
Indiana	5,234,557	5,499,915	5.1%	Pennsylvania	14,939,969	14,171,808	-5.1%
Minnesota	5,084,311	5,259,880	3.5%	Rhode Island	2,206,132	2,089,303	-5.3%
Washington	8,334,138	8,608,924	3.3%	Delaware	1,226,643	1,143,471	-6.8%
Nevada	3,434,730	3,543,002	3.2%	Massachusetts	18,021,979	16,716,765	-7.2%
Arizona	8,571,641	8,840,784	3.1%	Maryland	8,383,614	7,734,379	-7.7%
New York	23,023,715	23,589,088	2.5%	Illinois	15,633,581	14,361,808	-8.1%
North Carolina	16,751,554	17,149,347	2.4%	Louisiana	5,229,389	4,748,786	-9.2%
New Mexico	2,058,580	2,096,218	1.8%	Idaho	2,729,585	2,451,393	-10.2%
Wyoming	914,455	926,006	1.3%	California	45,499,872	39,842,134	-12.4%
Vermont	1,230,017	1,240,296	0.8%	Texas	47,744,208	40,997,555	-14.1%

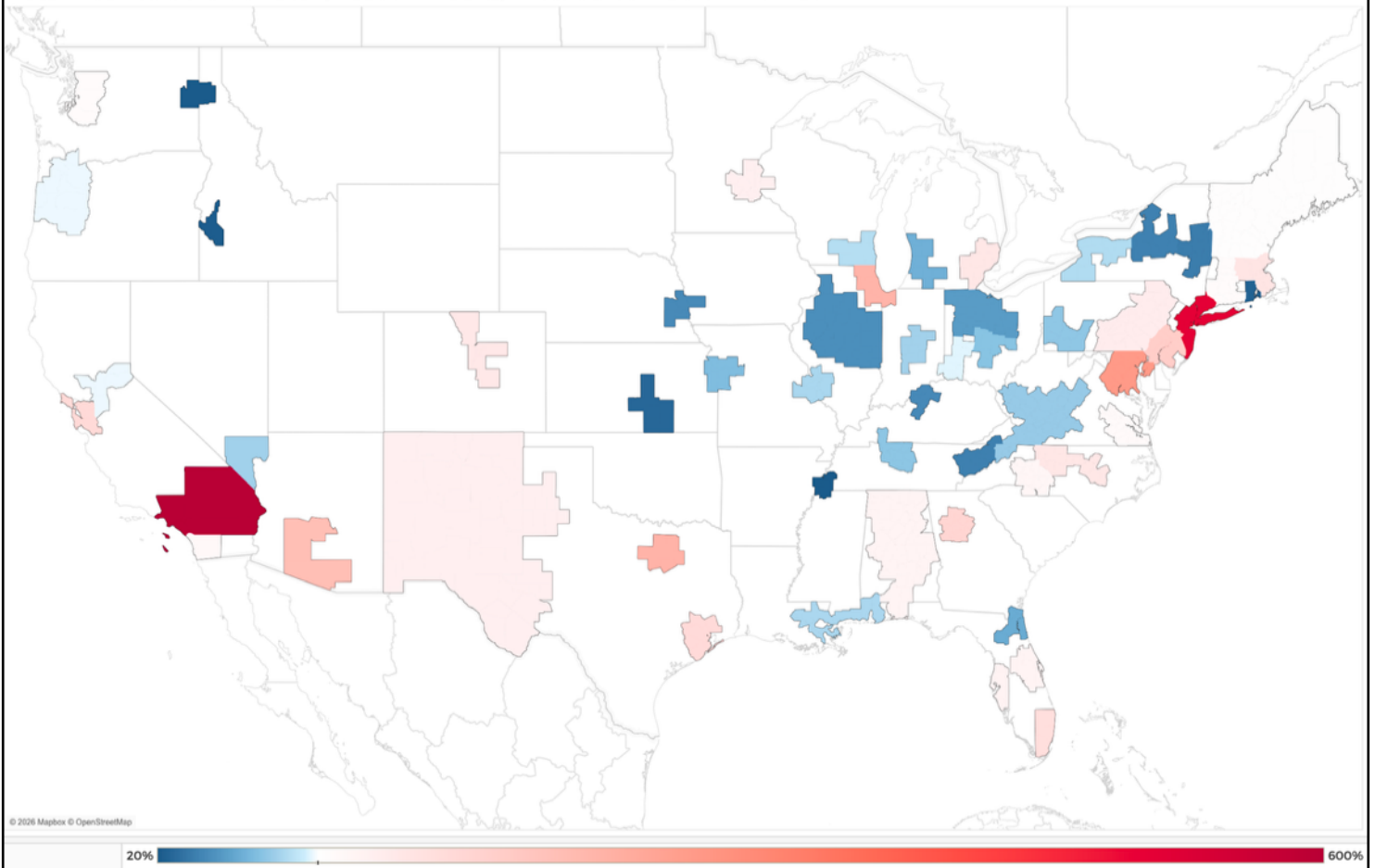
Total Pounds Growth, Last 52 Weeks vs. Prior



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	38,368,491	42,733,633	11.4%	SEATTLE	42,857,472	40,771,080	-4.9%
MILWAUKEE	31,904,630	32,861,212	3.0%	RALEIGH/GREENSBORO	57,277,249	54,356,547	-5.1%
DENVER	51,900,242	53,436,302	3.0%	PHOENIX/TUCSON	89,159,572	84,594,933	-5.1%
LOS ANGELES	231,588,073	231,064,158	-0.2%	PROVIDENCE	9,887,370	9,375,218	-5.2%
SAN FRANCISCO	64,722,979	63,920,888	-1.2%	CHARLOTTE	46,744,830	44,294,086	-5.2%
SYRACUSE	15,474,263	15,270,534	-1.3%	NASHVILLE	29,646,150	28,046,866	-5.4%
SPOKANE	7,996,325	7,859,259	-1.7%	BOISE	8,756,234	8,279,220	-5.4%
NEW ENGLAND	40,400,611	39,516,792	-2.2%	MINNEAPOLIS	51,239,198	48,430,521	-5.5%
TOLEDO	20,876,077	20,356,361	-2.5%	OMAHA	17,946,054	16,951,666	-5.5%
ALBANY	14,692,787	14,309,654	-2.6%	GRAND RAPIDS	25,359,405	23,939,887	-5.6%
TAMPA	47,603,157	46,349,497	-2.6%	DETROIT	57,847,554	54,566,176	-5.7%
ST. LOUIS	32,567,921	31,589,481	-3.0%	BIRMINGHAM/MONTGOMERY	48,332,138	45,581,700	-5.7%
PEORIA/SPRINGFIELD	18,487,734	17,917,663	-3.1%	CHICAGO	97,811,003	92,159,482	-5.8%
HARRISBURG/SCRANTON	52,090,335	50,481,102	-3.1%	PORTLAND	39,825,857	37,515,847	-5.8%
INDIANAPOLIS	31,572,891	30,590,632	-3.1%	KNOXVILLE	16,010,148	15,066,192	-5.9%
LAS VEGAS	31,537,351	30,527,021	-3.2%	KANSAS CITY	28,052,010	26,345,454	-6.1%
BOSTON	57,757,714	55,907,169	-3.2%	WICHITA	11,061,163	10,386,210	-6.1%
JACKSONVILLE	24,081,480	23,207,843	-3.6%	LOUISVILLE	17,871,191	16,732,263	-6.4%
HARTFORD/SPRINGFIELD	42,338,510	40,784,078	-3.7%	CINCINNATI/DAYTON	39,400,551	36,853,241	-6.5%
COLUMBUS	28,777,026	27,624,610	-4.0%	WEST TEX/NEW MEXICO	52,058,806	48,462,186	-6.9%
BALTIMORE/WASHINGTON	115,608,676	110,884,533	-4.1%	ATLANTA	71,974,826	66,869,092	-7.1%
BUFFALO/ROCHESTER	33,899,233	32,509,938	-4.1%	SACRAMENTO	40,429,948	37,507,225	-7.2%
PHILADELPHIA	76,626,905	73,109,733	-4.6%	ROANOKE	31,524,502	29,233,211	-7.3%
PITTSBURGH	29,760,910	28,381,689	-4.6%	DALLAS/FT. WORTH	100,337,930	92,672,955	-7.6%
ORLANDO	48,109,521	45,863,547	-4.7%	RICHMOND/NORFOLK	44,785,431	41,354,657	-7.7%
NEW YORK	208,318,603	198,349,011	-4.8%	NEW ORLEANS/MOBILE	35,551,189	31,615,964	-11.1%
MIAMI/FT. LAUDERDALE	63,673,335	60,612,606	-4.8%	HOUSTON	72,613,966	63,230,964	-12.9%