

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



watermelon.org

Data current through August 12, 2026

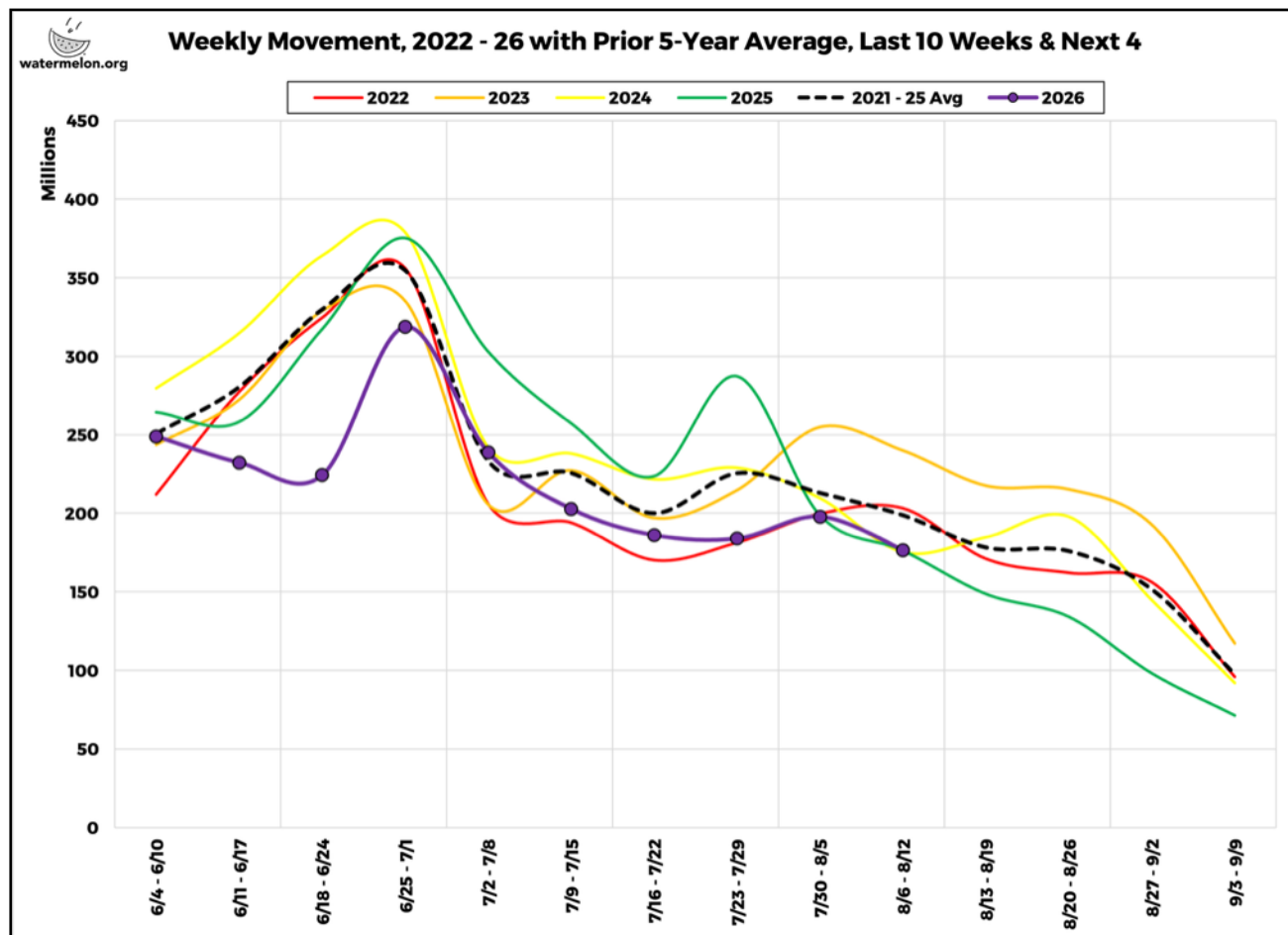
Market

- Past week volume 11% lower than week prior, 11% below average, even with 2025
- Weekly seedless FOB (\$0.174) moderated somewhat, 20% below average, 2% below 2025

Movement	2026	2025	2026 v 25	2021-25 Avg	2026 v Avg
Last 7 Days	176,414,393	176,297,959	+0.1%	198,655,724	-11.2%
Last 30 Days	802,312,944	950,149,672	-15.6%	898,397,544	-10.7%
Year to Date	4,389,946,048	4,746,594,263	-7.5%	4,529,825,275	-3.1%

Movement

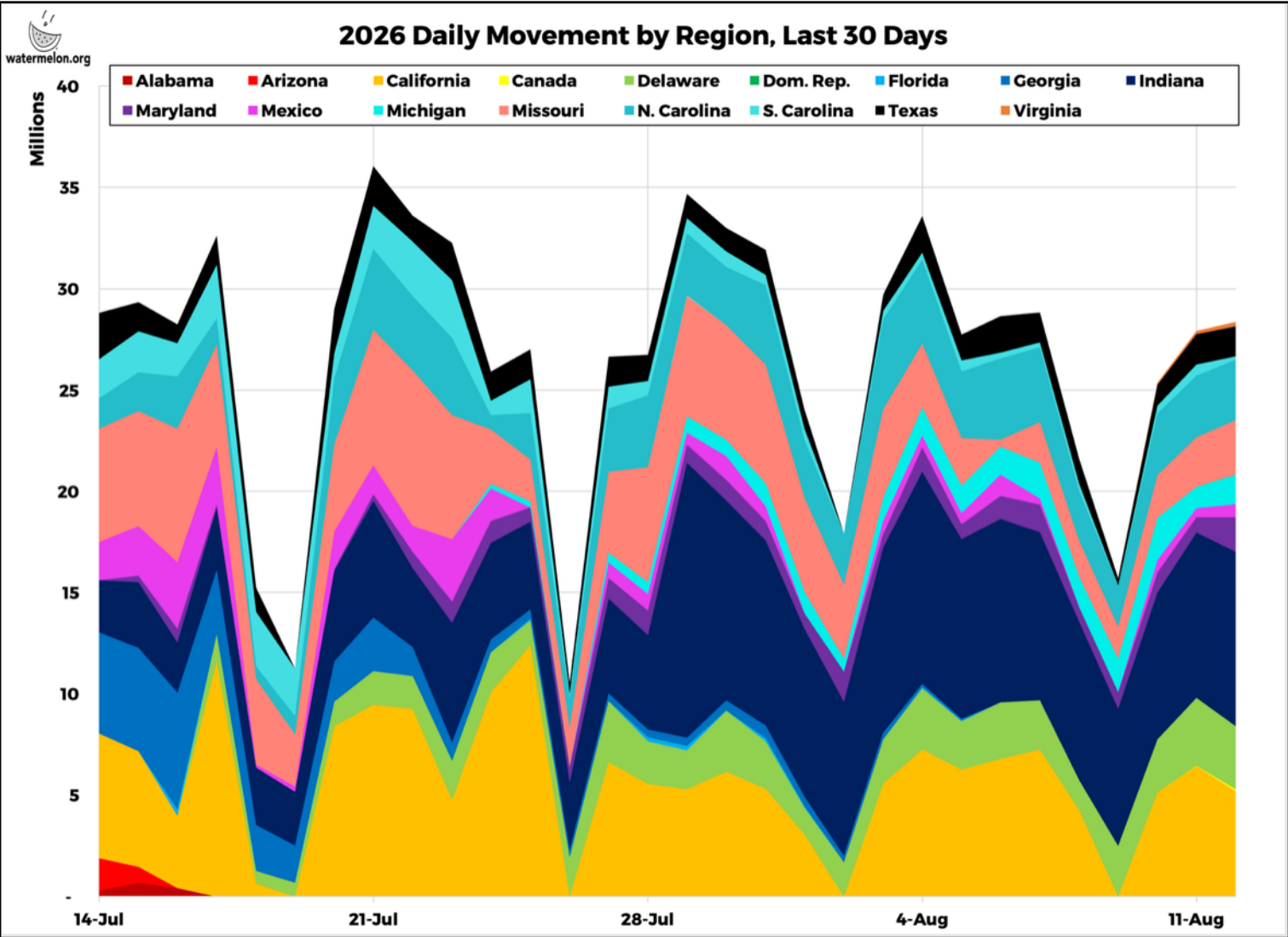
- Past week downturn mostly mirroring average, past two weeks in line with 2024 & 2025
- Highs in 2023 during this time skew average upward, other recent years at or below average



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

Source Regions—Last Week vs. Prior

- **Decreased volume:** Mexico, Missouri, South Carolina
- **Stable (+-15%):** California, Delaware, Indiana, Maryland, North Carolina
- **Increased volume:** Canada, Michigan, Texas, Virginia

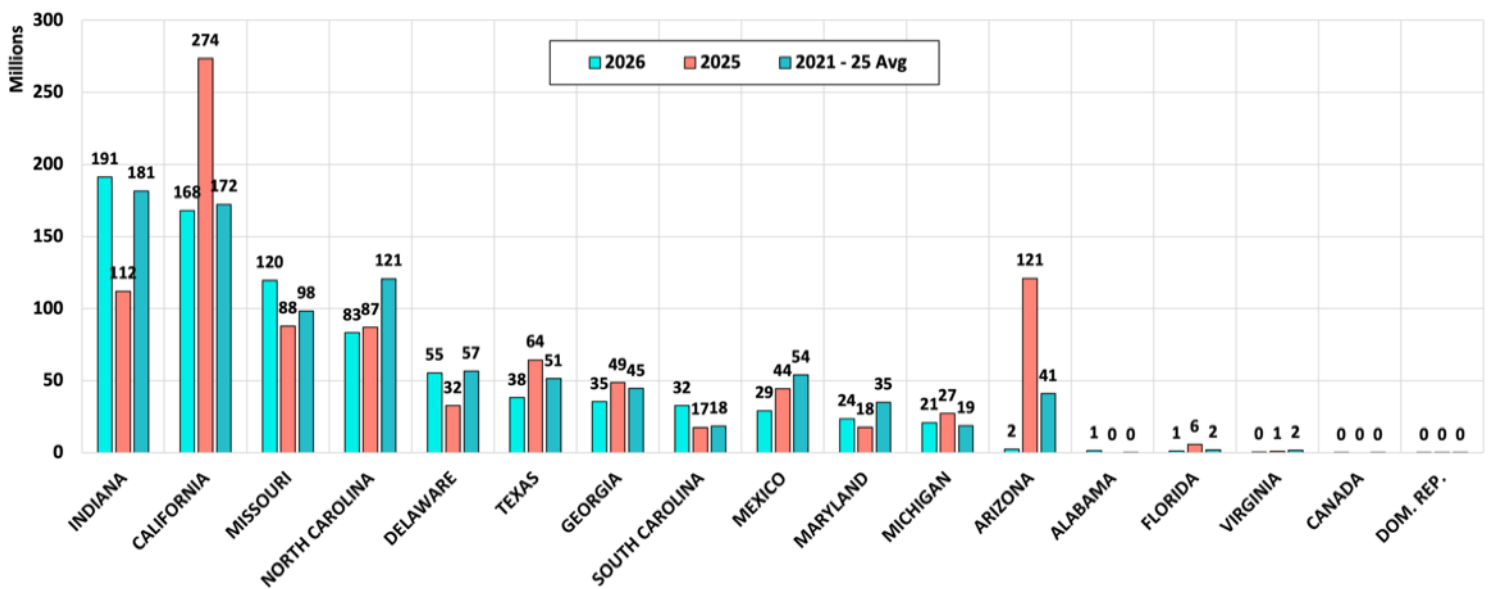


Last 7 Days Movement:

- Indiana 61% above 2025, 11% above average
- California 31% below 2025, 17% below average
- N. Carolina well above 2025, 9% below average
- Delaware 71% above 2025, 3% above average
- Missouri 21% above 2025, 1% above average
- Michigan 7% above 2025, 50% above average
- Texas 40% below 2025, 28% below average
- Maryland 62% above 2025, 36% below average
- Mexico 60% below 2025, 73% below average
- S. Carolina well above 2025, 74% above average
- Virginia 9% below 2025, 65% below average
- Canada well above 2025 and average

Region	Last 7 Days				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
INDIANA	55,907,300	34,694,447	61%	50,422,889	11%
CALIFORNIA	35,068,500	50,653,700	-31%	42,191,772	-17%
NORTH CAROLINA	21,279,000	9,805,825	117%	23,464,965	-9%
DELAWARE	18,249,000	10,691,072	71%	17,750,214	3%
MISSOURI	12,936,000	10,712,576	21%	12,792,115	1%
MICHIGAN	10,920,000	10,192,000	7%	7,262,400	50%
TEXAS	8,880,000	14,728,000	-40%	12,269,600	-28%
MARYLAND	7,560,000	4,680,704	62%	11,724,141	-36%
MEXICO	3,032,906	7,606,019	-60%	11,379,821	-73%
SOUTH CAROLINA	2,004,000	878,080	128%	1,151,616	74%
VIRGINIA	462,000	508,032	-9%	1,325,606	-65%
CANADA	115,687	0	NA	172	67004%
ARIZONA	0	16,458,600	-100%	4,976,685	-100%
OKLAHOMA	0	3,483,200	-100%	1,120,640	-100%
GEORGIA	0	731,520	-100%	706,304	-100%
FLORIDA	0	404,400	-100%	80,880	-100%
DOM. REP.	0	69,784	-100%	33,598	-100%
COSTA RICA	0	0	NA	2,304	-100%
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
GUATEMALA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
HONDURAS	0	0	NA	0	NA
BRAZIL	0	0	NA	0	NA
Total	176,414,393	176,297,959	0.1%	198,655,724	-11.2%

Last 30 Days Movement by Region Across Three Timeframes



To Date Movement:

- Mexico 16% below 2025, 10% below average
- Florida 5% above 2025, 3% below average
- Georgia 15% above 2025 and average
- California 11% below 2025, 24% above average
- Guatemala 4% below 2025, 22% above average
- Texas 43% below 2025, 33% below average
- Indiana 73% above 2025, 2% above average
- Arizona 60% below 2025, 32% below average
- Missouri 44% above 2025, 20% above average
- N. Carolina 10% below 2025, 27% below average
- S. Carolina 39% above 2025, 3% above average
- Delaware 71% above 2025, 2% below average
- Honduras 16% below 2025, 34% below average
- Costa Rica 1% above 2025, 73% above average
- Maryland 34% above 2025, 33% below average

Region	To Date				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	1,054,318,456	1,260,568,887	-16%	1,169,401,091	-10%
FLORIDA	920,808,675	873,001,132	5%	948,253,066	-3%
GEORGIA	722,407,205	629,624,097	15%	629,727,139	15%
CALIFORNIA	384,446,200	431,296,996	-11%	310,142,099	24%
GUATEMALA	233,684,750	243,750,488	-4%	191,892,557	22%
TEXAS	213,296,000	375,672,400	-43%	316,338,166	-33%
INDIANA	193,410,550	112,054,413	73%	189,542,823	2%
ARIZONA	145,141,115	362,018,003	-60%	213,287,778	-32%
MISSOURI	143,112,500	99,335,206	44%	119,291,201	20%
NORTH CAROLINA	104,031,375	115,191,812	-10%	141,915,642	-27%
SOUTH CAROLINA	94,684,116	68,120,464	39%	92,084,093	3%
DELAWARE	55,446,000	32,519,440	71%	56,643,888	-2%
HONDURAS	40,834,427	48,567,537	-16%	61,909,032	-34%
COSTA RICA	34,665,164	34,383,068	1%	20,046,085	73%
MARYLAND	23,541,000	17,561,600	34%	34,960,320	-33%
MICHIGAN	20,790,000	27,026,896	-23%	18,864,579	10%
ALABAMA	2,478,000	0	NA	4,216,000	-41%
BRAZIL	1,230,161	1,898,875	-35%	1,330,114	-8%
DOM. REP.	832,391	1,503,231	-45%	1,345,225	-38%
VIRGINIA	462,000	1,383,424	-67%	1,756,685	-74%
PANAMA	210,276	1,240,070	-83%	3,973,483	-95%
CANADA	115,687	0	NA	963	11918%
OKLAHOMA	0	9,876,224	-100%	2,399,245	-100%
MISSISSIPPI	0	0	NA	504,000	-100%
Total	4,389,946,048	4,746,594,263	-7.5%	4,529,825,275	-3.1%

Seedless FOB Pricing

- Wide spread in weekly average price over the next several weeks across the years
- Most markets remain flat or show slight increase

Seedless	2026	2025	2021-25
Last 7 Days	\$0.174	\$0.177	\$0.216
Last 30 Days	\$0.195	\$0.196	\$0.217
Year to Date	\$0.253	\$0.227	\$0.248

