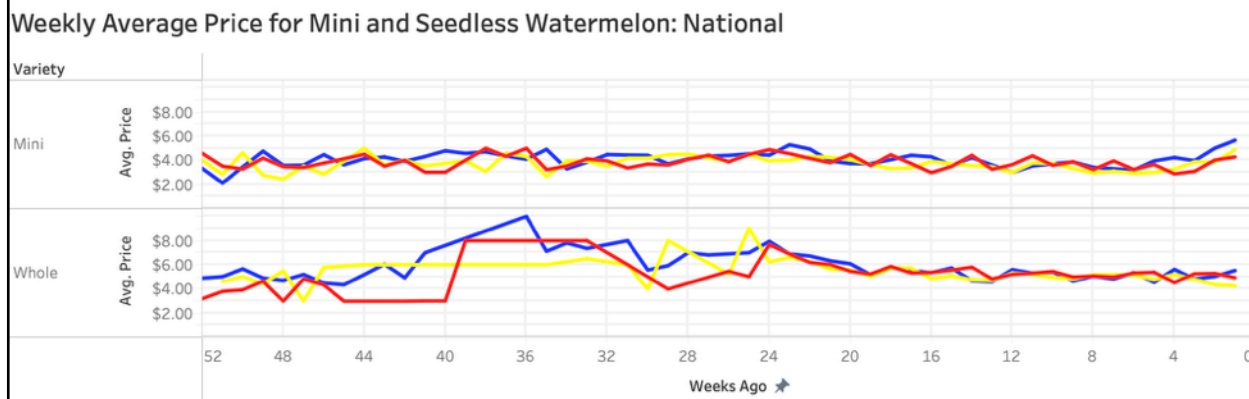
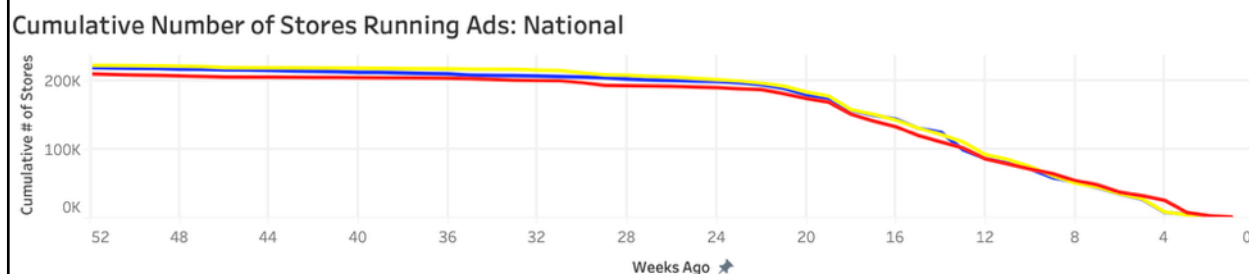
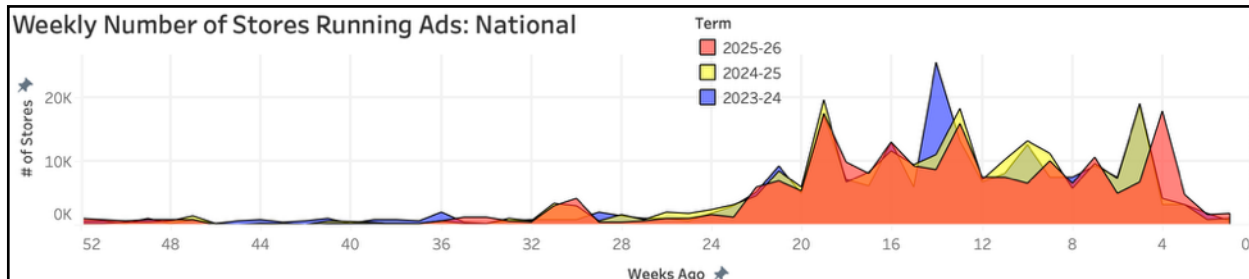


Retail Ad Report

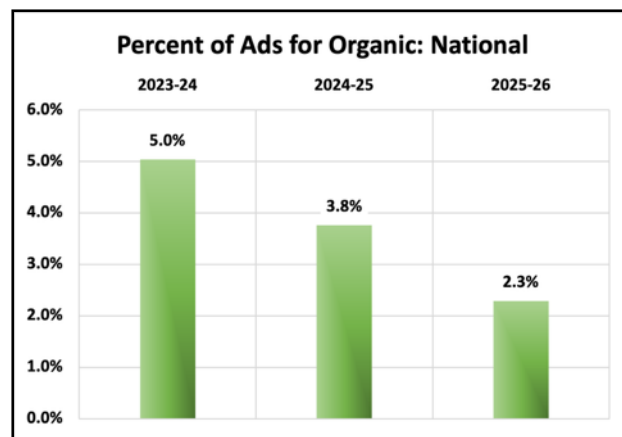
Compiled by the National Watermelon Promotion Board



Data current through September 25, 2026



Price per Each	2023-24	2024-25	2025-26
# of Stores	218,916	222,029	209,643
Seedless	\$ 5.80	\$ 5.37	\$ 4.94
Mini	\$ 4.06	\$ 3.72	\$ 3.84
Organic Seedless	\$ 8.84	\$ 6.67	\$ 6.17
Organic Mini	\$ 5.04	\$ 5.32	\$ 5.51



[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

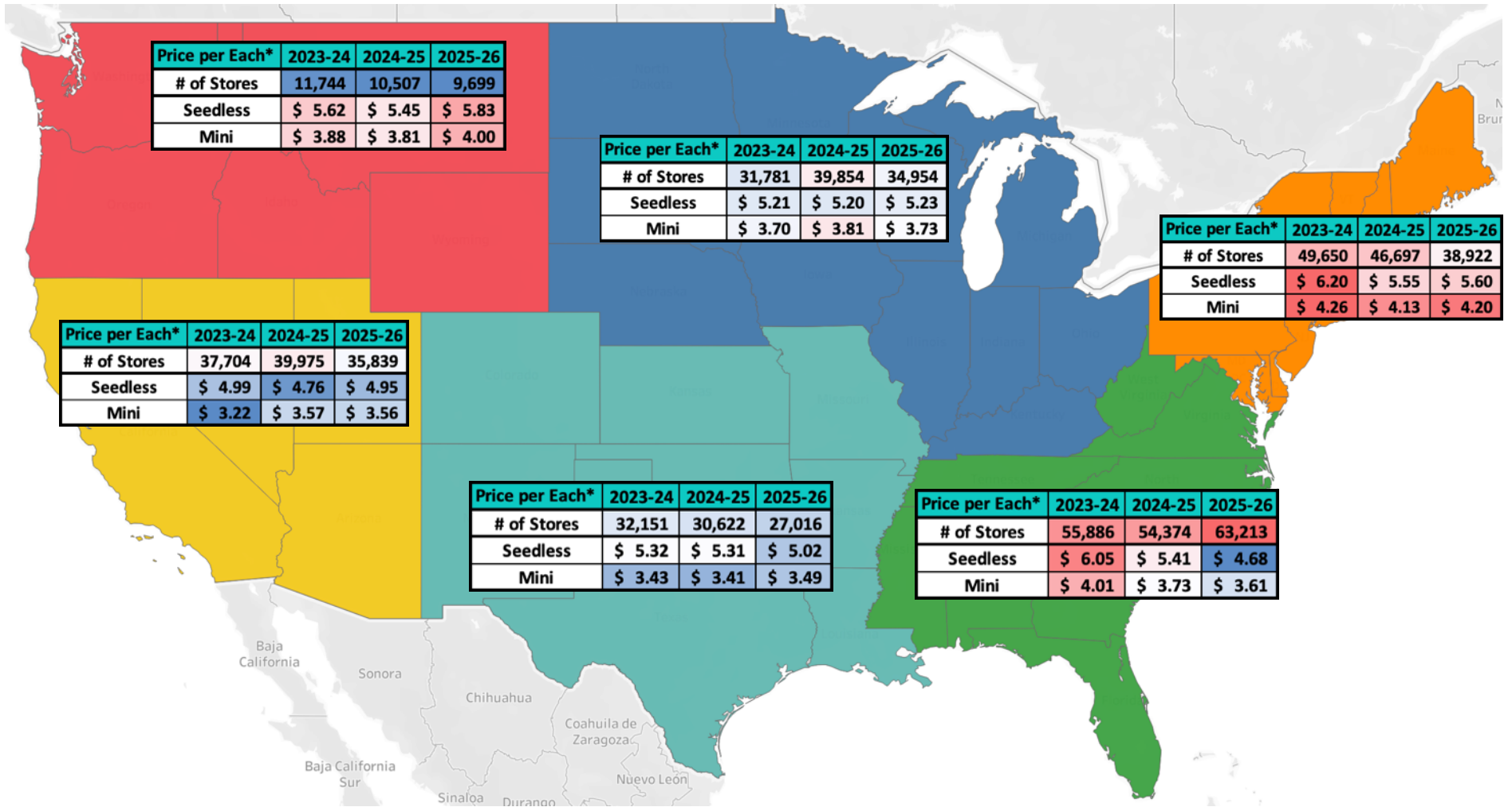
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	3578	\$ 4.45	\$ 4.05	4185	\$ 5.06	\$ 4.40	1930	\$ 4.50	\$ 4.31	4110	\$ 4.74	\$ 3.47	7348	\$ 5.23	\$ 4.60	6316	\$ 5.11	\$ 4.55	27467	\$ 5.10	\$ 4.55
2024-25	4515	\$ 4.34	\$ 3.99	4546	\$ 5.33	\$ 4.49	1159	\$ 6.81	\$ 2.99	3789	\$ 4.20	\$ 3.58	7462	\$ 4.81	\$ 3.99	6579	\$ 4.34	\$ 3.63	28050	\$ 4.67	\$ 3.76
2025-26	6251	\$ 4.76	\$ 3.69	6333	\$ 6.42	\$ 3.87	1695	\$ 2.37	\$ 3.85	3794	\$ 4.26	\$ 2.30	8183	\$ 5.12	\$ 3.25	6290	\$ 3.88	\$ 3.42	32546	\$ 5.06	\$ 3.57

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



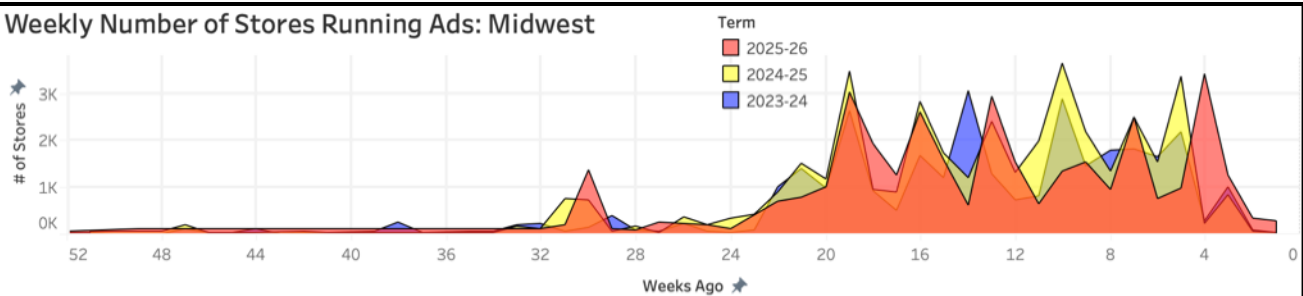
Regional Map



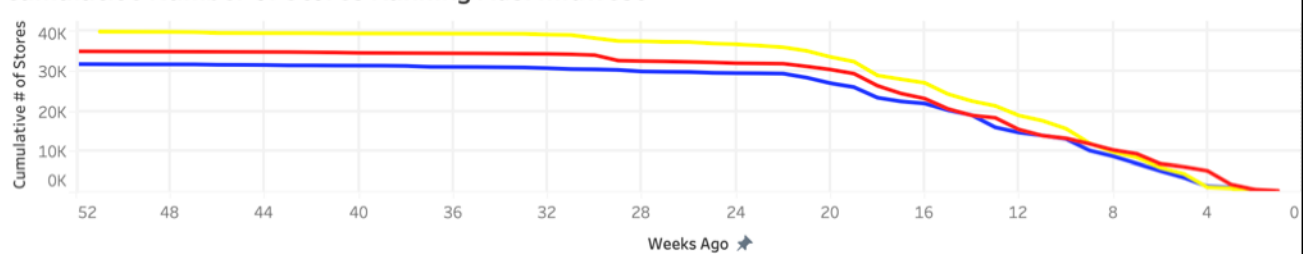
* Although included in # of Stores, organic prices are omitted from average

Midwest

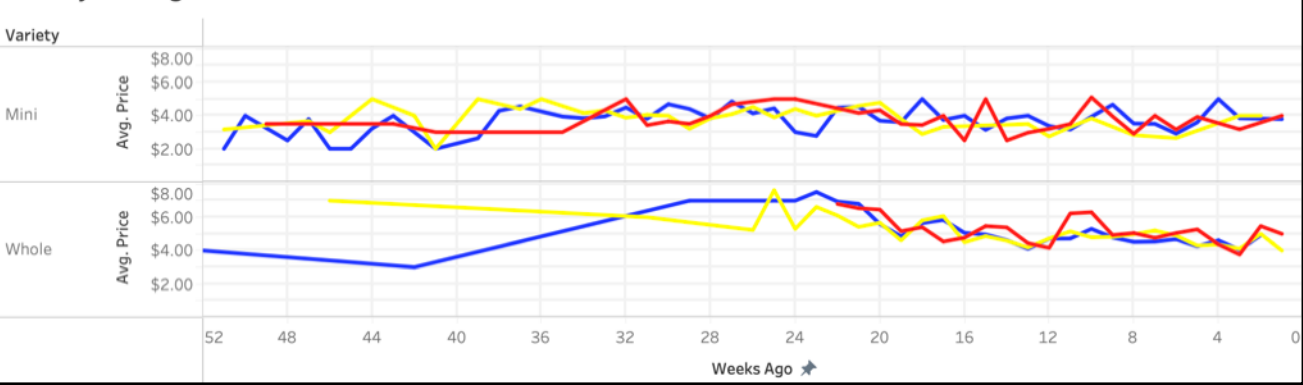
Weekly Number of Stores Running Ads: Midwest



Cumulative Number of Stores Running Ads: Midwest

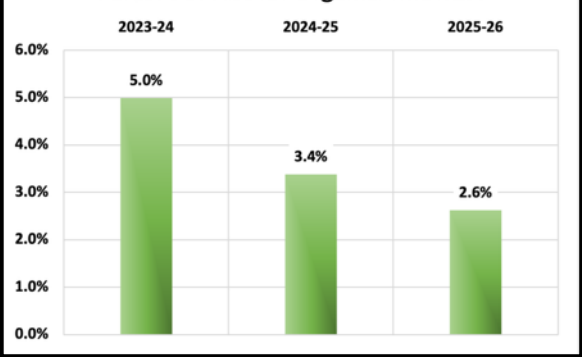


Weekly Average Price for Mini and Seedless Watermelon: Midwest

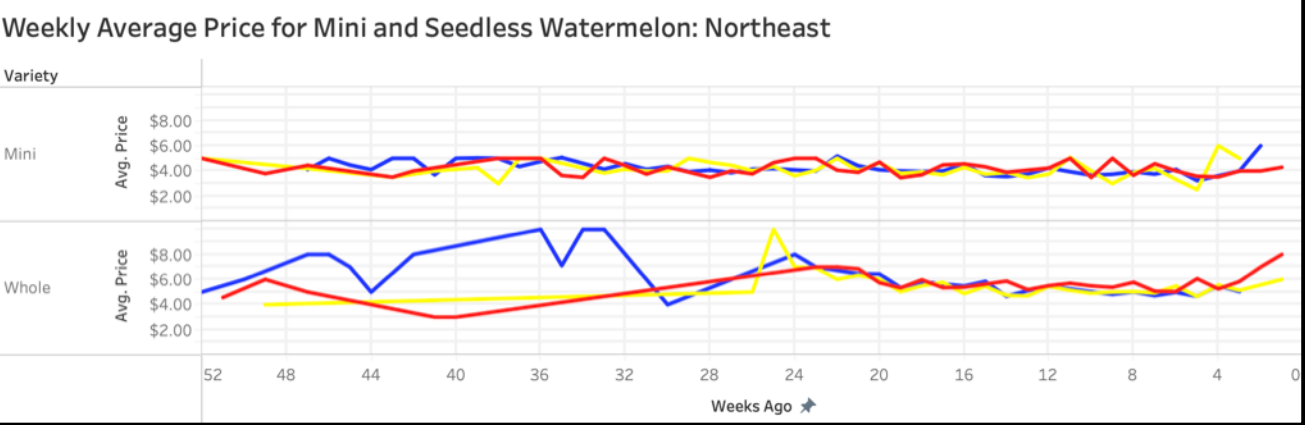
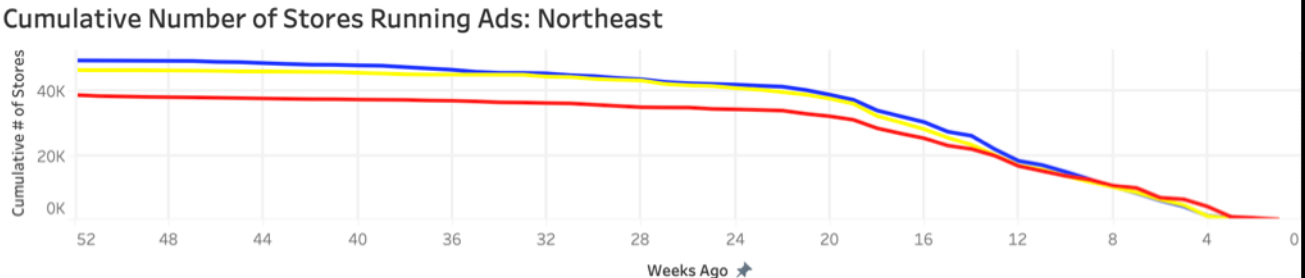
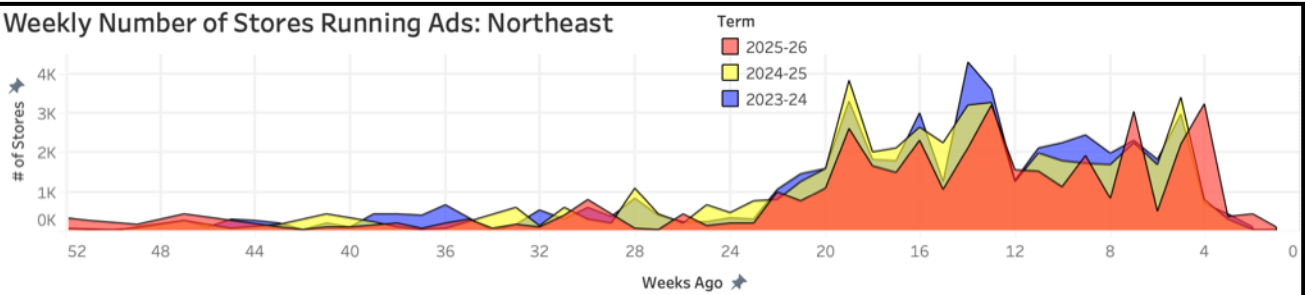


Price per Each	2023-24	2024-25	2025-26
# of Stores	31,781	39,854	34,954
Seedless	\$ 5.21	\$ 5.20	\$ 5.23
Mini	\$ 3.70	\$ 3.81	\$ 3.73
Organic Seedless	\$ 5.99	\$ 7.66	NA
Organic Mini	\$ 4.87	\$ 5.22	\$ 4.97

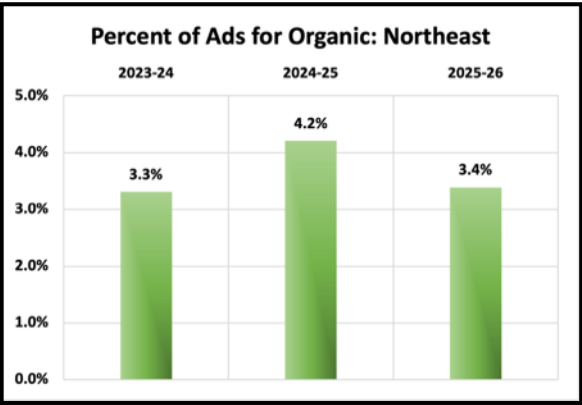
Percent of Ads for Organic: Midwest



Northeast

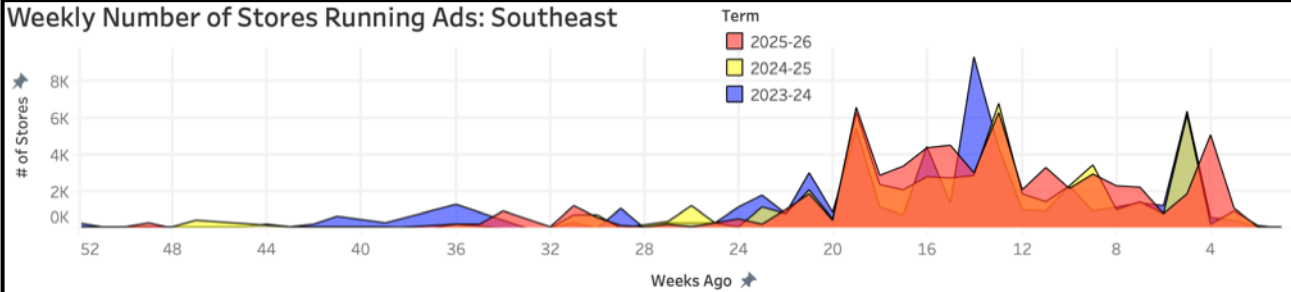


Price per Each	2023-24	2024-25	2025-26
# of Stores	49,650	46,697	38,922
Seedless	\$ 6.20	\$ 5.55	\$ 5.60
Mini	\$ 4.26	\$ 4.13	\$ 4.20
Organic Seedless	\$ 9.12	\$ 5.99	\$ 6.49
Organic Mini	\$ 5.33	\$ 5.50	\$ 5.58

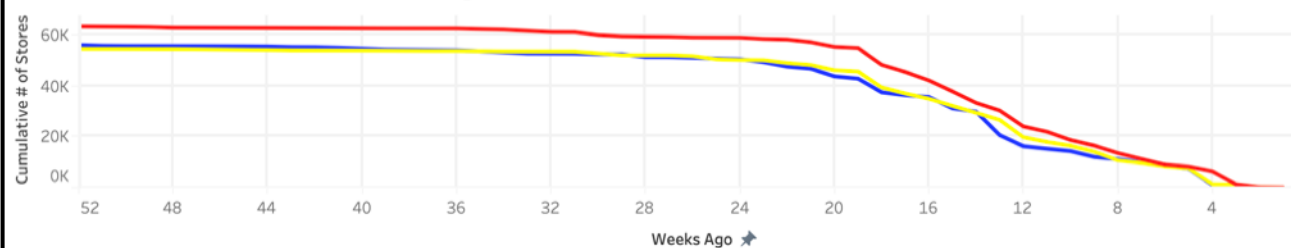


Southeast

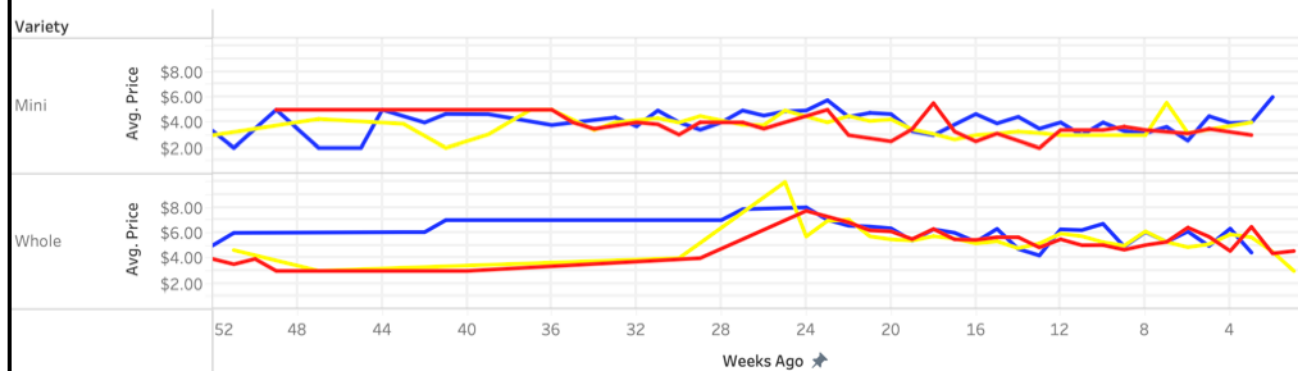
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

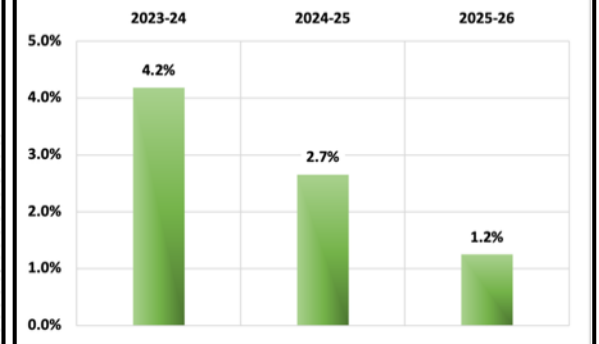


Weekly Average Price for Mini and Seedless Watermelon: Southeast



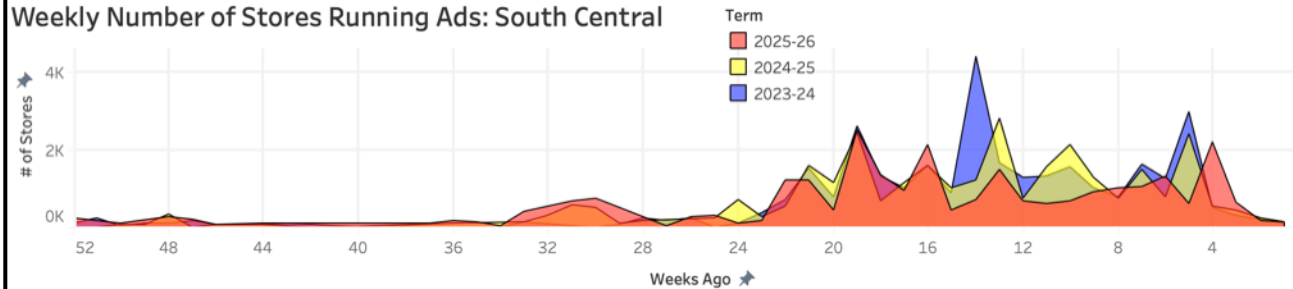
Price per Each	2023-24	2024-25	2025-26
# of Stores	55,886	54,374	63,213
Seedless	\$ 6.05	\$ 5.41	\$ 4.68
Mini	\$ 4.01	\$ 3.73	\$ 3.61
Organic Seedless	NA	\$ 5.54	NA
Organic Mini	\$ 4.81	\$ 5.28	\$ 5.35

Percent of Ads for Organic: Southeast

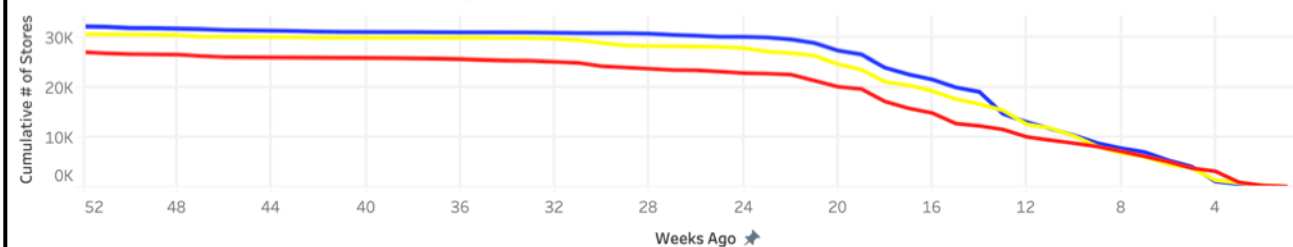


South Central

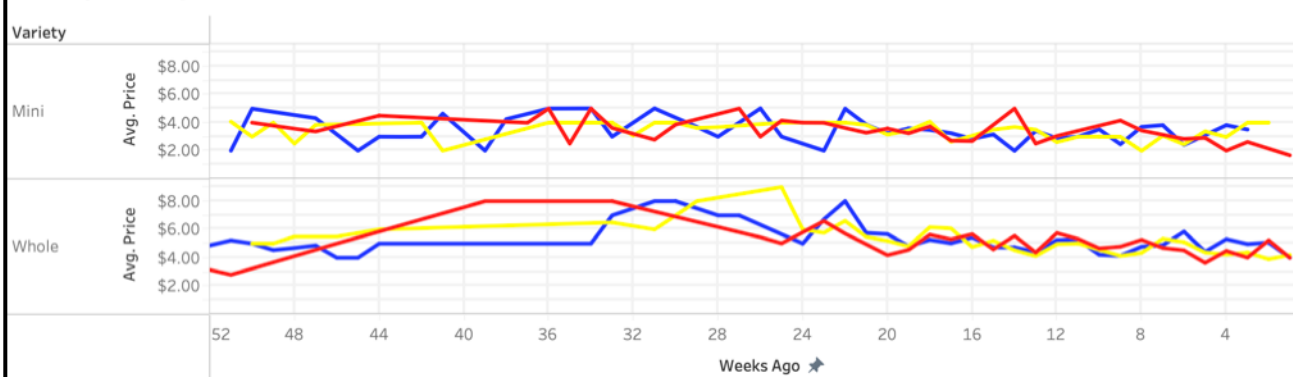
Weekly Number of Stores Running Ads: South Central



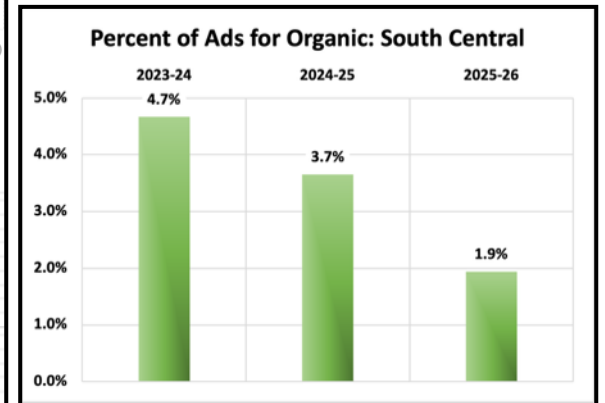
Cumulative Number of Stores Running Ads: South Central



Weekly Average Price for Mini and Seedless Watermelon: South Central

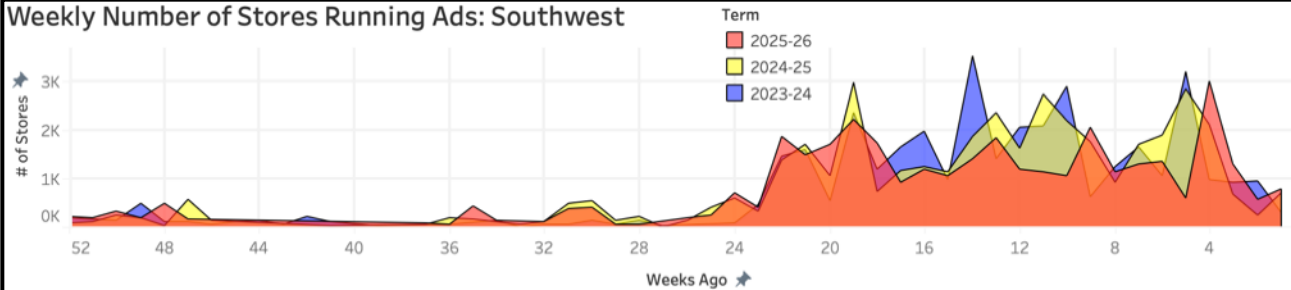


Price per Each	2023-24	2024-25	2025-26
# of Stores	32,151	30,622	27,016
Seedless	\$ 5.32	\$ 5.31	\$ 5.02
Mini	\$ 3.43	\$ 3.41	\$ 3.49
Organic Seedless	\$ 6.49	NA	\$ 5.54
Organic Mini	\$ 5.10	\$ 5.44	\$ 5.54

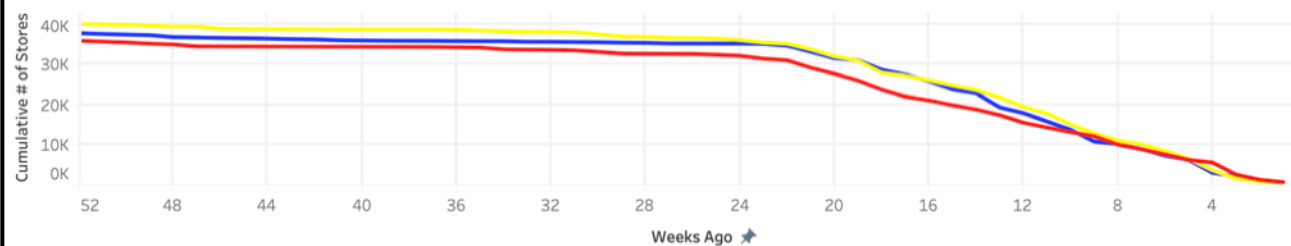


Southwest

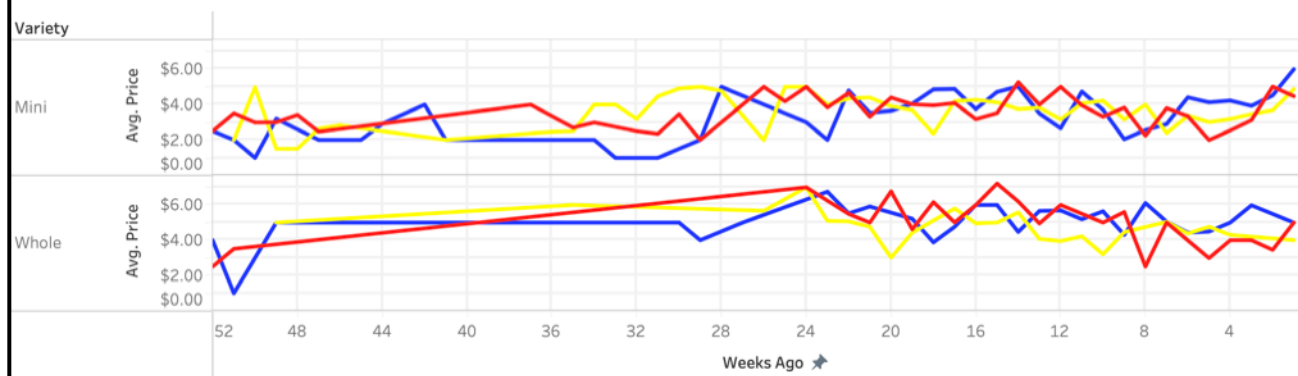
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

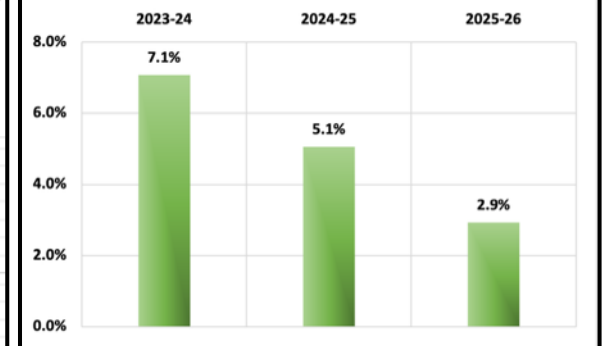


Weekly Average Price for Mini and Seedless Watermelon: Southwest



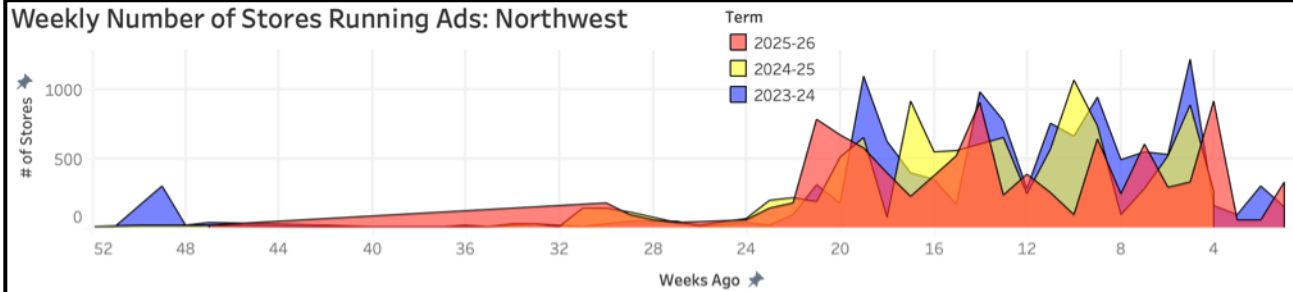
Price per Each	2023-24	2024-25	2025-26
# of Stores	37,704	39,975	35,839
Seedless	\$ 4.99	\$ 4.76	\$ 4.95
Mini	\$ 3.22	\$ 3.57	\$ 3.56
Organic Seedless	\$ 7.19	NA	NA
Organic Mini	\$ 5.27	\$ 5.38	\$ 6.16

Percent of Ads for Organic: Southwest

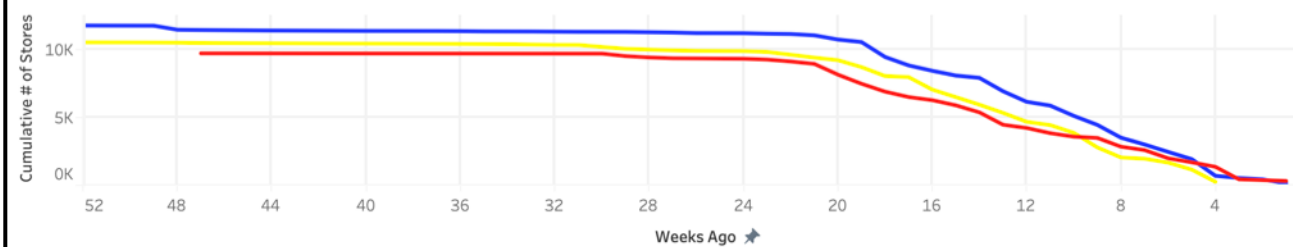


Northwest

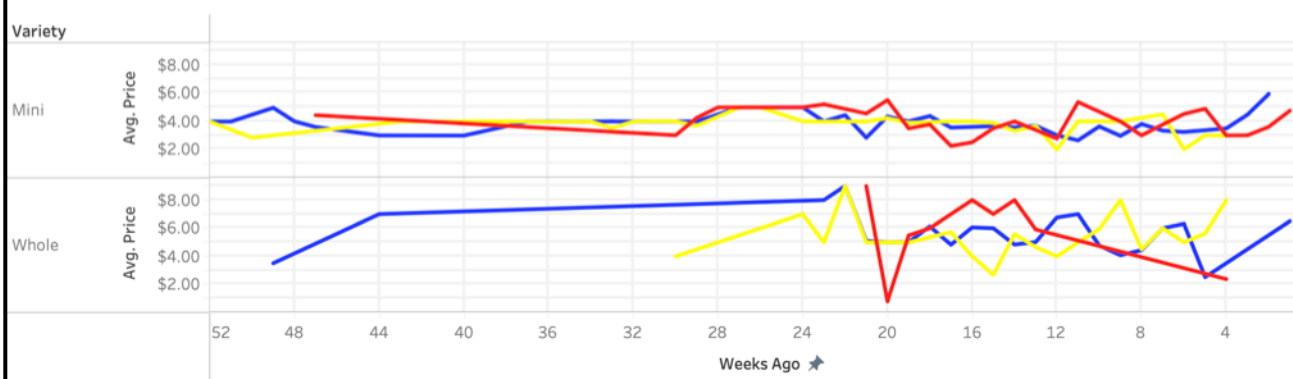
Weekly Number of Stores Running Ads: Northwest



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	11,744	10,507	9,699
Seedless	\$ 5.62	\$ 5.45	\$ 5.83
Mini	\$ 3.88	\$ 3.81	\$ 4.00
Organic Seedless	\$ 9.03	NA	NA
Organic Mini	\$ 5.31	\$ 5.39	\$ 5.22

Percent of Ads for Organic: Northwest

