

Retail Scan Data

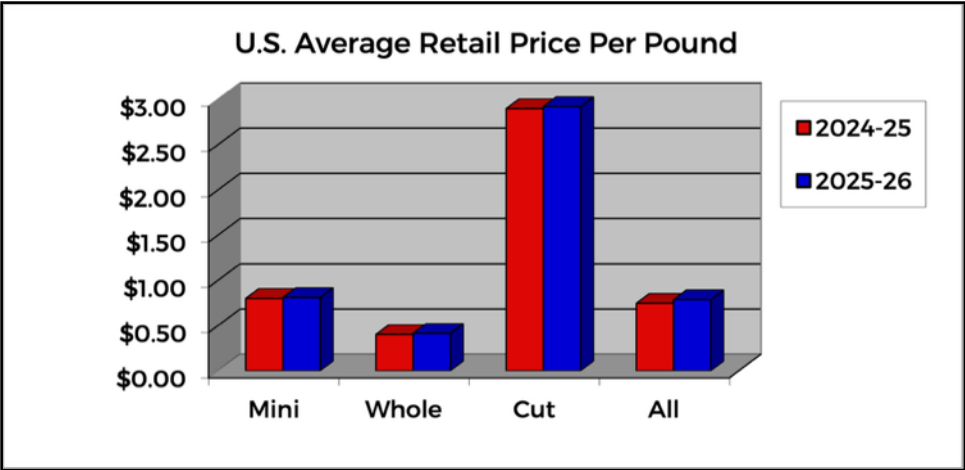
Compiled by the National Watermelon Promotion Board



Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	368,718,506	380,067,756	3.1%	9.9%
Whole	3,153,301,107	2,947,102,371	-6.5%	76.8%
Cut	495,905,459	509,864,276	2.8%	13.3%
Total	4,017,925,072	3,837,034,402	-4.5%	100.0%

Data current through
September 6, 2026

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.80	\$0.81
Whole	\$0.40	\$0.41
Cut	\$2.90	\$2.92
All	\$0.75	\$0.79



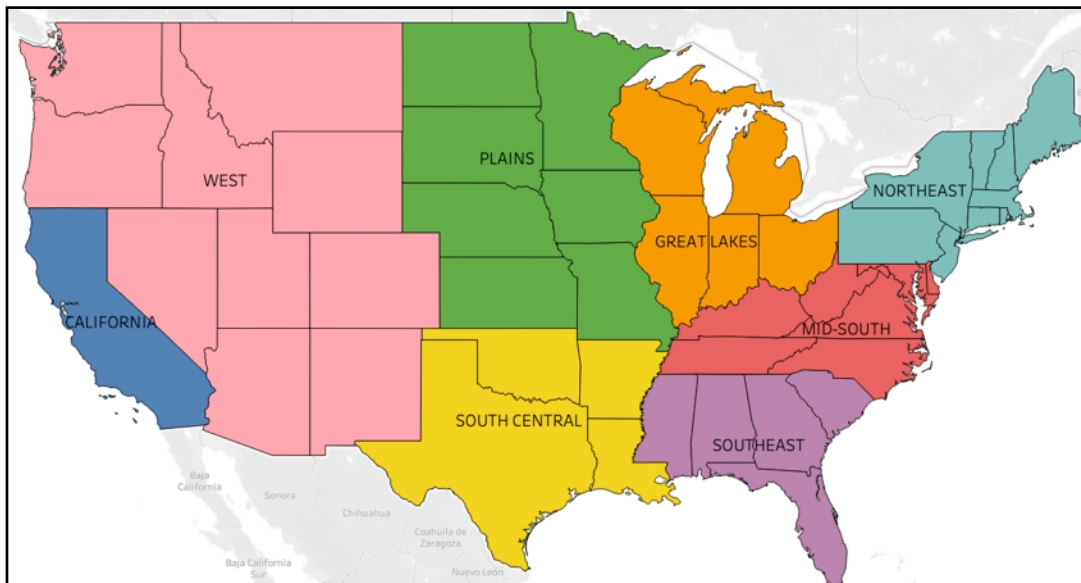
Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.46	\$2.26	\$0.85
California 2025-26	\$0.48	\$2.33	\$0.85
Great Lakes 2024-25	\$0.38	\$3.37	\$0.66
Great Lakes 2025-26	\$0.39	\$3.50	\$0.68
MidSouth 2024-25	\$0.38	\$3.25	\$0.73
MidSouth 2025-26	\$0.38	\$3.25	\$0.73
Northeast 2024-25	\$0.40	\$2.47	\$0.87
Northeast 2025-26	\$0.41	\$2.43	\$0.91
Plains 2024-25	\$0.37	\$3.10	\$0.86
Plains 2025-26	\$0.37	\$3.21	\$0.86
Southcentral 2024-25	\$0.40	\$2.99	\$0.81
Southcentral 2025-26	\$0.42	\$2.93	\$0.81
Southeast 2024-25	\$0.41	\$3.19	\$0.82
Southeast 2025-26	\$0.40	\$3.42	\$0.82
West 2024-25	\$0.42	\$2.80	\$0.81
West 2025-26	\$0.46	\$2.53	\$0.82

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 September 6, 2026 compared to the prior 52 Weeks.

For questions or expanded information reach out to:

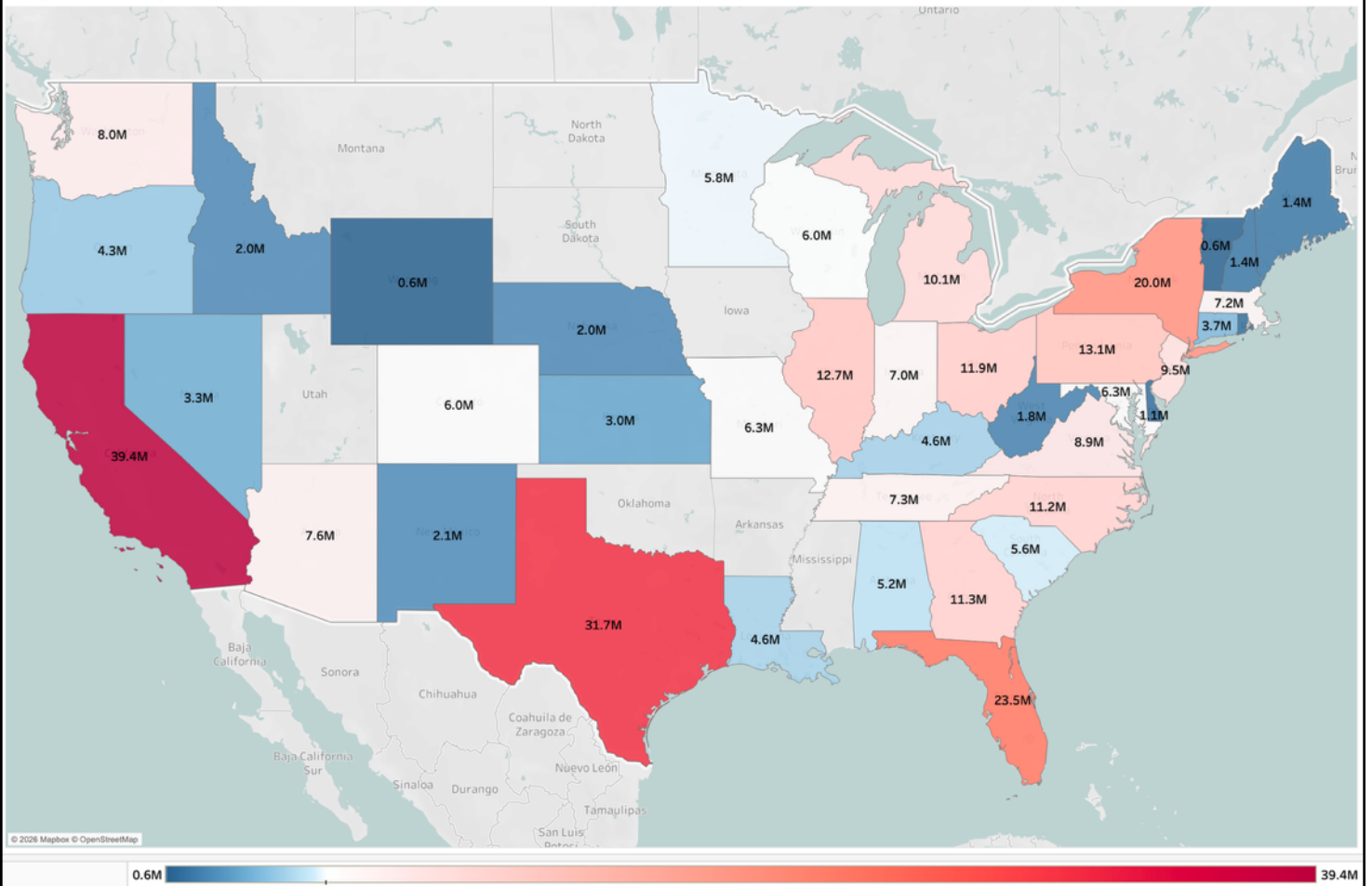
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Scanner Data Regions



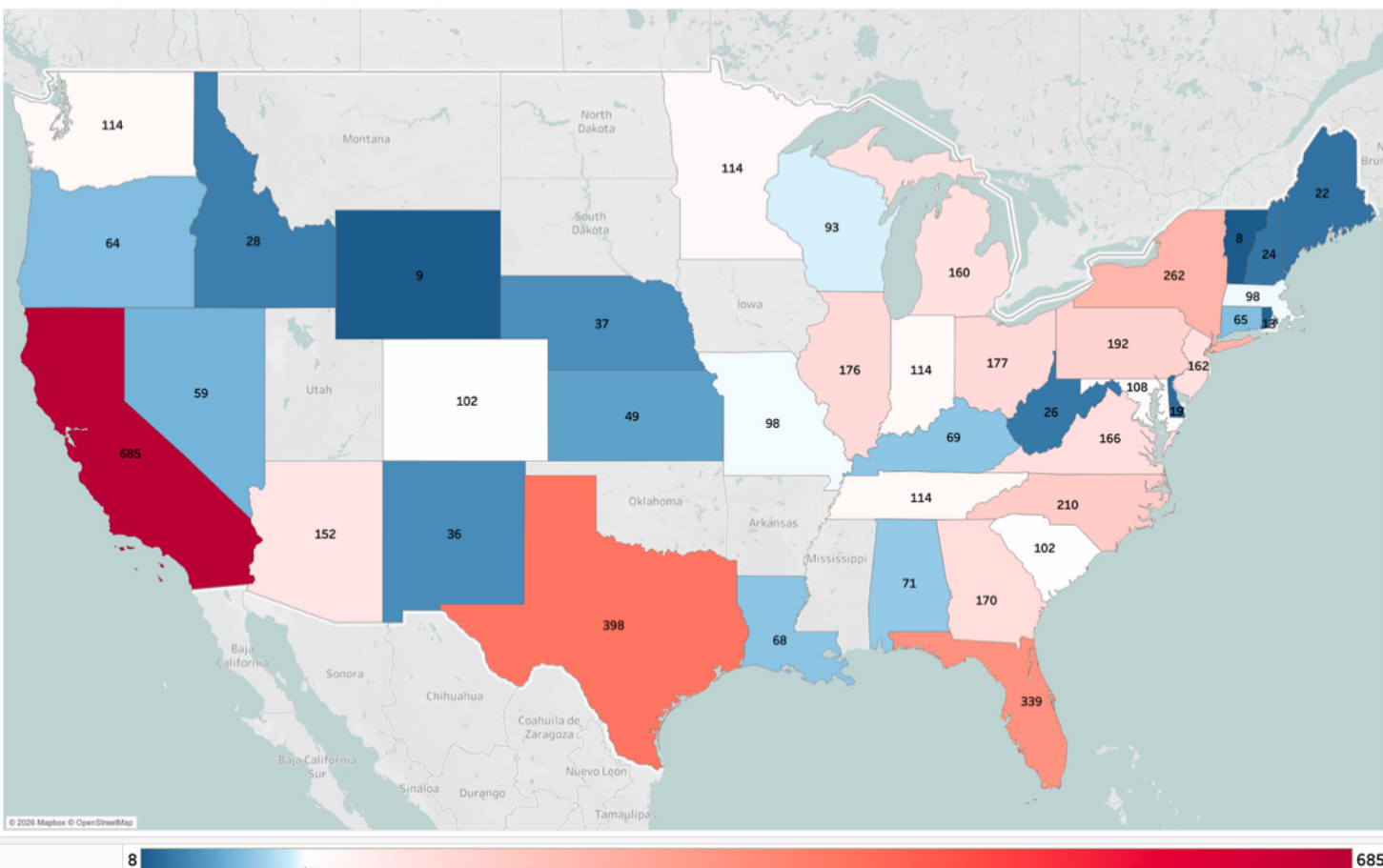
Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	358,477,093	63,463,002	80,376,499	502,316,595
California 2025-26	342,813,229	65,682,326	87,735,649	496,231,205
Percent Growth	-4.4%	3.5%	9.2%	-1.2%
2025-26 % of Total	69.1%	13.2%	17.7%	100.0%
Great Lakes 2024-25	449,135,272	45,186,978	49,604,393	543,926,643
Great Lakes 2025-26	430,623,663	43,166,423	48,356,078	522,146,164
Percent Growth	-4.1%	-4.5%	-2.5%	-4.0%
2025-26 % of Total	82.5%	8.3%	9.3%	100.0%
MidSouth 2024-25	448,352,360	56,934,908	45,021,497	550,308,765
MidSouth 2025-26	417,467,513	57,601,479	47,219,861	522,288,853
Percent Growth	-6.9%	1.2%	4.9%	-5.1%
2025-26 % of Total	79.9%	11.0%	9.0%	100.0%
Northeast 2024-25	505,294,409	88,763,492	48,915,158	642,973,059
Northeast 2025-26	476,616,309	88,127,625	49,677,532	614,421,466
Percent Growth	-5.7%	-0.7%	1.6%	-4.4%
2025-26 % of Total	77.6%	14.3%	8.1%	100.0%
Plains 2024-25	257,406,163	22,550,153	13,847,167	293,803,484
Plains 2025-26	243,080,958	24,658,770	12,796,175	280,535,904
Percent Growth	-5.6%	9.4%	-7.6%	-4.5%
2025-26 % of Total	86.6%	8.8%	4.6%	100.0%
Southcentral 2024-25	359,763,681	59,520,937	27,529,531	446,814,149
Southcentral 2025-26	327,558,589	60,015,811	29,245,115	416,819,515
Percent Growth	-9.0%	0.8%	6.2%	-6.7%
2025-26 % of Total	78.6%	14.4%	7.0%	100.0%
Southeast 2024-25	389,818,347	109,184,041	47,604,112	546,606,500
Southeast 2025-26	367,373,551	109,494,691	45,881,703	522,749,945
Percent Growth	-5.8%	0.3%	-3.6%	-4.4%
2025-26 % of Total	70.3%	20.9%	8.8%	100.0%
West 2024-25	385,053,782	50,301,946	55,820,148	491,175,877
West 2025-26	341,568,559	61,117,150	59,155,642	461,841,351
Percent Growth	-11.3%	21.5%	6.0%	-6.0%
2025-26 % of Total	74.0%	13.2%	12.8%	100.0%

Population by State

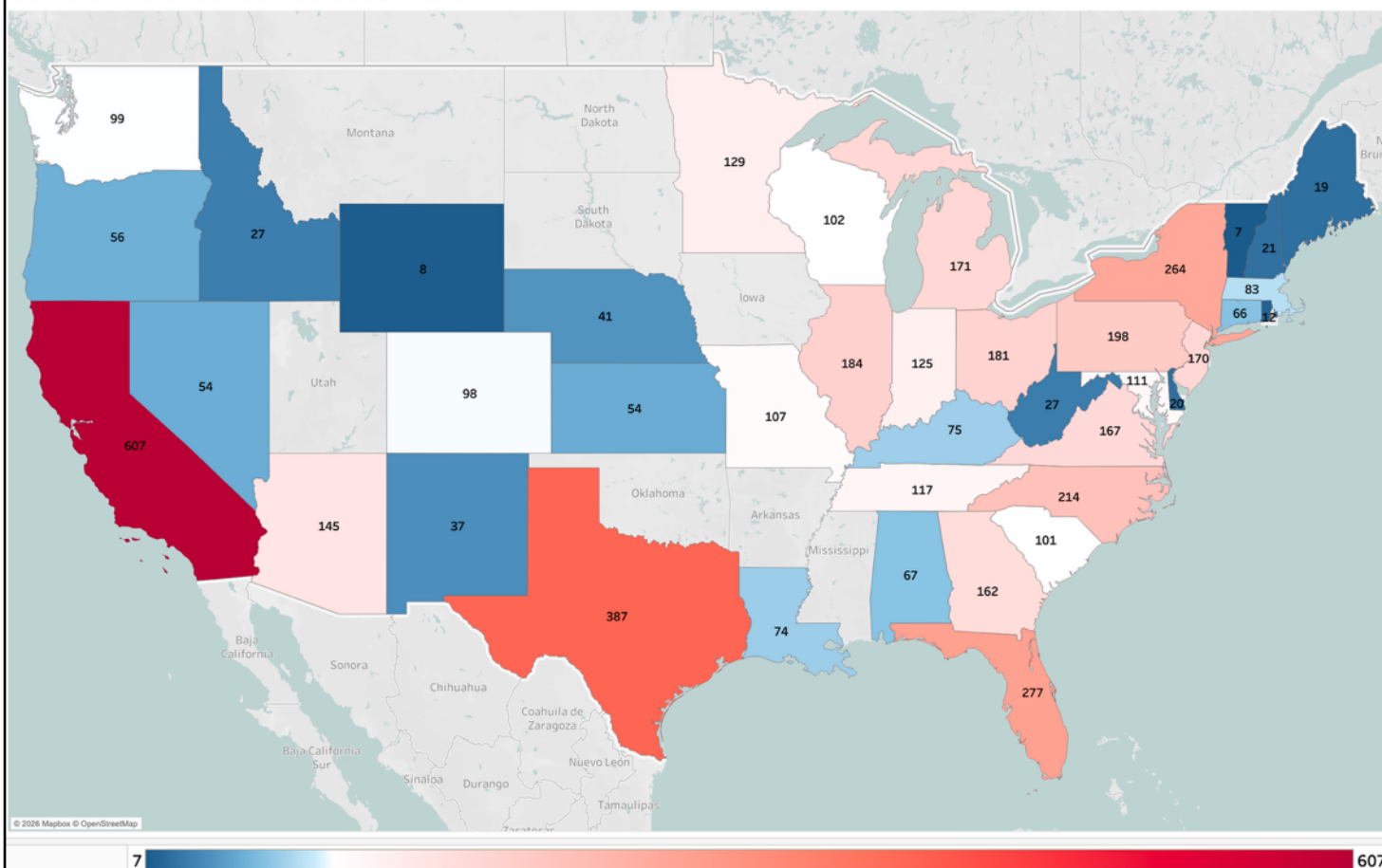


State	Population	State	Population
California	39,355,309	Wisconsin	5,972,787
Texas	31,709,821	Minnesota	5,830,405
Florida	23,462,518	South Carolina	5,570,274
New York	20,002,427	Alabama	5,193,088
Pennsylvania	13,059,432	Louisiana	4,618,189
Illinois	12,719,141	Kentucky	4,606,864
Ohio	11,900,510	Oregon	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	64,066,357	67,573,175	5.5%	Idaho	21,529,305	20,489,001	-4.8%
Colorado	74,698,320	73,921,768	-1.0%	Nevada	44,878,334	42,630,910	-5.0%
California	502,316,595	496,231,205	-1.2%	Georgia	130,204,937	123,352,704	-5.3%
South Carolina	75,670,153	74,188,353	-2.0%	Kansas	37,223,403	35,168,789	-5.5%
Illinois	130,510,378	127,511,392	-2.3%	Indiana	87,674,475	82,814,239	-5.5%
Nebraska	27,749,121	27,087,023	-2.4%	Alabama	54,669,806	51,634,284	-5.6%
New Hampshire	18,195,579	17,668,853	-2.9%	Pennsylvania	147,602,383	139,264,470	-5.6%
Massachusetts	72,880,914	70,628,300	-3.1%	Virginia	127,803,280	120,547,739	-5.7%
Maine	16,558,078	16,022,134	-3.2%	Rhode Island	10,126,995	9,523,523	-6.0%
Delaware	14,006,479	13,505,236	-3.6%	Tennessee	88,469,602	82,888,619	-6.3%
Vermont	6,333,557	6,103,565	-3.6%	Ohio	136,498,043	127,876,178	-6.3%
Minnesota	85,527,968	82,419,640	-3.6%	New Mexico	28,219,040	26,421,531	-6.4%
Maryland	81,299,843	78,266,691	-3.7%	Kentucky	53,133,176	49,731,969	-6.4%
Connecticut	48,934,293	47,046,652	-3.9%	Arizona	117,472,022	109,738,167	-6.6%
North Carolina	158,292,004	152,002,049	-4.0%	Michigan	124,429,215	116,118,600	-6.7%
New York	197,286,274	189,413,211	-4.0%	Washington	89,145,019	82,910,857	-7.0%
Florida	256,148,657	245,398,069	-4.2%	Texas	313,288,932	288,566,182	-7.9%
Missouri	74,162,035	70,940,797	-4.3%	West Virginia	20,256,665	18,612,651	-8.1%
New Jersey	122,729,579	117,164,937	-4.5%	Oregon	51,416,427	46,253,343	-10.0%
Wyoming	6,862,731	6,549,376	-4.6%	Louisiana	56,273,767	49,583,838	-11.9%



Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
Wisconsin	55,446,608	57,437,323	3.6%		New Jersey	102,483,720	95,855,545	-6.5%
Illinois	102,041,963	103,829,752	1.8%		Idaho	16,610,822	15,493,114	-6.7%
Minnesota	75,401,970	72,889,254	-3.3%		Alabama	40,621,069	37,855,587	-6.8%
Massachusetts	48,863,559	47,109,449	-3.6%		Kansas	32,524,194	30,277,549	-6.9%
South Carolina	59,371,608	56,838,822	-4.3%		North Carolina	130,072,142	120,964,011	-7.0%
California	358,477,093	342,813,229	-4.4%		Indiana	75,917,129	70,527,493	-7.1%
Nebraska	24,199,037	23,094,460	-4.6%		Ohio	110,156,427	102,318,649	-7.1%
New York	156,924,050	149,162,395	-4.9%		Georgia	98,686,659	91,558,039	-7.2%
Florida	164,702,506	156,549,658	-5.0%		Virginia	101,975,039	94,465,928	-7.4%
Maine	11,511,588	10,936,760	-5.0%		Rhode Island	7,178,396	6,649,434	-7.4%
Maryland	66,068,056	62,740,554	-5.0%		Tennessee	71,563,095	66,031,619	-7.7%
New Hampshire	12,240,379	11,621,508	-5.1%		Kentucky	45,645,652	42,086,353	-7.8%
Delaware	11,629,358	11,038,628	-5.1%		Michigan	105,309,027	96,541,576	-8.3%
Colorado	58,615,684	55,600,738	-5.1%		Nevada	33,994,771	30,605,385	-10.0%
Missouri	63,872,008	60,307,310	-5.6%		New Mexico	23,622,314	21,096,908	-10.7%
Connecticut	39,413,125	37,194,905	-5.6%		Texas	245,079,879	218,497,866	-10.8%
Vermont	4,408,844	4,144,094	-6.0%		Arizona	94,187,817	81,989,883	-13.0%
Wyoming	5,024,535	4,711,634	-6.2%		Louisiana	48,076,927	41,744,275	-13.2%
Pennsylvania	119,512,807	111,984,276	-6.3%		Washington	66,028,092	56,133,826	-15.0%
West Virginia	16,360,710	15,327,582	-6.3%		Oregon	38,418,752	31,549,073	-17.9%



Choropleth map of the United States showing the number of COVID-19 cases by state. The map uses a color scale from light yellow (low cases) to dark red (high cases). California is the most prominent state with 1,391 cases, colored dark red. Other states with high case counts include Texas (353), Florida (380), and New York (253). States with low case counts include Montana (10), North Dakota (61), and South Dakota (21). The map also shows the number of cases for each state, with some states labeled with their names and case counts.

State	Number of Cases
Alabama	106
Alaska	11
Arizona	235
Arkansas	54
California	1,391
Colorado	39
Connecticut	29
Delaware	128
District of Columbia	116
Florida	380
Georgia	165
Hawaii	49
Idaho	102
Illinois	136
Indiana	202
Iowa	51
Kansas	30
Kentucky	59
Louisiana	39
Maine	27
Maryland	116
Massachusetts	95
Michigan	202
Minnesota	61
Mississippi	98
Missouri	102
Montana	10
Nebraska	21
Nevada	107
New Hampshire	29
New Jersey	204
New Mexico	134
New York	253
North Carolina	210
North Dakota	61
Ohio	233
Oklahoma	353
Oregon	214
Pennsylvania	128
Rhode Island	11
South Carolina	106
South Dakota	21
Tennessee	98
Texas	353
Utah	102
Vermont	10
Virginia	116
Washington	214
West Virginia	29
Wisconsin	97
Wyoming	31

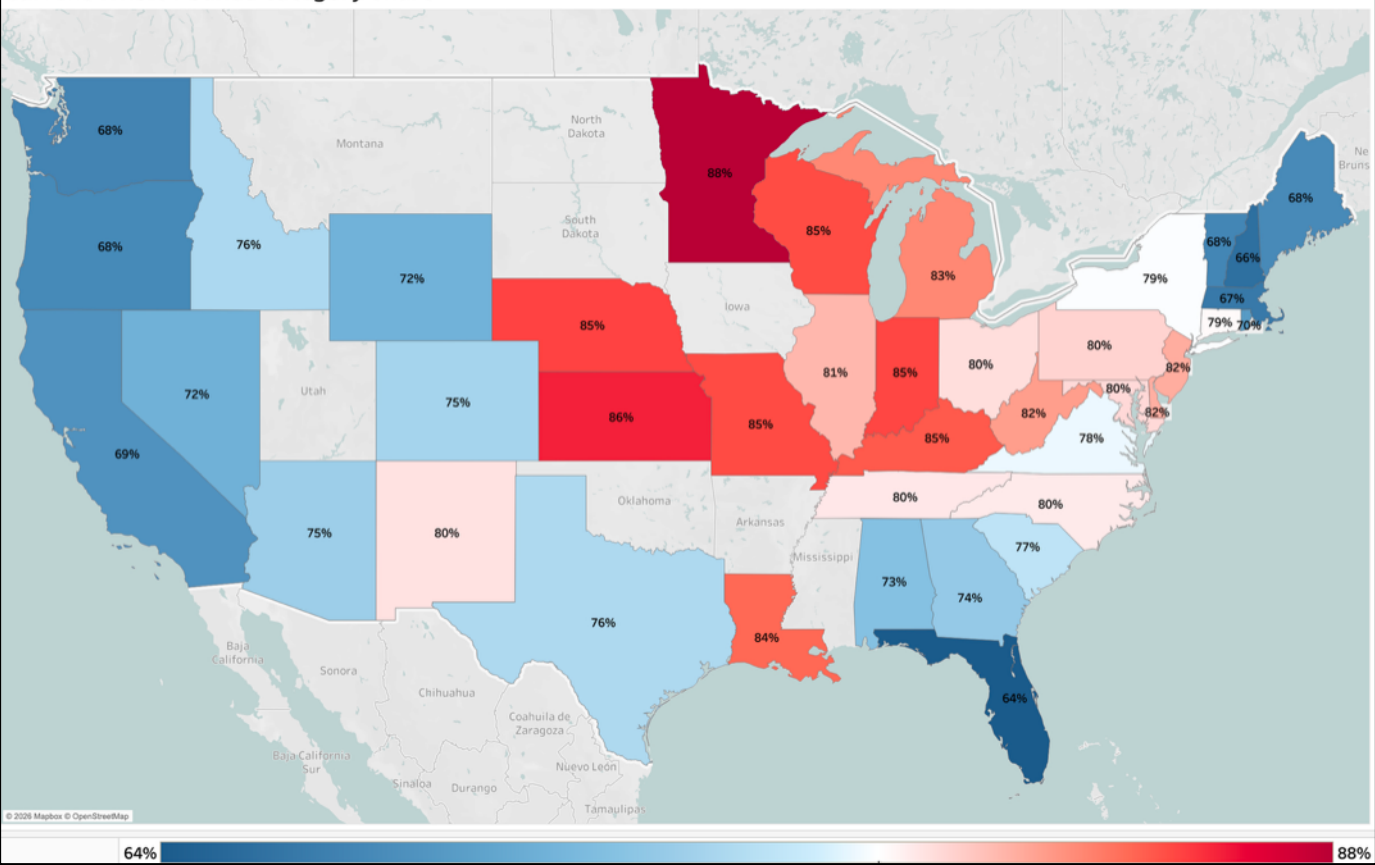
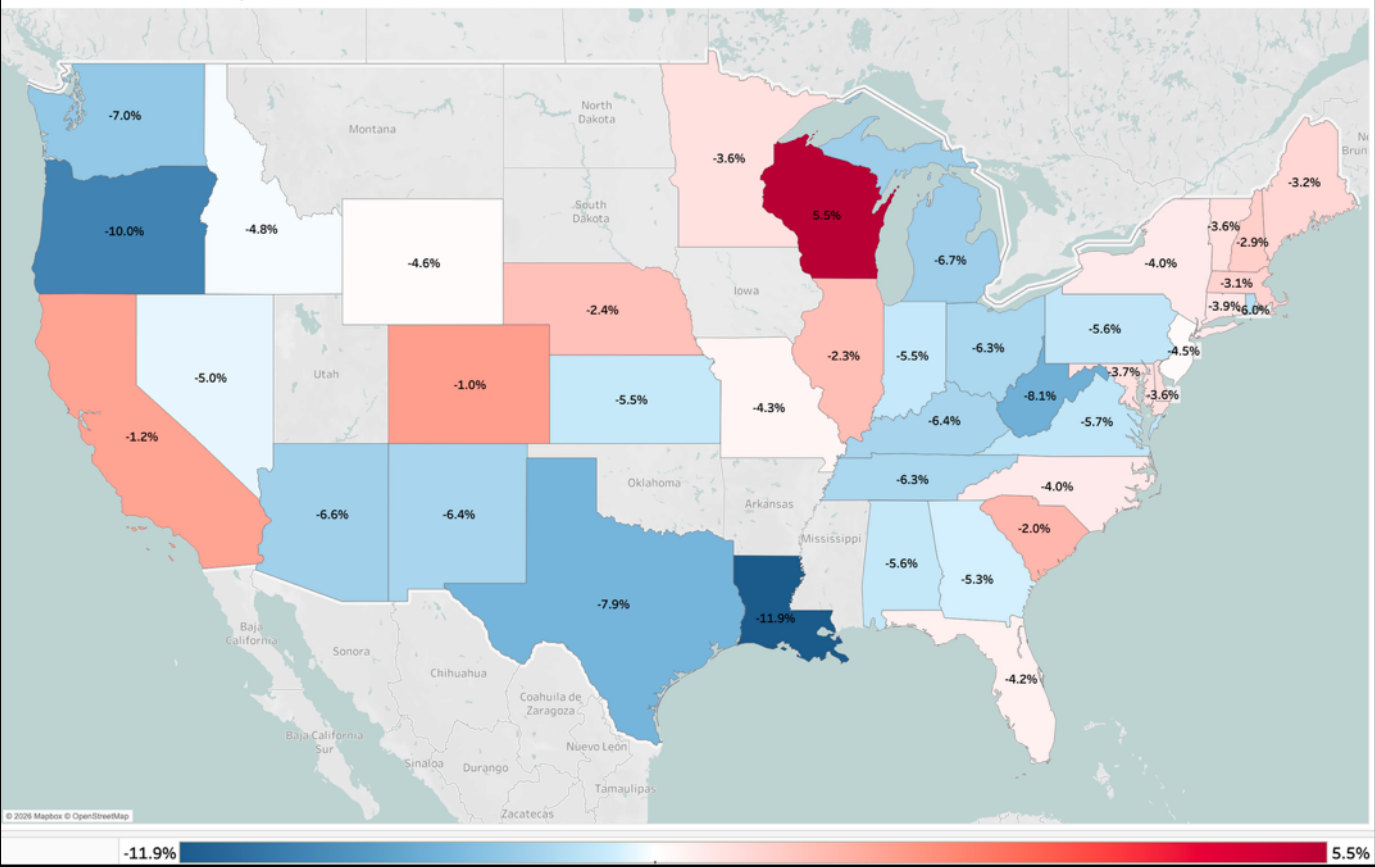
Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
North Carolina	11,101,848	13,266,168	19.5%		Colorado	8,352,910	8,420,946	0.8%
South Carolina	5,729,192	6,675,775	16.5%		Idaho	1,938,249	1,949,270	0.6%
Connecticut	2,686,385	3,090,014	15.0%		Vermont	650,219	653,038	0.4%
New Jersey	7,083,834	8,093,539	14.3%		Oregon	6,715,251	6,735,628	0.3%
Arizona	13,077,847	14,795,685	13.1%		Pennsylvania	11,964,352	11,991,782	0.2%
Washington	12,109,999	13,477,911	11.3%		Virginia	12,870,681	12,875,064	0.0%
Wisconsin	5,544,984	6,121,711	10.4%		New Hampshire	1,859,944	1,852,356	-0.4%
Texas	20,303,609	22,286,035	9.8%		New York	16,374,364	15,954,073	-2.6%
Georgia	9,498,890	10,400,356	9.5%		Maine	1,778,524	1,713,535	-3.7%
California	80,376,499	87,735,649	9.2%		Massachusetts	6,225,463	5,969,643	-4.1%
New Mexico	2,259,668	2,451,741	8.5%		Ohio	15,598,524	14,675,521	-5.9%
Indiana	5,929,043	6,406,362	8.1%		Alabama	3,661,630	3,432,440	-6.3%
Maryland	6,842,163	7,314,668	6.9%		Rhode Island	744,804	682,177	-8.4%
Kansas	1,745,631	1,864,134	6.8%		Louisiana	2,716,430	2,455,688	-9.6%
Nevada	6,140,801	6,458,838	5.2%		Wyoming	711,098	640,377	-9.9%
Delaware	1,165,244	1,224,008	5.0%		Florida	27,102,553	23,979,549	-11.5%
Michigan	12,303,439	12,750,604	3.6%		Minnesota	4,371,041	3,828,087	-12.4%
Tennessee	6,071,254	6,205,457	2.2%		Missouri	3,763,376	3,186,429	-15.3%
Kentucky	3,665,577	3,728,582	1.7%		Illinois	10,384,336	8,554,189	-17.6%
Nebraska	1,278,008	1,296,083	1.4%		West Virginia	2,494,139	1,814,810	-27.2%



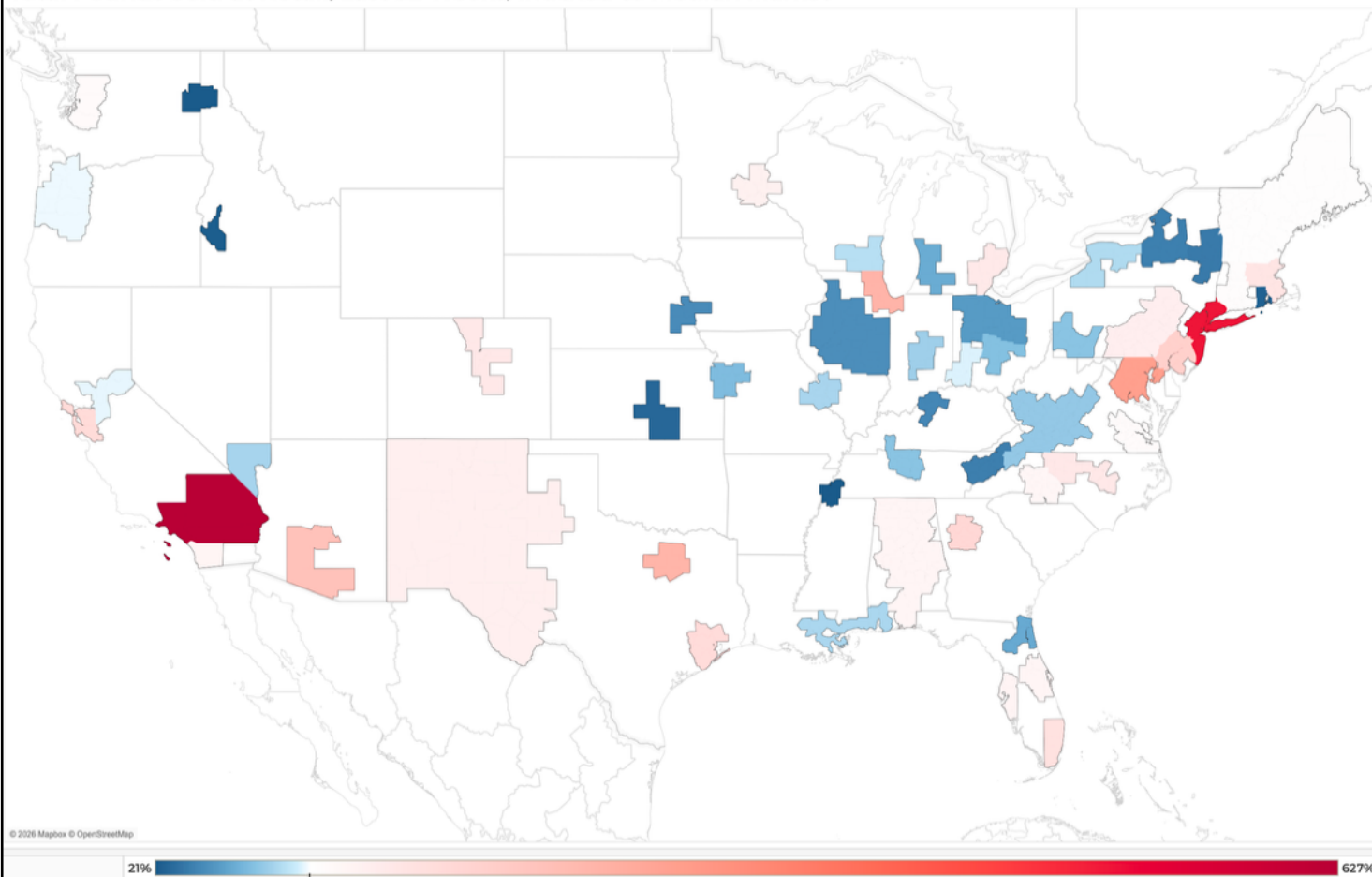
This choropleth map displays the distribution of COVID-19 cases across the United States. The color scale ranges from 16 (dark blue) to 852 (dark red). The map shows that California, Texas, and Florida have the highest number of cases, while Montana and North Dakota have the lowest. The map also includes labels for various states and territories, such as Washington, Oregon, California, Nevada, Idaho, Utah, Arizona, New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Alabama, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Maryland, Delaware, Pennsylvania, New Jersey, New York, Connecticut, Rhode Island, Massachusetts, Vermont, New Hampshire, Maine, and Alaska.

State	Number of Cases
Alaska	44
Arizona	168
Arkansas	70
California	852
Colorado	37
Connecticut	228
Delaware	88
District of Columbia	16
Florida	842
Georgia	278
Hawaii	17
Idaho	40
Illinois	196
Indiana	315
Iowa	97
Kansas	35
Kentucky	51
Louisiana	70
Maine	44
Maryland	171
Massachusetts	19
Michigan	89
Minnesota	74
Mississippi	134
Missouri	141
Montana	16
Nebraska	128
Nevada	72
New Hampshire	17
New Jersey	171
New Mexico	37
New York	107
North Carolina	138
North Dakota	17
Ohio	198
Oklahoma	35
Oregon	103
Pennsylvania	231
Rhode Island	28
South Carolina	138
South Dakota	16
Tennessee	138
Texas	620
Utah	72
Vermont	17
Virginia	107
Washington	173
West Virginia	19
Wisconsin	52
Wyoming	16

Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
Wisconsin	3,074,765	4,014,142	30.6%		Virginia	12,957,561	13,206,747	1.9%
Colorado	7,729,726	9,900,084	28.1%		Ohio	10,743,092	10,882,009	1.3%
Arizona	10,206,358	12,952,599	26.9%		New York	23,987,860	24,296,743	1.3%
Oregon	6,282,424	7,968,642	26.8%		South Carolina	10,569,354	10,673,756	1.0%
New Mexico	2,337,058	2,872,882	22.9%		Indiana	5,828,302	5,880,384	0.9%
Washington	11,006,928	13,299,120	20.8%		Florida	64,343,597	64,868,862	0.8%
Nebraska	2,272,077	2,696,480	18.7%		New Jersey	13,162,025	13,215,853	0.4%
Nevada	4,742,763	5,566,687	17.4%		Michigan	6,816,749	6,826,419	0.1%
Missouri	6,526,650	7,447,059	14.1%		Texas	47,905,444	47,782,281	-0.3%
Wyoming	1,127,097	1,197,365	6.2%		Alabama	10,387,108	10,346,257	-0.4%
West Virginia	1,401,816	1,470,258	4.9%		Rhode Island	2,203,796	2,191,912	-0.5%
North Carolina	17,118,015	17,771,870	3.8%		Minnesota	5,754,957	5,702,298	-0.9%
California	63,463,002	65,682,326	3.5%		Connecticut	6,834,783	6,761,733	-1.1%
Maine	3,267,966	3,371,839	3.2%		Massachusetts	17,791,892	17,549,208	-1.4%
Delaware	1,211,876	1,242,600	2.5%		Tennessee	10,835,253	10,651,544	-1.7%
Vermont	1,274,494	1,306,432	2.5%		Louisiana	5,480,411	5,383,874	-1.8%
Kansas	2,953,577	3,027,107	2.5%		Maryland	8,389,623	8,211,469	-2.1%
Kentucky	3,821,947	3,917,034	2.5%		Georgia	22,019,388	21,394,310	-2.8%
New Hampshire	4,095,256	4,194,989	2.4%		Pennsylvania	16,125,224	15,288,412	-5.2%
Idaho	2,980,234	3,046,616	2.2%		Illinois	18,084,080	15,127,451	-16.3%



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	40,570,886	46,211,838	13.9%	ALBANY	15,012,198	14,270,434	-4.9%
MILWAUKEE	31,882,101	33,449,601	4.9%	BUFFALO/ROCHESTER	34,539,326	32,745,847	-5.2%
LOS ANGELES	242,502,284	243,841,429	0.6%	ATLANTA	71,192,752	67,475,977	-5.2%
DENVER	55,391,070	54,922,882	-0.8%	KANSAS CITY	28,094,439	26,565,082	-5.4%
TAMPA	47,809,098	46,494,958	-2.7%	KNOXVILLE	15,974,497	15,100,649	-5.5%
TOLEDO	20,968,218	20,384,111	-2.8%	COLUMBUS	28,968,258	27,359,056	-5.6%
PEORIA/SPRINGFIELD	18,612,560	18,036,340	-3.1%	ORLANDO	48,516,313	45,765,313	-5.7%
OMAHA	17,955,750	17,398,950	-3.1%	HARRISBURG/SCRANTON	53,346,777	50,176,216	-5.9%
SPOKANE	8,403,904	8,141,557	-3.1%	PROVIDENCE	10,126,995	9,523,523	-6.0%
BOSTON	58,760,545	56,915,089	-3.1%	LOUISVILLE	17,782,160	16,716,005	-6.0%
CHICAGO	98,809,677	95,642,409	-3.2%	WEST TEX/NEW MEXICO	53,027,846	49,772,321	-6.1%
NEW ENGLAND	41,239,423	39,877,693	-3.3%	DALLAS/FT. WORTH	101,819,425	95,494,776	-6.2%
MINNEAPOLIS	50,839,677	49,154,377	-3.3%	SAN FRANCISCO	69,533,835	64,964,809	-6.6%
BOISE	8,885,301	8,583,782	-3.4%	CINCINNATI/DAYTON	39,532,191	36,928,134	-6.6%
BALTIMORE/WASHINGTON	115,824,374	111,740,435	-3.5%	DETROIT	58,069,191	54,187,870	-6.7%
RALEIGH/GREENSBORO	57,161,659	55,134,198	-3.5%	NASHVILLE	30,069,045	28,053,324	-6.7%
ST. LOUIS	32,905,558	31,730,197	-3.6%	GRAND RAPIDS	25,282,285	23,581,157	-6.7%
PHILADELPHIA	76,604,444	73,584,884	-3.9%	PHOENIX/TUCSON	91,543,477	85,180,620	-7.0%
INDIANAPOLIS	31,809,354	30,553,276	-3.9%	MIAMI/FT. LAUDERDALE	64,258,009	59,739,625	-7.0%
CHARLOTTE	46,800,589	44,913,334	-4.0%	RICHMOND/NORFOLK	44,797,054	41,614,209	-7.1%
HARTFORD/SPRINGFIELD	42,702,384	40,960,184	-4.1%	ROANOKE	31,513,233	29,204,577	-7.3%
NEW YORK	207,241,263	198,749,602	-4.1%	SEATTLE	45,616,597	42,220,365	-7.4%
SYRACUSE	15,907,065	15,209,115	-4.4%	PITTSBURGH	30,553,759	28,106,926	-8.0%
JACKSONVILLE	24,281,220	23,214,197	-4.4%	NEW ORLEANS/MOBILE	35,371,405	31,987,482	-9.6%
WICHITA	11,206,617	10,694,559	-4.6%	SACRAMENTO	42,150,090	37,561,654	-10.9%
LAS VEGAS	33,088,882	31,508,019	-4.8%	PORTLAND	43,125,547	37,922,416	-12.1%
BIRMINGHAM/MONTGOMERY	48,333,717	45,958,227	-4.9%	HOUSTON	73,417,958	64,437,184	-12.2%