

Retail Ad Report

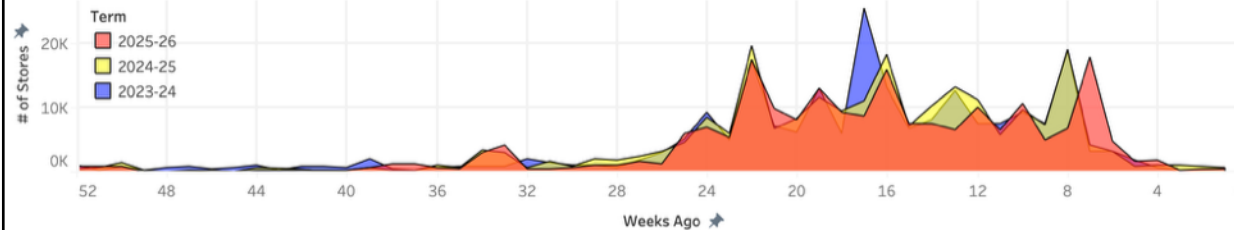
Compiled by the National Watermelon Promotion Board



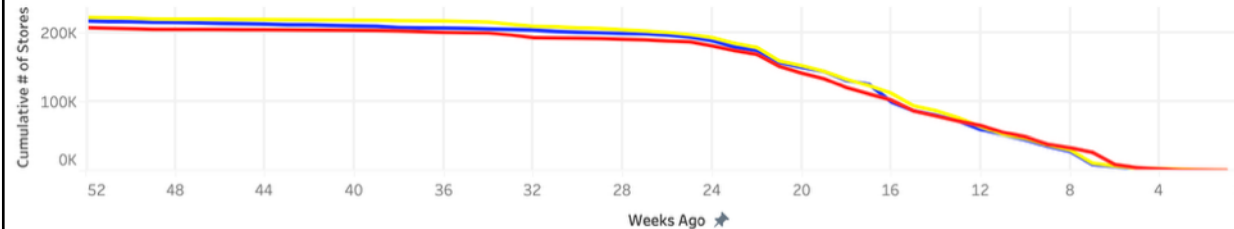
watermelon.org

Data current through October 16, 2026

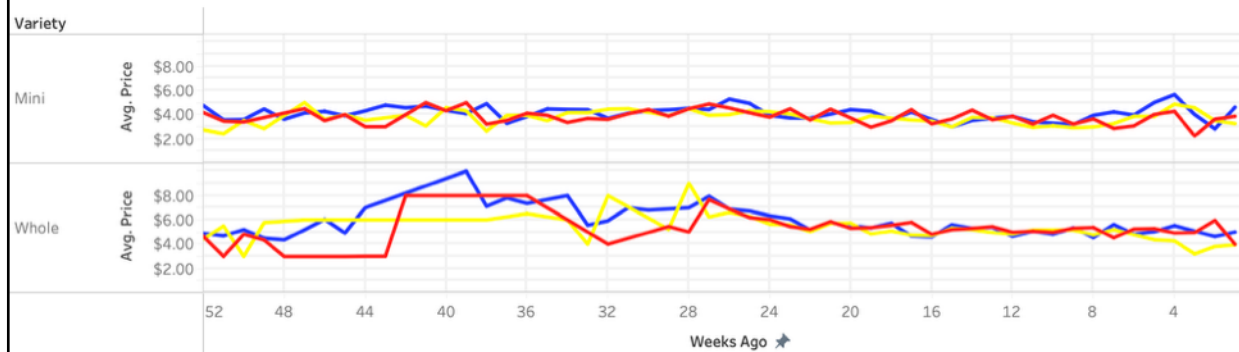
Weekly Number of Stores Running Ads: National



Cumulative Number of Stores Running Ads: National

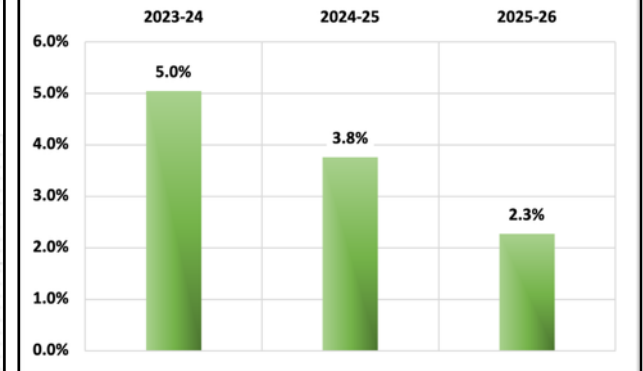


Weekly Average Price for Mini and Seedless Watermelon: National



Price per Each	2023-24	2024-25	2025-26
# of Stores	218,294	223,415	208,421
Seedless	\$ 5.80	\$ 5.27	\$ 5.03
Mini	\$ 4.11	\$ 3.72	\$ 3.81
Organic Seedless	\$ 8.84	\$ 6.67	\$ 6.17
Organic Mini	\$ 5.04	\$ 5.20	\$ 5.65

Percent of Ads for Organic: National



[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.

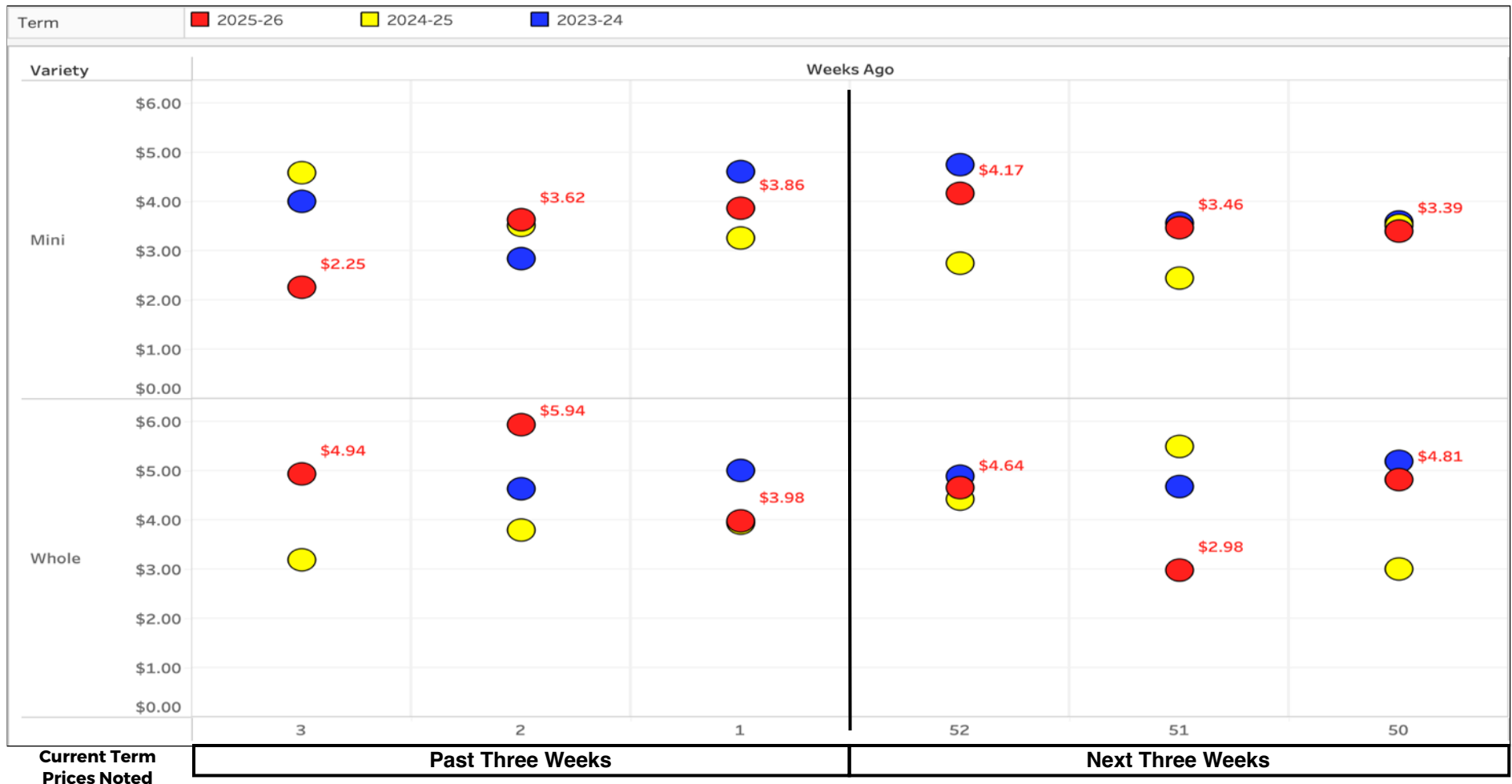
For questions or expanded information, reach out to: Jason Hanselman | Phone: (407) 925-5285 | Email: jasonh116@gmail.com

Summary of Past Five Weeks

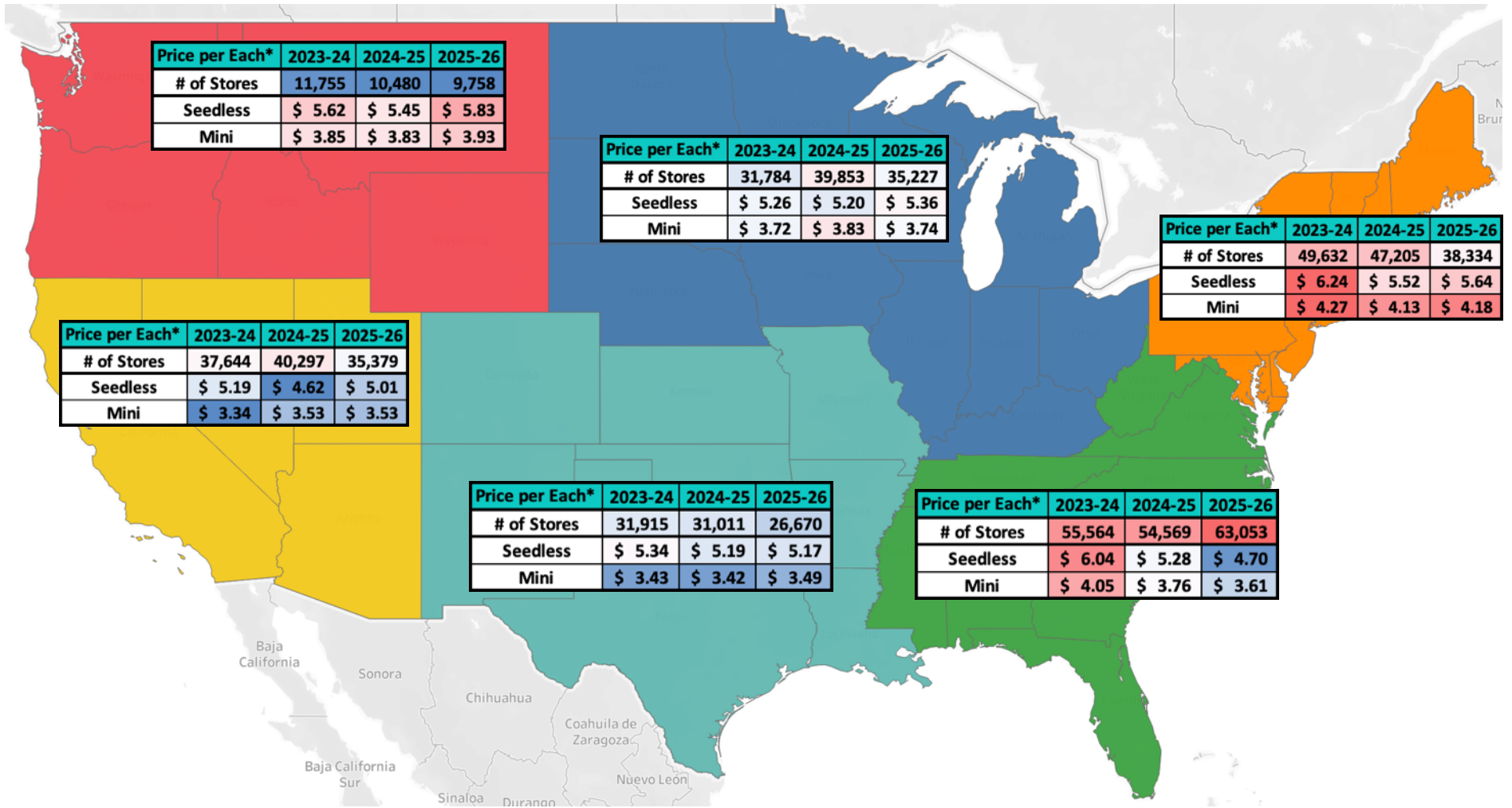
Region	Midwest			Northeast			Northwest			South Central			Southeast			Southwest			National		
Term	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each	# of Stores	Seedless \$/Each	Mini \$/Each
2023-24	159	\$ 4.91	\$ 3.48	180	NA	\$5.49	475	\$ 6.49	\$4.25	407	\$ 4.68	\$3.53	133	\$ 4.62	\$4.49	1647	\$ 4.99	\$4.37	3001	\$ 5.04	\$4.42
2024-25	148	\$ 4.49	\$ 3.99	664	\$ 5.28	\$4.99	0	NA	NA	859	\$ 3.50	\$3.99	409	\$ 3.77	NA	1692	\$ 3.33	\$3.50	3772	\$ 3.91	\$4.01
2025-26	928	\$ 5.97	\$ 3.99	551	\$ 7.49	\$4.14	445	NA	\$3.59	460	\$ 4.61	\$3.05	255	\$ 4.17	NA	1663	\$ 3.64	\$3.49	4302	\$ 5.01	\$3.60

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



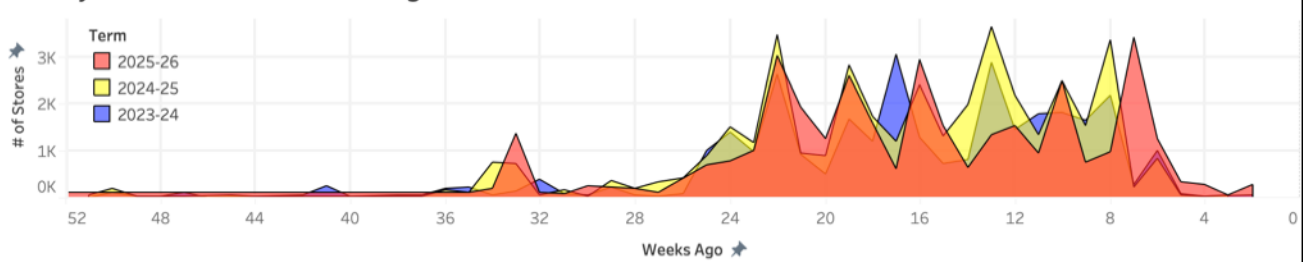
Regional Map



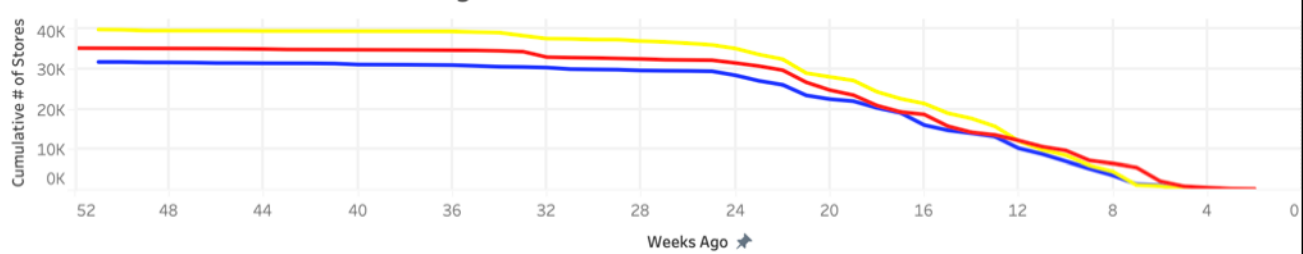
* Although included in # of Stores, organic prices are omitted from average

Midwest

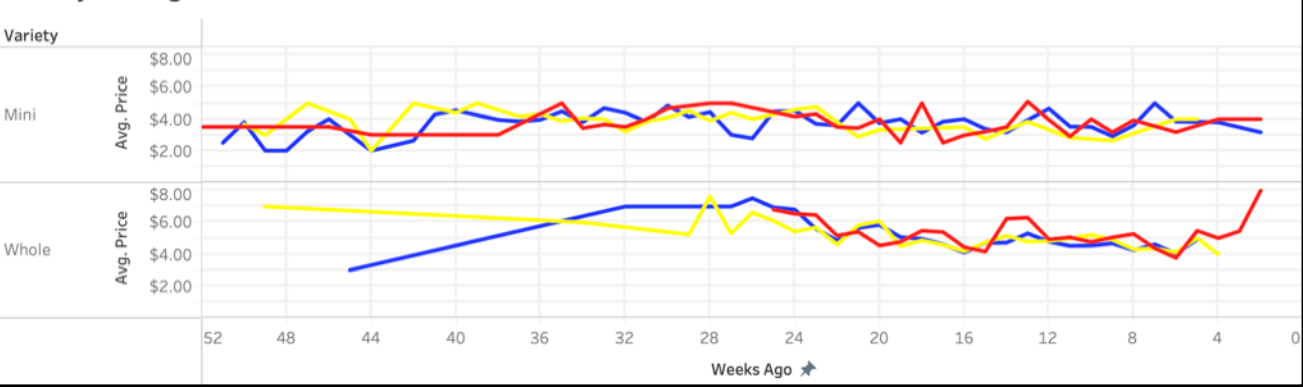
Weekly Number of Stores Running Ads: Midwest



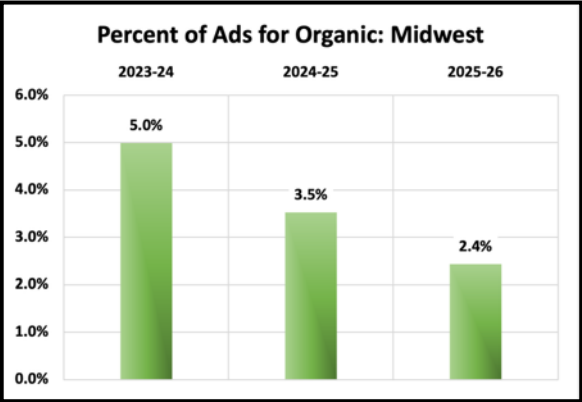
Cumulative Number of Stores Running Ads: Midwest



Weekly Average Price for Mini and Seedless Watermelon: Midwest

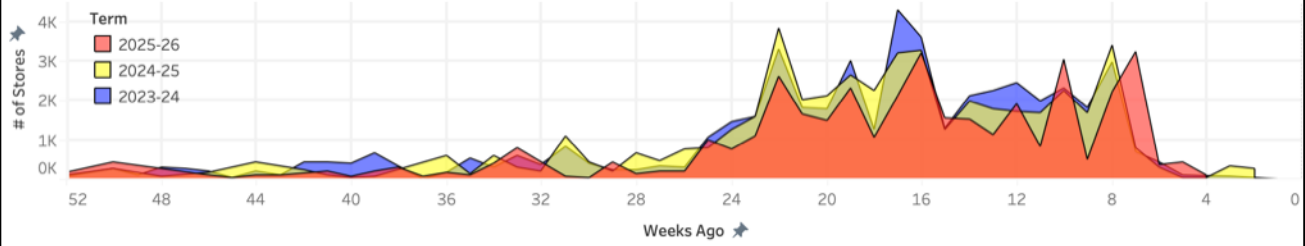


Price per Each	2023-24	2024-25	2025-26
# of Stores	31,784	39,853	35,227
Seedless	\$ 5.26	\$ 5.20	\$ 5.36
Mini	\$ 3.72	\$ 3.83	\$ 3.74
Organic Seedless	\$ 5.99	\$ 7.66	NA
Organic Mini	\$ 4.87	\$ 5.09	\$ 5.11

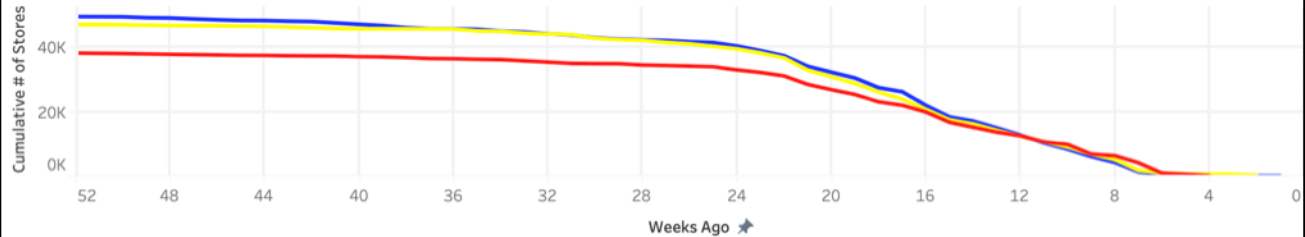


Northeast

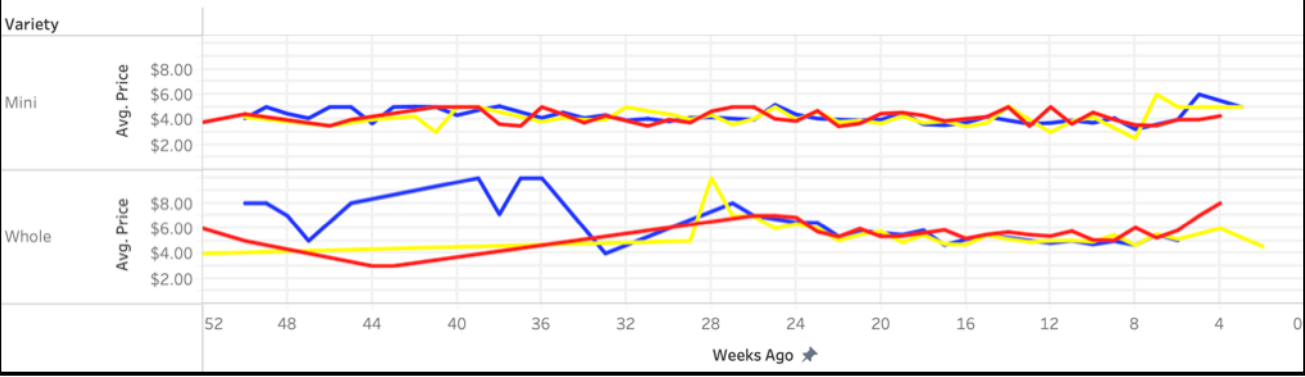
Weekly Number of Stores Running Ads: Northeast



Cumulative Number of Stores Running Ads: Northeast

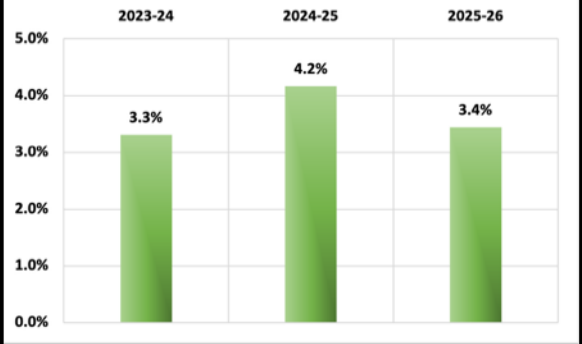


Weekly Average Price for Mini and Seedless Watermelon: Northeast



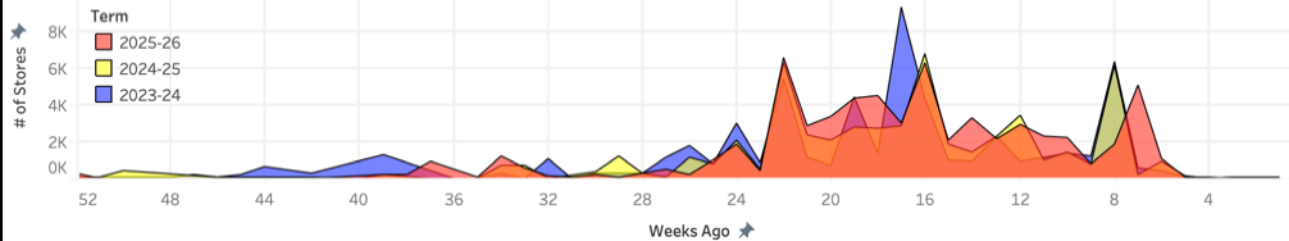
Price per Each	2023-24	2024-25	2025-26
# of Stores	49,632	47,205	38,334
Seedless	\$ 6.24	\$ 5.52	\$ 5.64
Mini	\$ 4.27	\$ 4.13	\$ 4.18
Organic Seedless	\$ 9.12	\$ 5.99	\$ 6.49
Organic Mini	\$ 5.33	\$ 5.50	\$ 5.58

Percent of Ads for Organic: Northeast

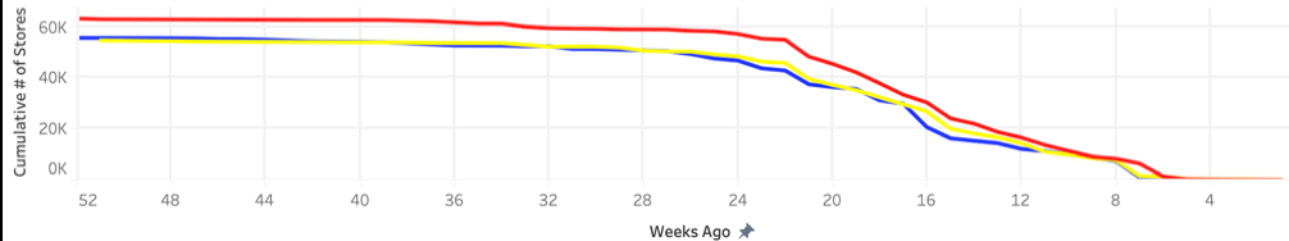


Southeast

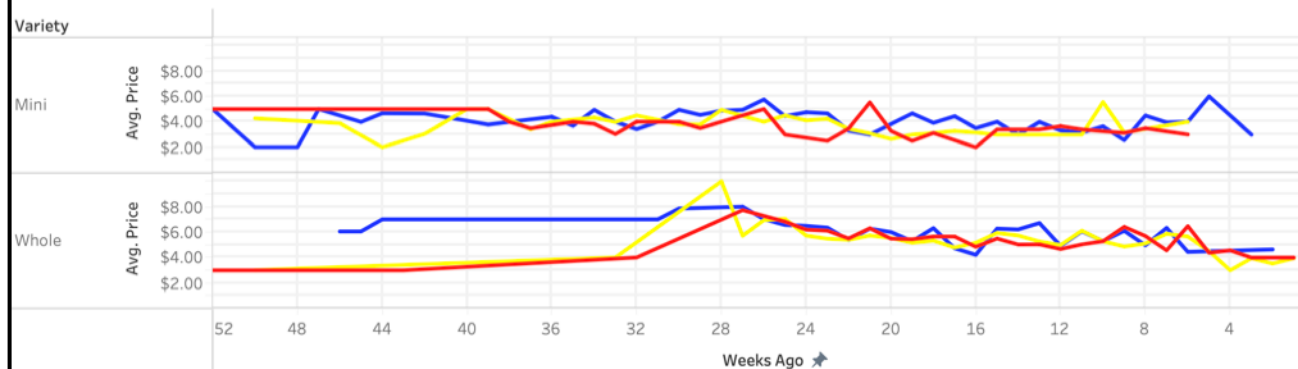
Weekly Number of Stores Running Ads: Southeast



Cumulative Number of Stores Running Ads: Southeast

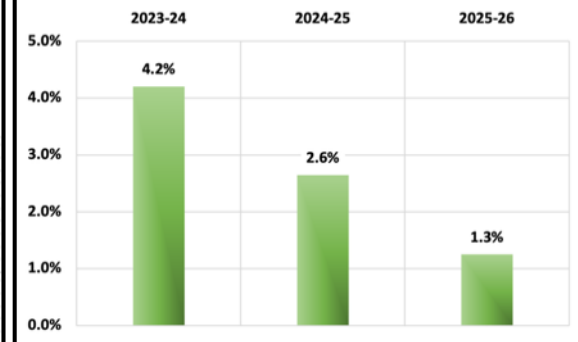


Weekly Average Price for Mini and Seedless Watermelon: Southeast



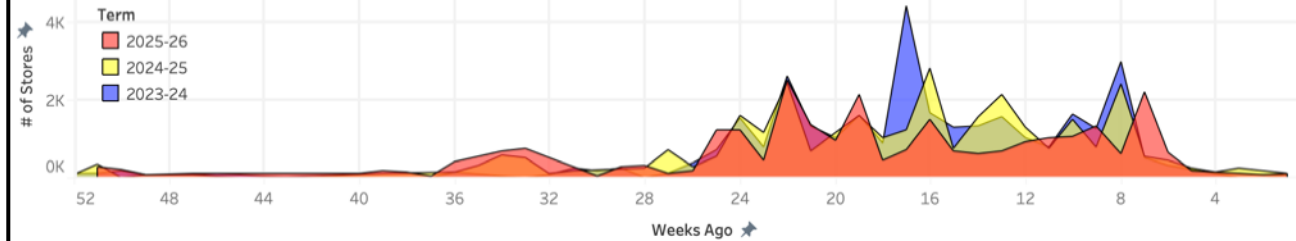
Price per Each	2023-24	2024-25	2025-26
# of Stores	55,564	54,569	63,053
Seedless	\$ 6.04	\$ 5.28	\$ 4.70
Mini	\$ 4.05	\$ 3.76	\$ 3.61
Organic Seedless	NA	\$ 5.54	NA
Organic Mini	\$ 4.81	\$ 5.28	\$ 5.35

Percent of Ads for Organic: Southeast

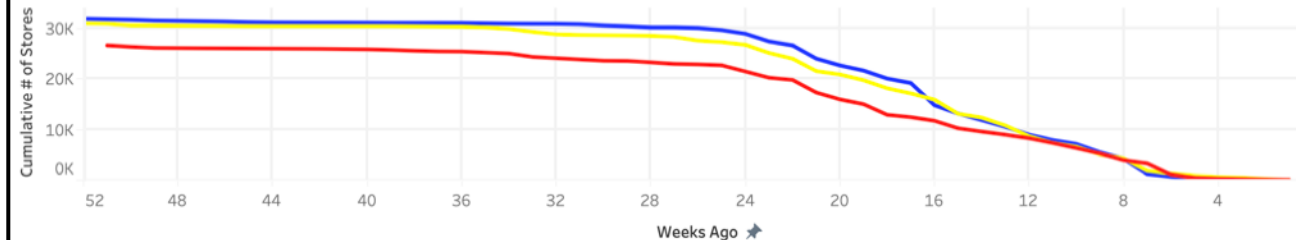


South Central

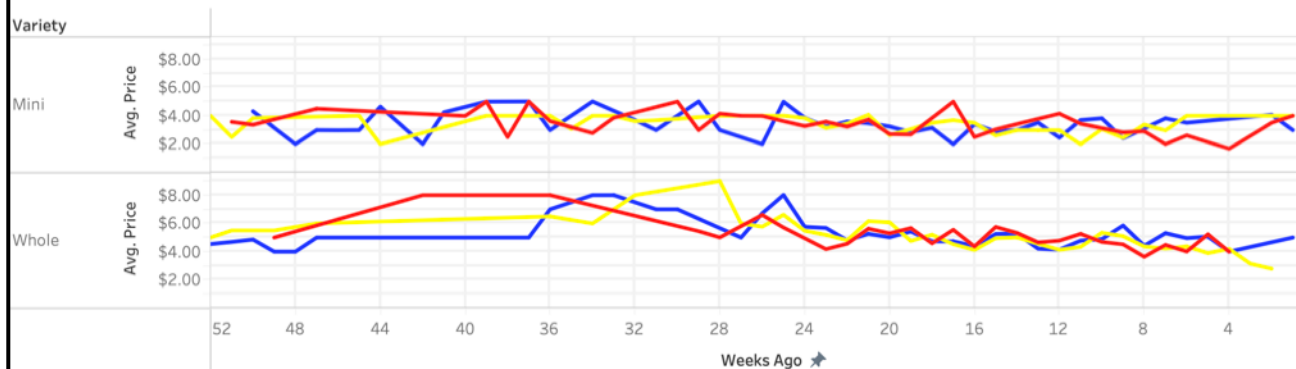
Weekly Number of Stores Running Ads: South Central



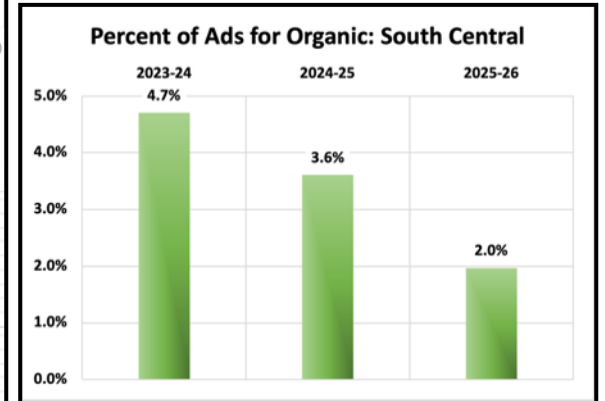
Cumulative Number of Stores Running Ads: South Central



Weekly Average Price for Mini and Seedless Watermelon: South Central

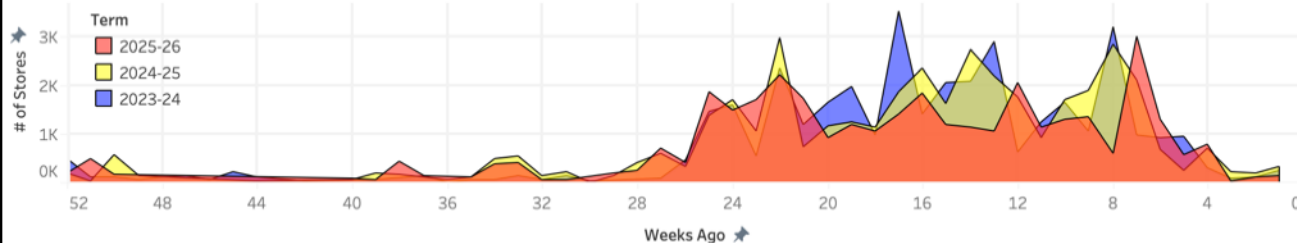


Price per Each	2023-24	2024-25	2025-26
# of Stores	31,915	31,011	26,670
Seedless	\$ 5.34	\$ 5.19	\$ 5.17
Mini	\$ 3.43	\$ 3.42	\$ 3.49
Organic Seedless	\$ 6.49	NA	\$ 5.54
Organic Mini	\$ 5.10	\$ 5.44	\$ 5.54

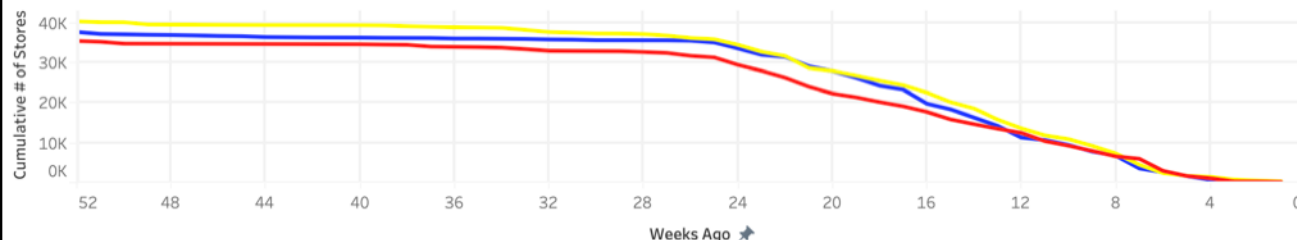


Southwest

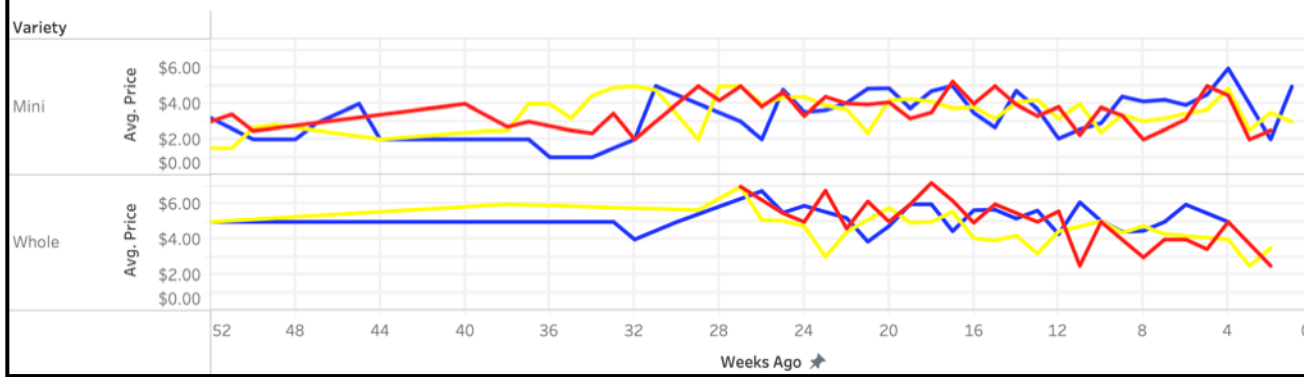
Weekly Number of Stores Running Ads: Southwest



Cumulative Number of Stores Running Ads: Southwest

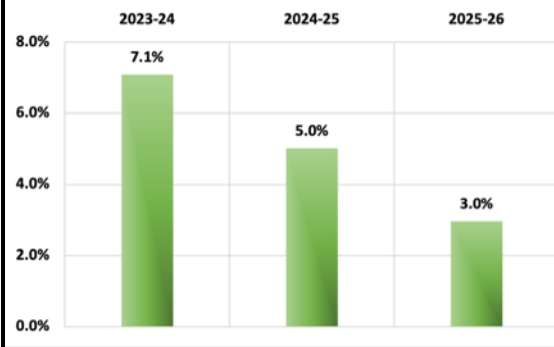


Weekly Average Price for Mini and Seedless Watermelon: Southwest



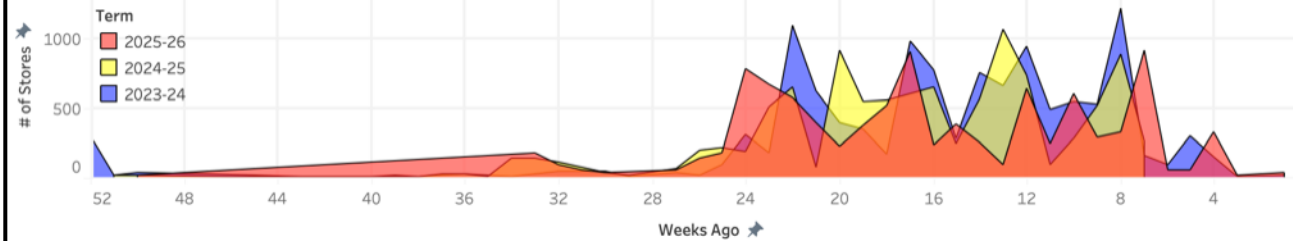
Price per Each	2023-24	2024-25	2025-26
# of Stores	37,644	40,297	35,379
Seedless	\$ 5.19	\$ 4.62	\$ 5.01
Mini	\$ 3.34	\$ 3.53	\$ 3.53
Organic Seedless	\$ 7.19	NA	NA
Organic Mini	\$ 5.27	\$ 5.38	\$ 6.16

Percent of Ads for Organic: Southwest

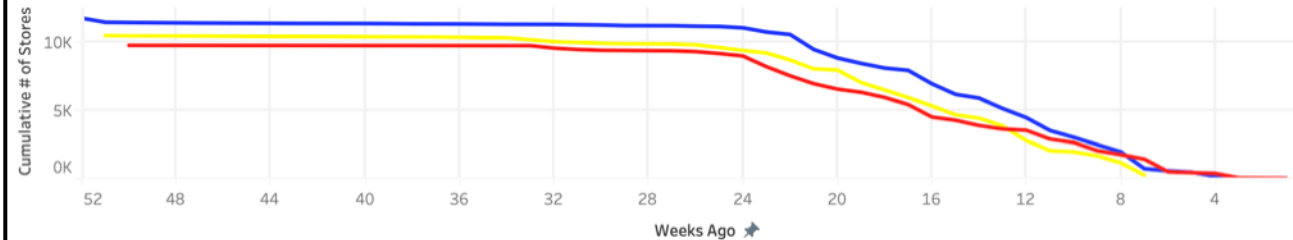


Northwest

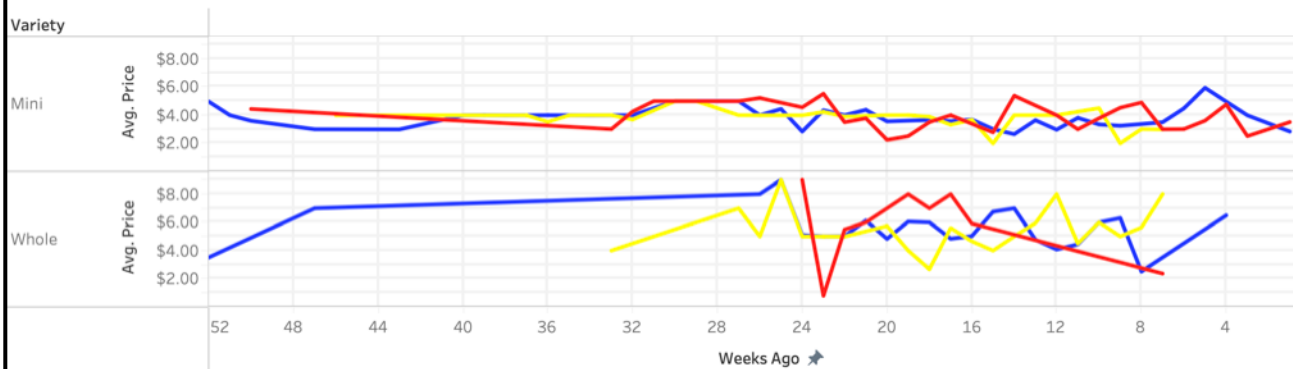
Weekly Number of Stores Running Ads: Northwest



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	11,755	10,480	9,758
Seedless	\$ 5.62	\$ 5.45	\$ 5.83
Mini	\$ 3.85	\$ 3.83	\$ 3.93
Organic Seedless	\$ 9.03	NA	NA
Organic Mini	\$ 5.31	\$ 5.39	\$ 5.22

