

Retail Scan Data

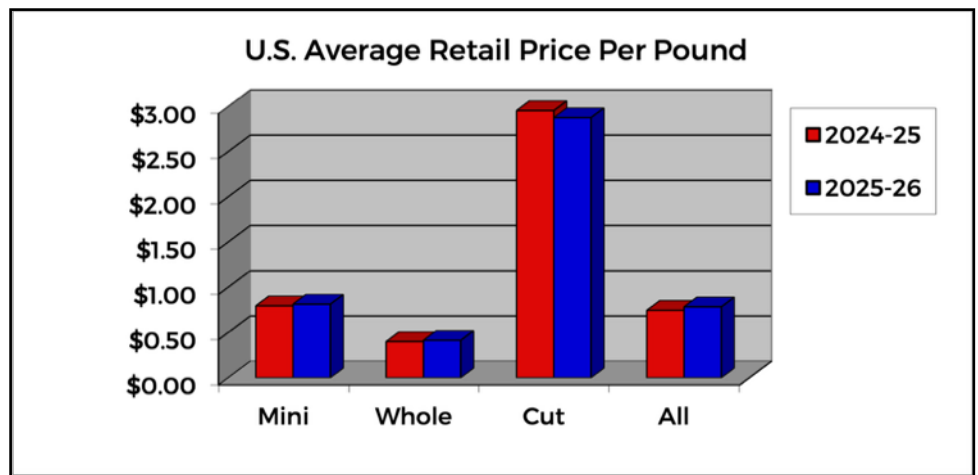
Compiled by the National Watermelon Promotion Board



Retail Sales in Pounds				
Category	2024-25	2025-26	% Change	2025-26 Share
Mini	371,236,088	379,195,368	2.1%	9.8%
Whole	3,173,702,826	2,963,727,638	-6.6%	76.7%
Cut	487,575,755	519,078,872	6.5%	13.4%
Total	4,032,514,670	3,862,001,878	-4.2%	100.0%

Data current through
October 4, 2026

Retail Price per Pound		
Category	2024-25	2025-26
Mini	\$0.80	\$0.81
Whole	\$0.40	\$0.41
Cut	\$2.95	\$2.88
All	\$0.75	\$0.78



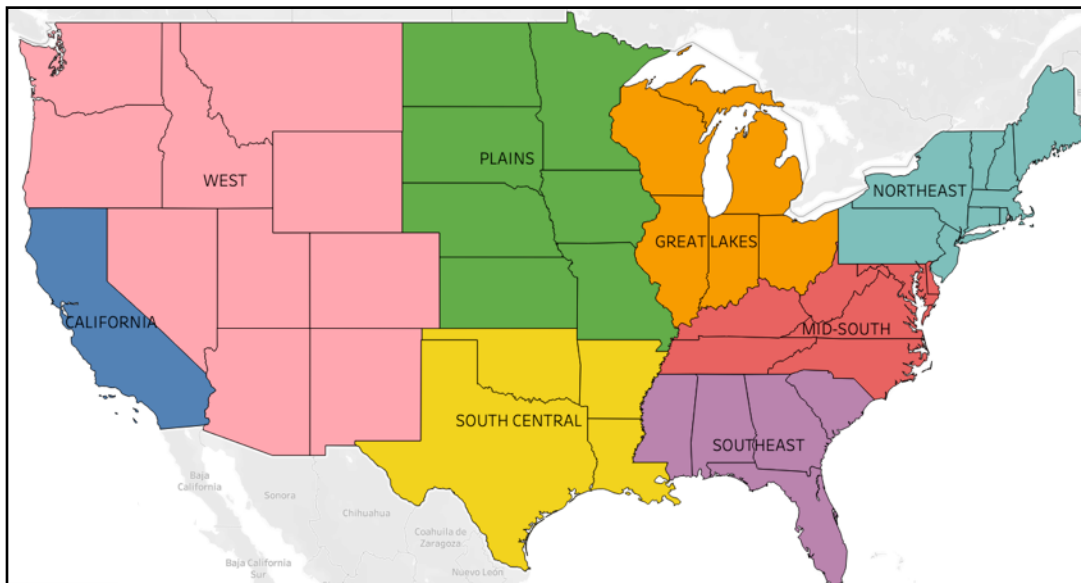
Regional Price Per Pound			
Region	Whole Price/lb	Cut Price/lb	Mini Price/lb
California 2024-25	\$0.46	\$2.31	\$0.85
California 2025-26	\$0.48	\$2.30	\$0.86
Great Lakes 2024-25	\$0.38	\$3.38	\$0.65
Great Lakes 2025-26	\$0.39	\$3.51	\$0.69
MidSouth 2024-25	\$0.38	\$3.27	\$0.73
MidSouth 2025-26	\$0.38	\$3.22	\$0.72
Northeast 2024-25	\$0.40	\$2.50	\$0.86
Northeast 2025-26	\$0.41	\$2.39	\$0.91
Plains 2024-25	\$0.37	\$3.11	\$0.86
Plains 2025-26	\$0.37	\$3.21	\$0.86
Southcentral 2024-25	\$0.40	\$3.22	\$0.81
Southcentral 2025-26	\$0.42	\$2.79	\$0.81
Southeast 2024-25	\$0.41	\$3.20	\$0.83
Southeast 2025-26	\$0.40	\$3.40	\$0.82
West 2024-25	\$0.41	\$2.92	\$0.80
West 2025-26	\$0.47	\$2.47	\$0.83

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 October 4, 2026 compared to the prior 52 Weeks.

For questions or expanded information reach out to:

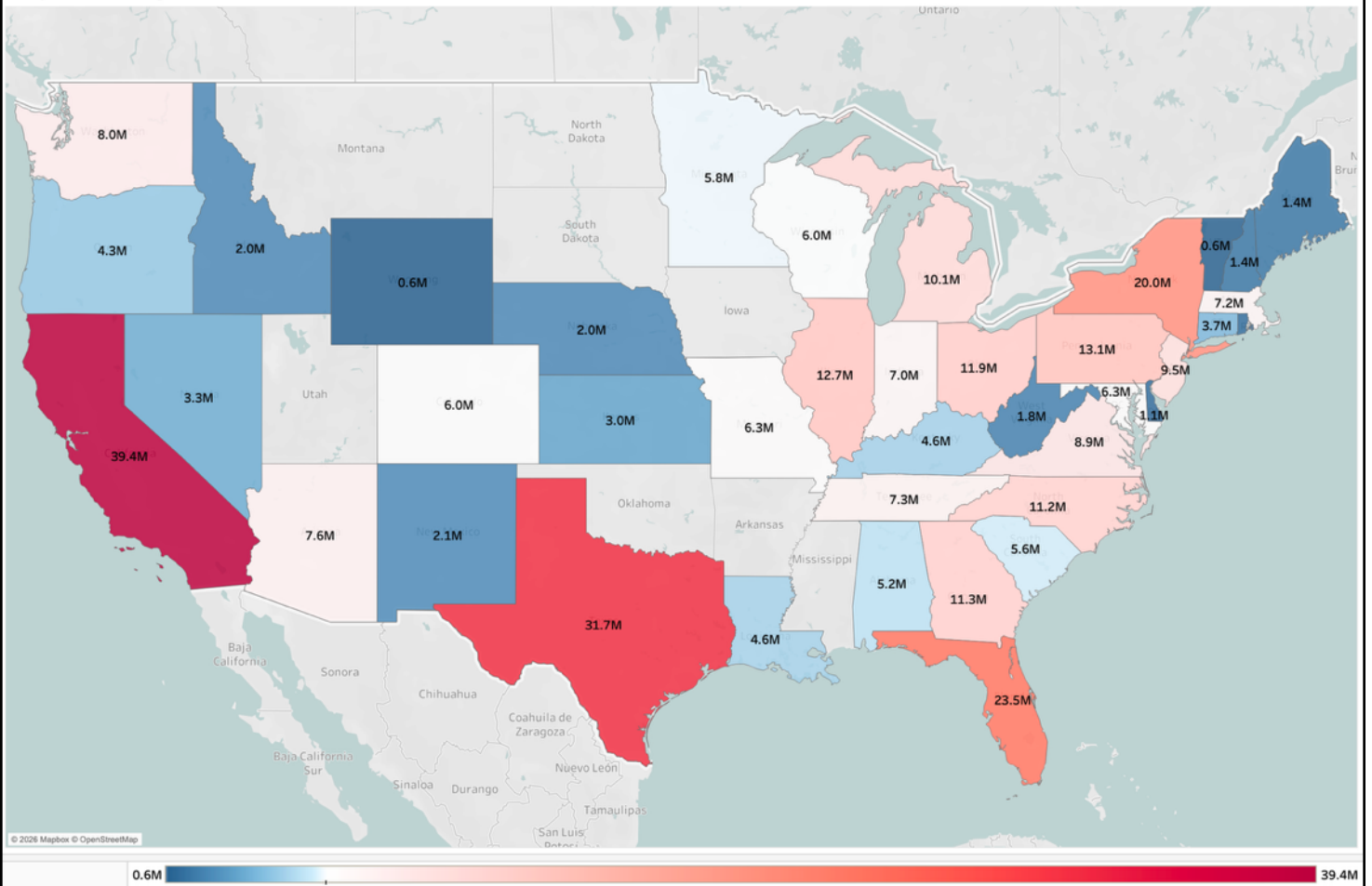
Jason Hanselman • Phone: (407) 925-5285 • Email: jasonh116@gmail.com

Scanner Data Regions



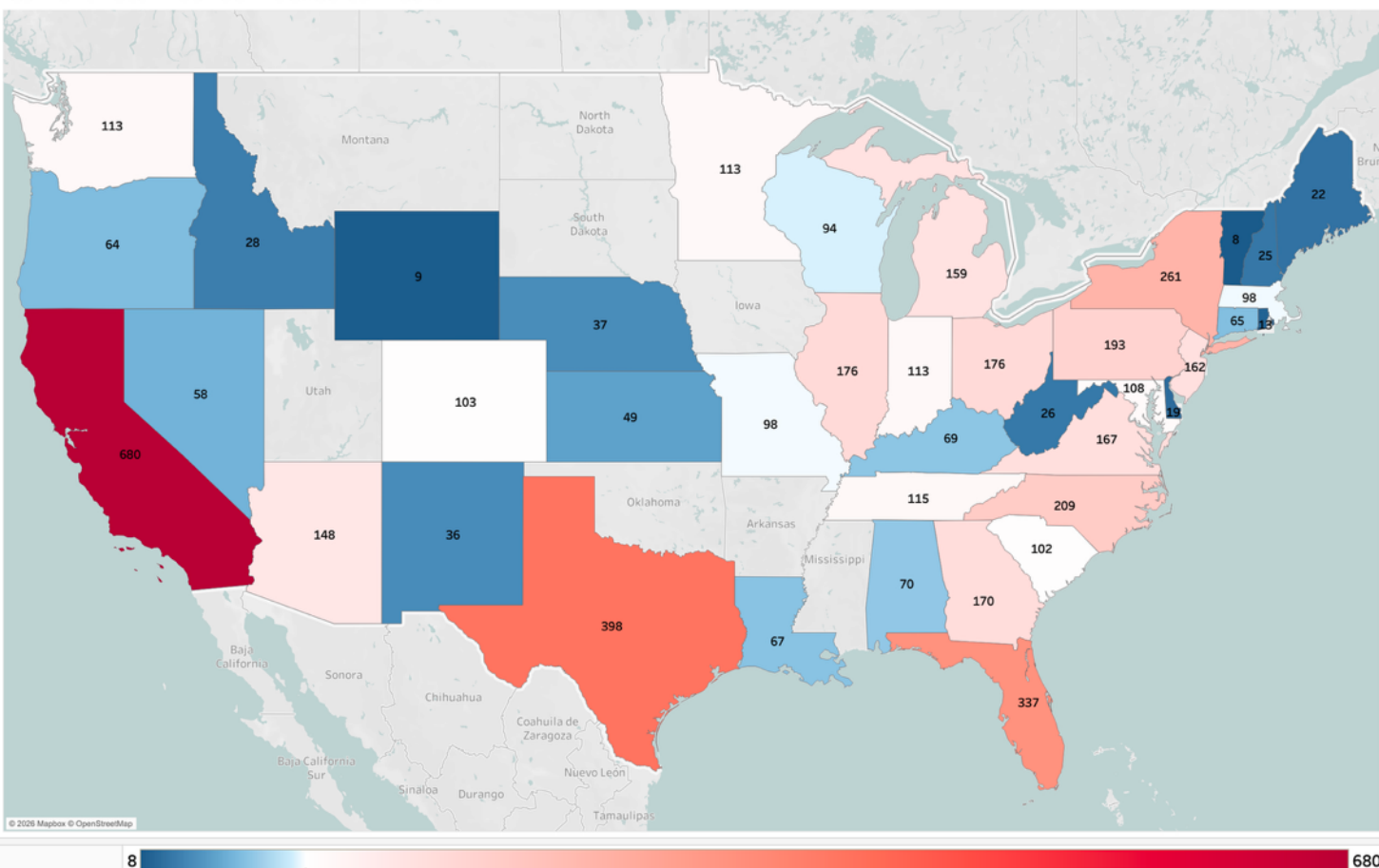
Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2024-25	362,064,918	62,159,868	80,896,312	505,121,097
California 2025-26	342,864,498	67,017,866	87,569,542	497,451,906
Percent Growth	-5.3%	7.8%	8.2%	-1.5%
2025-26 % of Total	68.9%	13.5%	17.6%	100.0%
Great Lakes 2024-25	450,881,590	45,108,489	50,463,793	546,453,871
Great Lakes 2025-26	433,716,768	42,735,596	47,910,009	524,362,373
Percent Growth	-3.8%	-5.3%	-5.1%	-4.0%
2025-26 % of Total	82.7%	8.2%	9.1%	100.0%
MidSouth 2024-25	450,274,529	56,892,208	45,276,793	552,443,530
MidSouth 2025-26	422,281,187	58,084,398	47,502,406	527,867,991
Percent Growth	-6.2%	2.1%	4.9%	-4.4%
2025-26 % of Total	80.0%	11.0%	9.0%	100.0%
Northeast 2024-25	507,235,438	87,829,005	49,219,258	644,283,701
Northeast 2025-26	482,598,891	89,489,813	49,190,062	621,278,765
Percent Growth	-4.9%	1.9%	-0.1%	-3.6%
2025-26 % of Total	77.7%	14.4%	7.9%	100.0%
Plains 2024-25	258,374,958	22,843,935	13,624,092	294,842,985
Plains 2025-26	244,642,642	24,644,531	12,878,817	282,165,989
Percent Growth	-5.3%	7.9%	-5.5%	-4.3%
2025-26 % of Total	86.7%	8.7%	4.6%	100.0%
Southcentral 2024-25	363,527,816	55,176,312	27,753,196	446,457,324
Southcentral 2025-26	327,959,009	63,239,996	29,597,513	420,796,518
Percent Growth	-9.8%	14.6%	6.6%	-5.7%
2025-26 % of Total	77.9%	15.0%	7.0%	100.0%
Southeast 2024-25	392,211,590	108,921,612	46,269,110	547,402,311
Southeast 2025-26	367,372,203	111,101,763	46,441,441	524,915,407
Percent Growth	-6.3%	2.0%	0.4%	-4.1%
2025-26 % of Total	70.0%	21.2%	8.8%	100.0%
West 2024-25	389,131,987	48,644,328	57,733,535	495,509,851
West 2025-26	342,292,441	62,764,910	58,105,578	463,162,929
Percent Growth	-12.0%	29.0%	0.6%	-6.5%
2025-26 % of Total	73.9%	13.6%	12.5%	100.0%

Population by State



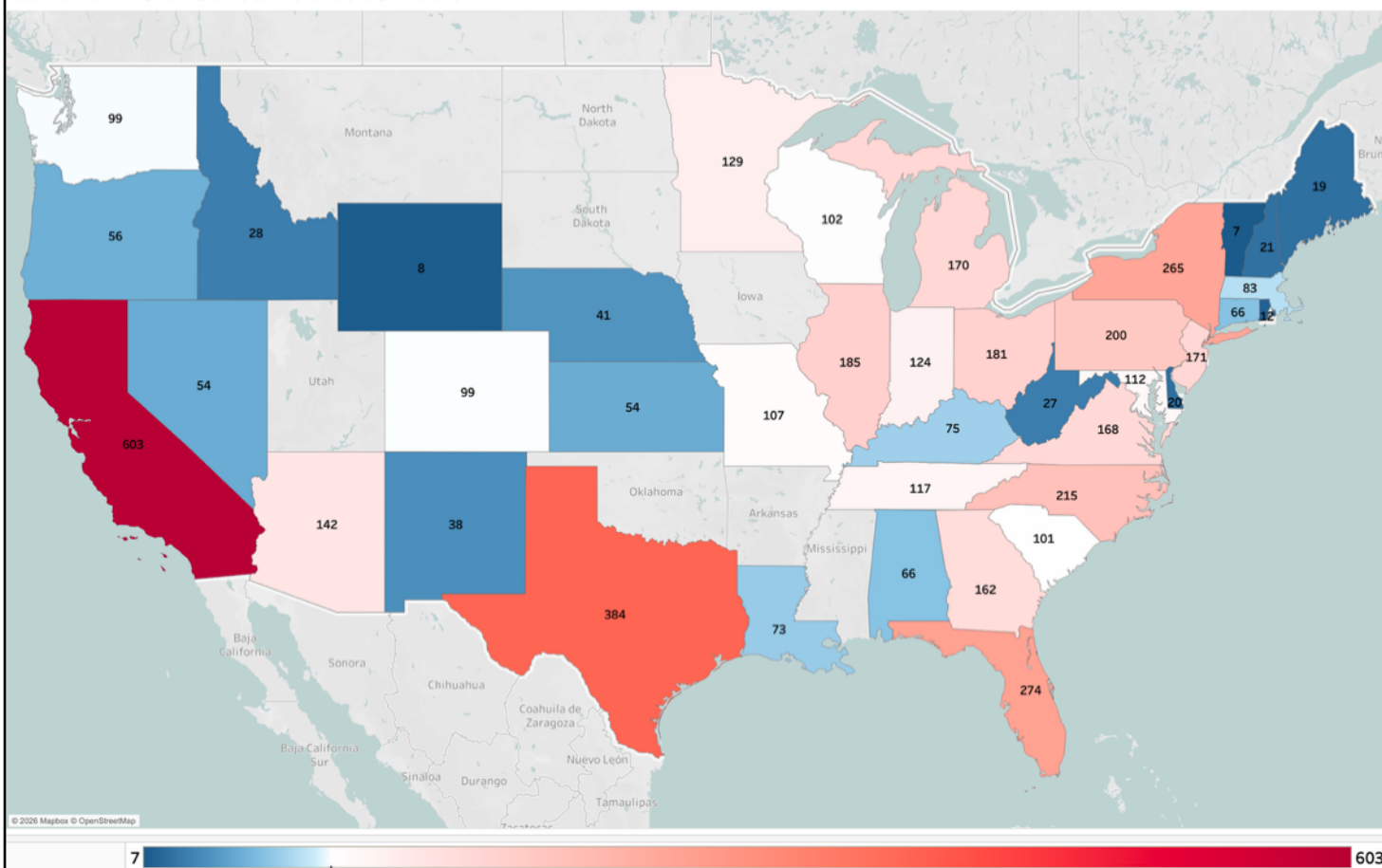
State	Population	State	Population
California	39,355,309	Wisconsin	5,972,787
Texas	31,709,821	Minnesota	5,830,405
Florida	23,462,518	South Carolina	5,570,274
New York	20,002,427	Alabama	5,193,088
Pennsylvania	13,059,432	Louisiana	4,618,189
Illinois	12,719,141	Kentucky	4,606,864
Ohio	11,900,510	Oregon	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	64,348,183	68,379,078	6.3%	Rhode Island	10,116,983	9,663,847	-4.5%
Colorado	74,636,100	75,301,016	0.9%	Kansas	37,293,330	35,619,592	-4.5%
California	505,121,097	497,451,906	-1.5%	Kentucky	52,960,879	50,445,405	-4.7%
New Hampshire	18,222,795	17,928,755	-1.6%	Georgia	130,386,242	124,085,122	-4.8%
South Carolina	76,051,432	74,734,630	-1.7%	Missouri	75,134,401	71,501,286	-4.8%
Illinois	131,073,993	128,581,087	-1.9%	Pennsylvania	148,188,097	140,932,019	-4.9%
Massachusetts	72,940,482	71,379,411	-2.1%	Virginia	128,277,478	121,900,727	-5.0%
Nebraska	27,706,768	27,087,384	-2.2%	Tennessee	88,644,541	83,905,270	-5.3%
Maine	16,577,250	16,199,252	-2.3%	Indiana	87,931,219	82,855,295	-5.8%
Wyoming	6,806,233	6,631,870	-2.6%	New Mexico	28,374,056	26,658,877	-6.0%
Maryland	81,524,188	79,321,103	-2.7%	Alabama	54,927,301	51,532,176	-6.2%
Delaware	14,066,992	13,666,801	-2.8%	Ohio	137,549,870	128,382,223	-6.7%
Connecticut	48,918,993	47,517,171	-2.9%	Texas	312,297,865	291,365,475	-6.7%
Minnesota	85,282,284	82,764,280	-3.0%	Nevada	45,607,327	42,460,635	-6.9%
Vermont	6,360,593	6,147,045	-3.4%	Michigan	124,766,140	115,965,222	-7.1%
New York	197,648,078	191,010,890	-3.4%	West Virginia	20,417,204	18,789,889	-8.0%
New Jersey	123,037,468	118,795,020	-3.4%	Washington	90,308,105	82,782,012	-8.3%
Idaho	21,507,448	20,716,883	-3.7%	Oregon	51,469,419	46,732,163	-9.2%
Florida	255,725,492	246,283,603	-3.7%	Arizona	119,568,224	108,501,769	-9.3%
North Carolina	159,537,780	152,998,374	-4.1%	Louisiana	56,818,453	49,182,365	-13.4%

Current Whole Pounds Indexed to Median



Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	55,846,977	57,953,206	3.8%	Kentucky	45,409,854	42,657,274	-6.1%
Illinois	102,585,537	105,395,925	2.7%	Missouri	64,748,070	60,776,235	-6.1%
Minnesota	75,260,486	73,283,470	-2.6%	Idaho	16,745,753	15,700,426	-6.2%
Colorado	58,665,071	56,369,351	-3.9%	Virginia	102,266,420	95,707,962	-6.4%
Maryland	66,372,479	63,669,357	-4.1%	Vermont	4,459,174	4,165,166	-6.6%
South Carolina	59,770,532	57,324,474	-4.1%	Rhode Island	7,225,940	6,730,178	-6.9%
New York	157,210,126	150,748,879	-4.1%	Ohio	110,711,544	103,011,089	-7.0%
Massachusetts	49,474,728	47,404,514	-4.2%	Tennessee	71,792,222	66,768,368	-7.0%
Maine	11,555,931	11,065,096	-4.2%	North Carolina	131,207,758	121,975,464	-7.0%
Nebraska	24,136,061	23,091,179	-4.3%	Indiana	76,099,637	70,623,592	-7.2%
Connecticut	39,389,918	37,669,749	-4.4%	Georgia	99,056,631	91,926,908	-7.2%
New Hampshire	12,343,959	11,797,712	-4.4%	Alabama	40,905,550	37,696,374	-7.8%
Delaware	11,716,723	11,157,308	-4.8%	Michigan	105,341,389	96,777,093	-8.1%
Wyoming	5,015,389	4,774,810	-4.8%	New Mexico	23,735,044	21,382,714	-9.9%
New Jersey	102,790,692	97,366,805	-5.3%	Texas	247,968,895	218,222,815	-12.0%
California	362,064,918	342,864,498	-5.3%	Nevada	34,640,052	30,448,678	-12.1%
Pennsylvania	120,096,892	113,569,354	-5.4%	Louisiana	48,809,621	41,218,973	-15.6%
Kansas	32,615,483	30,661,519	-6.0%	Arizona	95,884,403	80,916,427	-15.6%
Florida	165,709,520	155,766,388	-6.0%	Washington	66,985,617	56,023,281	-16.4%
West Virginia	16,460,574	15,469,454	-6.0%	Oregon	38,564,545	31,665,381	-17.9%



Map of the United States showing the number of COVID-19 cases by state. The map uses a color scale from dark blue (low cases) to dark red (high cases). The legend at the bottom indicates the scale from 10 to 1,386 cases.

State	Number of Cases
Alabama	11
Alaska	1
Arizona	226
Arkansas	1
California	1,386
Colorado	38
Connecticut	48
Delaware	19
District of Columbia	127
Florida	381
Georgia	107
Hawaii	1
Idaho	1
Illinois	133
Indiana	61
Iowa	1
Kansas	30
Kentucky	61
Louisiana	39
Maine	27
Maryland	115
Massachusetts	93
Michigan	197
Minnesota	61
Mississippi	1
Missouri	51
Montana	1
Nebraska	21
Nevada	99
New Hampshire	29
New Jersey	204
New Mexico	137
New York	251
North Carolina	210
North Dakota	1
Ohio	101
Oklahoma	1
Oregon	107
Pennsylvania	231
Rhode Island	1
South Carolina	171
South Dakota	1
Tennessee	101
Texas	357
Utah	1
Vermont	10
Virginia	29
Washington	209
West Virginia	29
Wisconsin	99
Wyoming	10

Largest % Increase	Prior #	Current #	% Change		Rest of States	Prior #	Current #	% Change
North Carolina	11,082,018	13,292,045	19.9%		Virginia	13,031,292	12,916,039	-0.9%
South Carolina	5,666,455	6,743,481	19.0%		Michigan	12,586,170	12,427,459	-1.3%
Georgia	9,362,810	10,782,304	15.2%		New Hampshire	1,857,531	1,833,868	-1.3%
Wisconsin	5,498,123	6,276,369	14.2%		Oregon	6,824,030	6,730,068	-1.4%
New Jersey	7,156,006	8,016,436	12.0%		Pennsylvania	12,115,498	11,915,649	-1.6%
Connecticut	2,725,323	3,020,508	10.8%		Idaho	1,959,578	1,914,600	-2.3%
Texas	20,513,780	22,548,815	9.9%		Nevada	6,443,679	6,235,409	-3.2%
Kansas	1,731,455	1,900,938	9.8%		New York	16,399,818	15,829,837	-3.5%
California	80,896,312	87,569,542	8.2%		Alabama	3,606,558	3,471,993	-3.7%
Indiana	5,983,133	6,355,546	6.2%		Maine	1,779,389	1,700,075	-4.5%
Tennessee	6,012,057	6,372,892	6.0%		Massachusetts	6,224,657	5,874,504	-5.6%
Washington	12,575,868	13,219,754	5.1%		Florida	26,013,866	24,045,504	-7.6%
New Mexico	2,301,876	2,409,024	4.7%		Louisiana	2,680,650	2,463,353	-8.1%
Maryland	6,931,288	7,244,930	4.5%		Ohio	16,000,629	14,579,164	-8.9%
Nebraska	1,253,489	1,308,220	4.4%		Minnesota	4,251,004	3,835,057	-9.8%
Delaware	1,171,588	1,216,433	3.8%		Rhode Island	749,513	673,737	-10.1%
Kentucky	3,692,888	3,822,650	3.5%		Wyoming	711,518	631,366	-11.3%
Arizona	13,898,785	14,301,464	2.9%		Missouri	3,736,286	3,222,483	-13.8%
Colorado	8,415,800	8,634,100	2.6%		Illinois	10,551,001	8,426,502	-20.1%
Vermont	649,256	649,735	0.1%		West Virginia	2,535,702	1,851,312	-27.0%

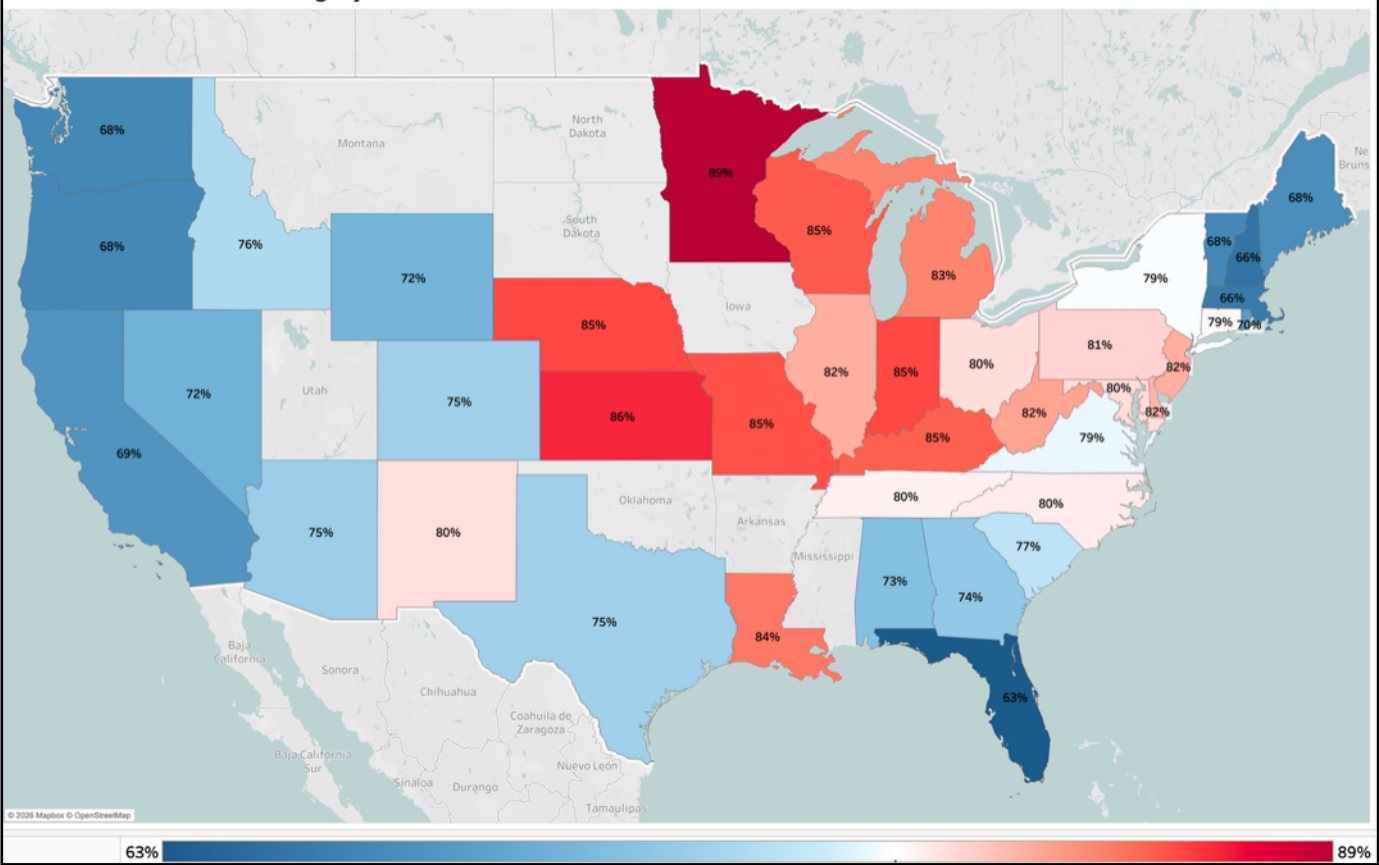
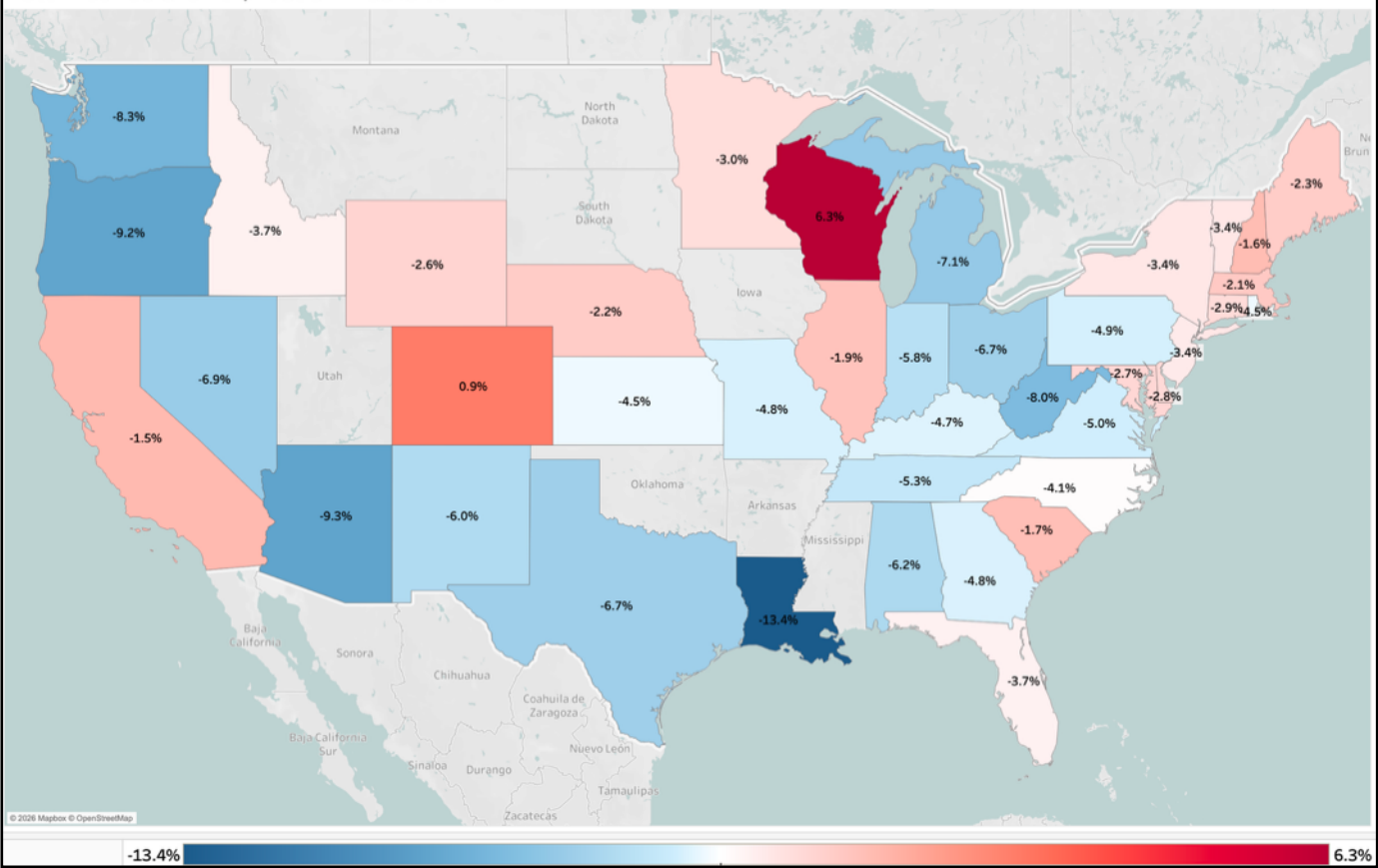


Map of the United States showing the number of COVID-19 cases by state. The map uses a color scale from blue (low) to red (high). The number of cases for each state is labeled on the map.

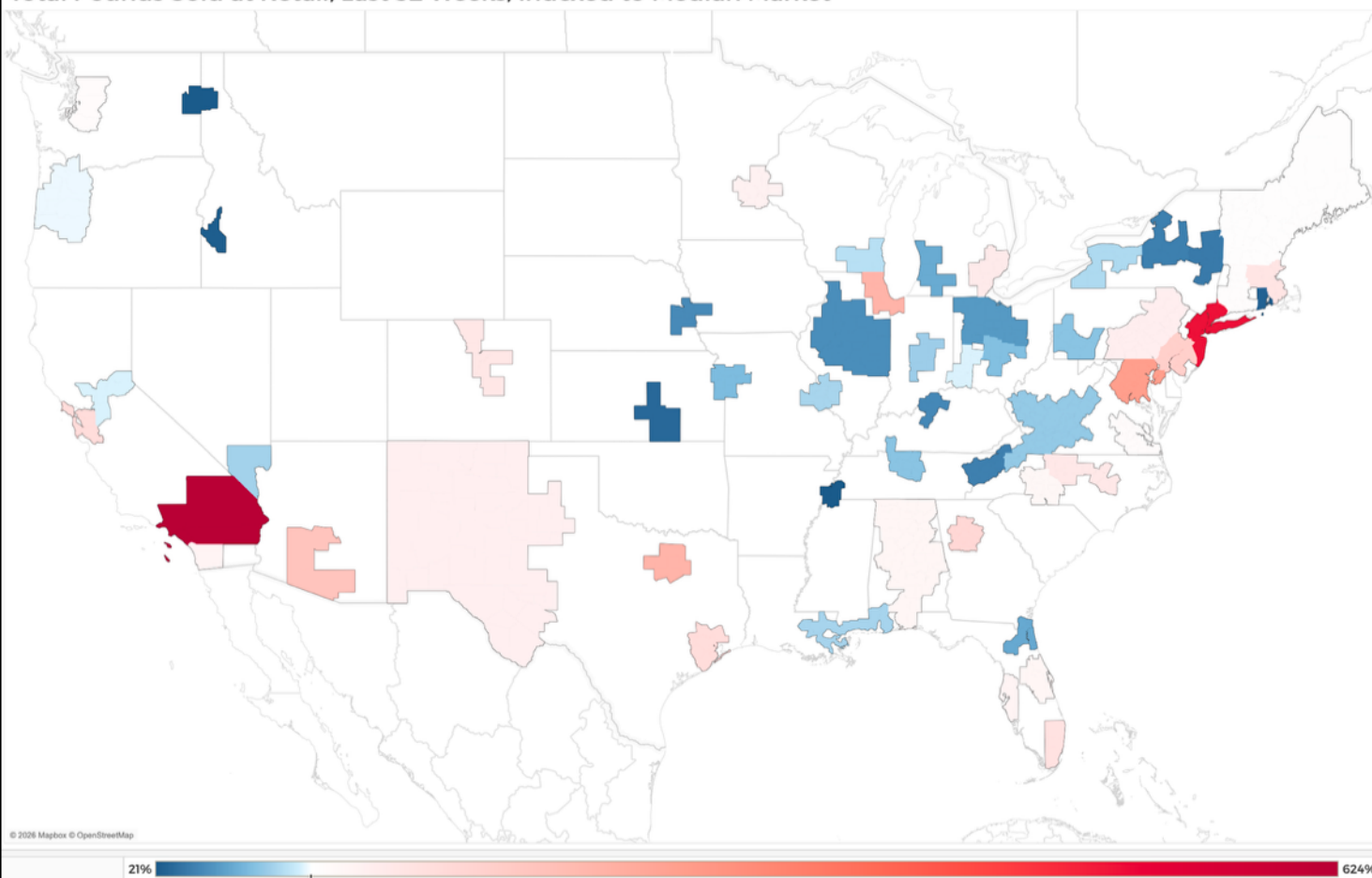
State	Cases
Alaska	171
Arizona	168
Arkansas	69
California	846
Colorado	36
Connecticut	229
Delaware	29
District of Columbia	18
Florida	839
Georgia	270
Hawaii	105
Idaho	39
Illinois	186
Indiana	50
Iowa	95
Kansas	34
Kentucky	19
Louisiana	136
Maine	43
Maryland	169
Massachusetts	54
Michigan	85
Minnesota	71
Mississippi	131
Missouri	136
Montana	15
Nebraska	39
Nevada	73
New Hampshire	17
New Jersey	309
New Mexico	130
New York	195
North Carolina	135
North Dakota	34
Ohio	186
Oklahoma	36
Oregon	39
Pennsylvania	168
Rhode Island	86
South Carolina	224
South Dakota	15
Tennessee	136
Texas	639
Utah	130
Vermont	17
Virginia	106
Washington	171
West Virginia	19
Wisconsin	52
Wyoming	39

Legend: 15 846

Largest % Increase	Prior #	Current #	% Change	Rest of States	Prior #	Current #	% Change
Wisconsin	3,003,082	4,149,502	38.2%	Kansas	2,946,392	3,057,135	3.8%
Oregon	6,080,843	8,336,714	37.1%	West Virginia	1,420,928	1,469,123	3.4%
Colorado	7,555,230	10,297,565	36.3%	Louisiana	5,328,182	5,500,039	3.2%
Arizona	9,785,036	13,283,877	35.8%	North Carolina	17,248,004	17,730,866	2.8%
Nevada	4,523,596	5,776,548	27.7%	Kentucky	3,858,137	3,965,481	2.8%
Washington	10,746,620	13,538,977	26.0%	New Jersey	13,090,770	13,411,779	2.5%
New Mexico	2,337,136	2,867,139	22.7%	Virginia	12,979,766	13,276,727	2.3%
Nebraska	2,317,217	2,687,984	16.0%	Maryland	8,220,421	8,406,815	2.3%
Texas	43,815,189	50,593,845	15.5%	New York	24,038,134	24,432,174	1.6%
Wyoming	1,079,326	1,225,693	13.6%	South Carolina	10,614,445	10,666,674	0.5%
Missouri	6,650,045	7,502,567	12.8%	Indiana	5,848,449	5,876,157	0.5%
Idaho	2,802,117	3,101,857	10.7%	Connecticut	6,803,752	6,826,914	0.3%
Delaware	1,178,682	1,293,060	9.7%	Ohio	10,837,698	10,791,970	-0.4%
California	62,159,868	67,017,866	7.8%	Alabama	10,415,192	10,363,809	-0.5%
New Hampshire	4,021,305	4,297,176	6.9%	Tennessee	10,840,263	10,764,010	-0.7%
Vermont	1,252,163	1,332,144	6.4%	Michigan	6,838,581	6,760,670	-1.1%
Maine	3,241,929	3,434,081	5.9%	Minnesota	5,770,794	5,645,753	-2.2%
Rhode Island	2,141,530	2,259,932	5.5%	Georgia	21,966,800	21,375,909	-2.7%
Massachusetts	17,241,096	18,100,393	5.0%	Pennsylvania	15,975,707	15,447,016	-3.3%
Florida	64,002,106	66,471,711	3.9%	Illinois	17,937,455	14,758,660	-17.7%



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	41,049,764	47,097,258	14.7%	INDIANAPOLIS	32,009,871	30,579,387	-4.5%
MILWAUKEE	31,879,425	33,950,193	6.5%	PROVIDENCE	10,116,983	9,663,847	-4.5%
DENVER	55,356,921	55,936,000	1.0%	JACKSONVILLE	24,327,565	23,216,330	-4.6%
LOS ANGELES	244,601,185	245,180,590	0.2%	BUFFALO/ROCHESTER	34,642,798	32,827,052	-5.2%
BOISE	8,846,221	8,692,604	-1.7%	HARRISBURG/SCRANTON	53,595,605	50,722,343	-5.4%
TAMPA	47,789,845	46,930,990	-1.8%	ORLANDO	48,471,086	45,869,904	-5.4%
WICHITA	11,152,908	10,942,817	-1.9%	BIRMINGHAM/MONTGOMERY	48,558,569	45,922,071	-5.4%
CHICAGO	98,754,530	96,588,932	-2.2%	DALLAS/FT. WORTH	101,969,025	96,268,257	-5.6%
BOSTON	58,833,962	57,516,201	-2.2%	NASHVILLE	30,112,280	28,341,018	-5.9%
NEW ENGLAND	41,298,492	40,356,771	-2.3%	WEST TEX/NEW MEXICO	53,308,921	50,089,872	-6.0%
BALTIMORE/WASHINGTON	115,983,399	113,313,667	-2.3%	KANSAS CITY	28,397,929	26,657,476	-6.1%
PHILADELPHIA	76,736,827	74,794,094	-2.5%	CINCINNATI/DAYTON	39,728,057	37,239,076	-6.3%
MINNEAPOLIS	50,646,431	49,349,967	-2.6%	MIAMI/FT. LAUDERDALE	63,857,346	59,756,002	-6.4%
KNOXVILLE	15,853,092	15,365,511	-3.1%	RICHMOND/NORFOLK	44,932,680	42,033,090	-6.5%
NEW YORK	207,560,080	201,157,746	-3.1%	COLUMBUS	29,338,755	27,426,947	-6.5%
HARTFORD/SPRINGFIELD	42,684,411	41,354,415	-3.1%	ROANOKE	31,635,183	29,505,098	-6.7%
OMAHA	17,962,851	17,361,640	-3.3%	DETROIT	58,185,369	54,147,380	-6.9%
LOUISVILLE	17,604,083	17,013,772	-3.4%	GRAND RAPIDS	25,369,528	23,578,043	-7.1%
TOLEDO	21,139,827	20,402,619	-3.5%	LAS VEGAS	33,790,781	31,360,032	-7.2%
RALEIGH/GREENSBORO	57,594,421	55,522,205	-3.6%	PITTSBURGH	30,692,459	28,332,899	-7.7%
PEORIA/SPRINGFIELD	18,846,506	18,076,882	-4.1%	SAN FRANCISCO	69,578,366	64,098,355	-7.9%
CHARLOTTE	47,148,306	45,192,190	-4.1%	SEATTLE	46,350,990	42,074,250	-9.2%
ST. LOUIS	33,331,717	31,915,106	-4.3%	PHOENIX/TUCSON	93,197,672	84,178,295	-9.7%
ALBANY	15,021,894	14,379,922	-4.3%	NEW ORLEANS/MOBILE	35,609,223	31,793,582	-10.7%
SPOKANE	8,521,454	8,152,089	-4.3%	SACRAMENTO	41,848,698	37,203,984	-11.1%
SYRACUSE	15,985,294	15,283,801	-4.4%	PORTLAND	43,175,425	38,253,507	-11.4%
ATLANTA	71,131,099	68,004,518	-4.4%	HOUSTON	73,803,778	64,282,016	-12.9%