

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



watermelon.org

Data current through September 30, 2026

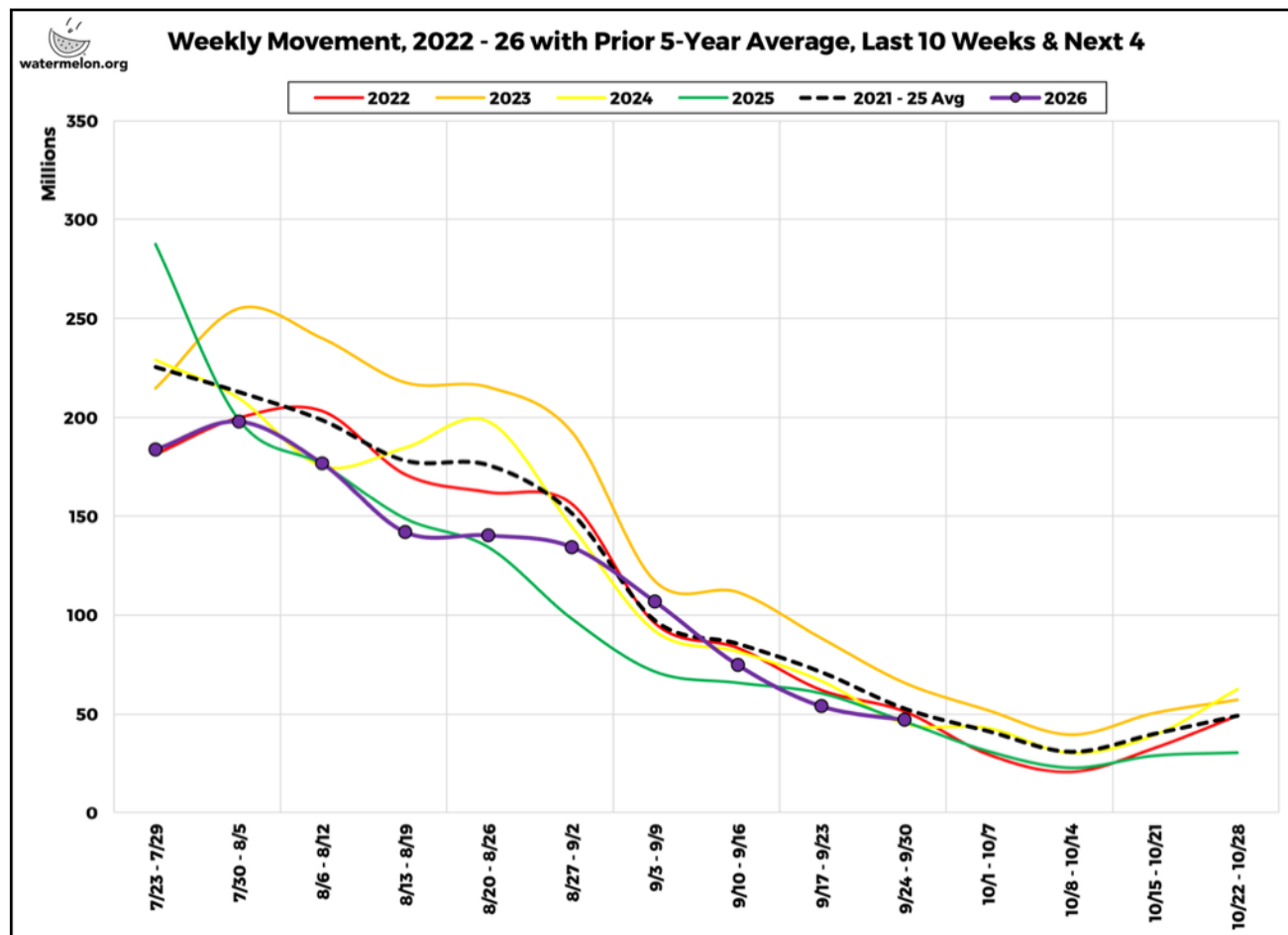
Market

- Past week volume 13% lower than week prior, 10% below average, 2% above 2025
- Weekly seedless FOB (\$0.238) lifted 7%, 3% above average, 22% above 2025

Movement	2026	2025	2026 v 25	2021-25 Avg	2026 v Avg
Last 7 Days	47,213,306	46,259,508	+2.1%	52,709,535	-10.4%
Last 30 Days	327,852,462	259,759,729	+26.2%	340,267,730	-3.6%
Year to Date	5,117,268,276	5,371,613,299	-4.7%	5,341,417,305	-4.2%

Movement

- Past week diminished more moderately compared to prior few weeks
- 2026 solidly in the mix of past years other than 2023

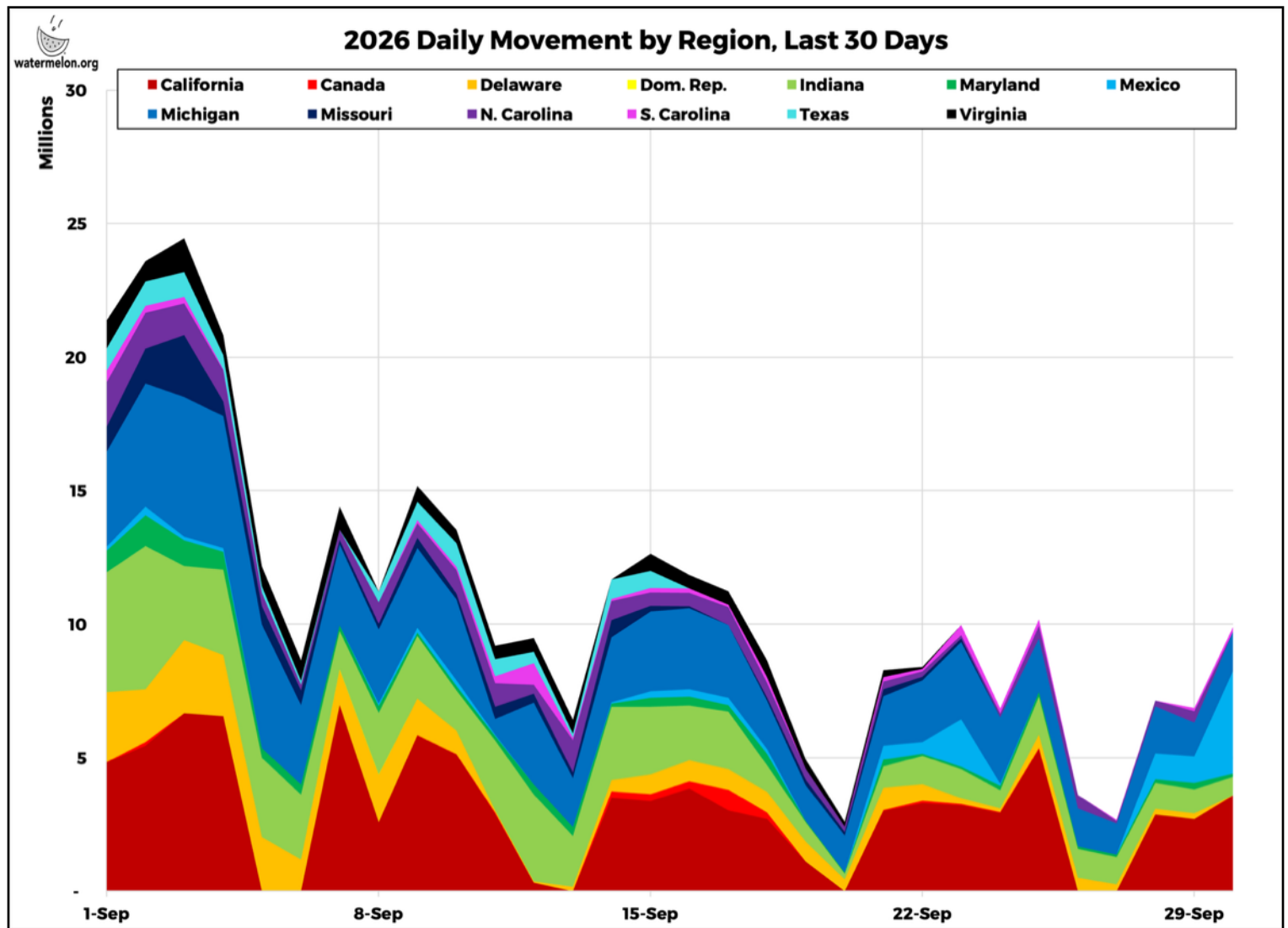


Source: USDA-AMS My Market News Portal

[Visit watermelon.org](https://watermelon.org) to view and download more detailed information

Source Regions—Last Week vs. Prior

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

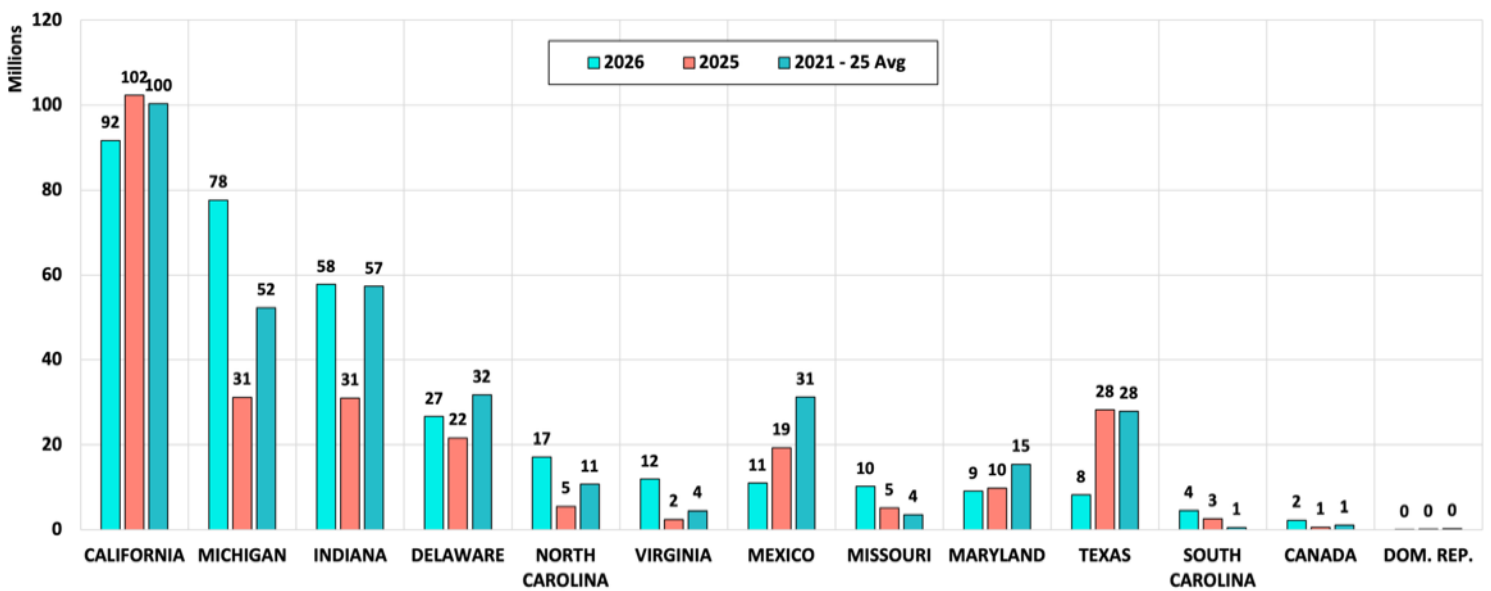


Last 7 Days Movement:

- California 29% below 2025, 8% below average
- Michigan 88% above 2025, 32% above average
- Indiana well above 2025, 30% above average
- Mexico 12% below 2025, 34% below average
- N. Carolina well above 2025 and average
- Delaware 40% below 2025, 51% below average
- Maryland well above 2025, 24% below average
- S. Carolina even with 2025, well above average
- Canada well above 2025 and average
- Dom. Rep. 95% below 2025, 96% below average

Region	Last 7 Days				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
CALIFORNIA	17,390,000	24,330,000	-29%	18,937,200	-8%
MICHIGAN	11,613,000	6,188,379	88%	8,802,076	32%
INDIANA	6,781,175	1,820,576	272%	5,220,115	30%
MEXICO	5,889,224	6,661,325	-12%	8,989,788	-34%
NORTH CAROLINA	1,807,870	700,672	158%	556,134	225%
DELAWARE	1,806,000	2,987,038	-40%	3,667,408	-51%
MARYLAND	1,036,900	457,970	126%	1,363,594	-24%
SOUTH CAROLINA	798,000	797,440	0%	159,488	400%
CANADA	86,878	7,982	988%	24,142	260%
DOM. REP.	4,259	81,054	-95%	120,122	-96%
TEXAS	0	1,840,000	-100%	3,744,000	-100%
OKLAHOMA	0	0	NA	664,000	-100%
VIRGINIA	0	0	NA	384,000	-100%
MISSOURI	0	379,904	-100%	75,981	-100%
GEORGIA	0	7,168	-100%	1,434	-100%
BRAZIL	0	0	NA	53	-100%
FLORIDA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
COSTA RICA	0	0	NA	0	NA
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
Total	47,213,306	46,259,508	2.1%	52,709,535	-10.4%

Last 30 Days Movement by Region Across Three Timeframes



To Date Movement:

- Mexico 17% below 2025, 13% below average
- Florida 5% above 2025, 3% below average
- Georgia 15% above 2025 and average
- California 10% below 2025, 9% above average
- Indiana 58% above 2025, 1% below average
- Texas 43% below 2025, 33% below average
- Guatemala 4% below 2025, 22% above average
- Missouri 38% above 2025, 21% above average
- N. Carolina 9% above 2025, 26% below average
- Arizona 61% below 2025, 33% below average
- Michigan 49% above 2025, 24% above average
- S. Carolina 77% above 2025, 37% above average
- Delaware 37% above 2025, 11% below average
- Maryland 6% above 2025, 41% below average
- Honduras 16% below 2025, 34% below average

Region	To Date				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	1,070,994,061	1,290,975,622	-17%	1,224,580,802	-13%
FLORIDA	920,808,675	873,025,804	5%	948,258,001	-3%
GEORGIA	722,407,205	629,653,665	15%	629,733,053	15%
CALIFORNIA	563,252,290	623,861,351	-10%	515,620,560	9%
INDIANA	361,073,435	228,787,935	58%	366,447,227	-1%
TEXAS	250,496,000	437,333,200	-43%	374,362,428	-33%
GUATEMALA	233,684,750	243,750,488	-4%	191,892,557	22%
MISSOURI	171,702,500	124,068,790	38%	141,447,518	21%
NORTH CAROLINA	150,487,495	138,220,896	9%	202,063,959	-26%
ARIZONA	145,141,115	374,713,103	-61%	215,976,438	-33%
MICHIGAN	132,468,750	88,661,935	49%	106,418,387	24%
SOUTH CAROLINA	127,622,616	72,170,384	77%	92,934,077	37%
DELAWARE	118,914,720	86,509,686	37%	133,699,937	-11%
MARYLAND	45,963,125	43,244,210	6%	78,460,842	-41%
HONDURAS	40,834,427	48,567,537	-16%	61,909,032	-34%
COSTA RICA	34,665,164	34,383,068	1%	20,050,652	73%
VIRGINIA	19,308,000	10,488,768	84%	13,941,754	38%
CANADA	2,662,710	836,526	218%	2,086,302	28%
ALABAMA	2,478,000	0	NA	4,216,000	-41%
BRAZIL	1,230,161	1,898,875	-35%	1,346,007	-9%
DOM. REP.	862,801	1,740,362	-50%	1,686,084	-49%
PANAMA	210,276	1,240,070	-83%	3,973,483	-95%
OKLAHOMA	0	17,481,024	-100%	9,808,205	-100%
MISSISSIPPI	0	0	NA	504,000	-100%
Total	5,117,268,276	5,371,613,299	-4.7%	5,341,417,305	-4.2%

Seedless FOB Pricing

- Fifth consecutive week of ascent, weekly average elevated, but moving in parallel with average past two
- Michigan and California only domestic reporters left

Seedless	2026	2025	2021-25
Last 7 Days	\$0.238	\$0.195	\$0.231
Last 30 Days	\$0.210	\$0.185	\$0.217
Year to Date	\$0.245	\$0.222	\$0.243

