Watermelon Market Report

Compiled by the National Watermelon Promotion Board

watermelon.org

Data current through November 18, 2026

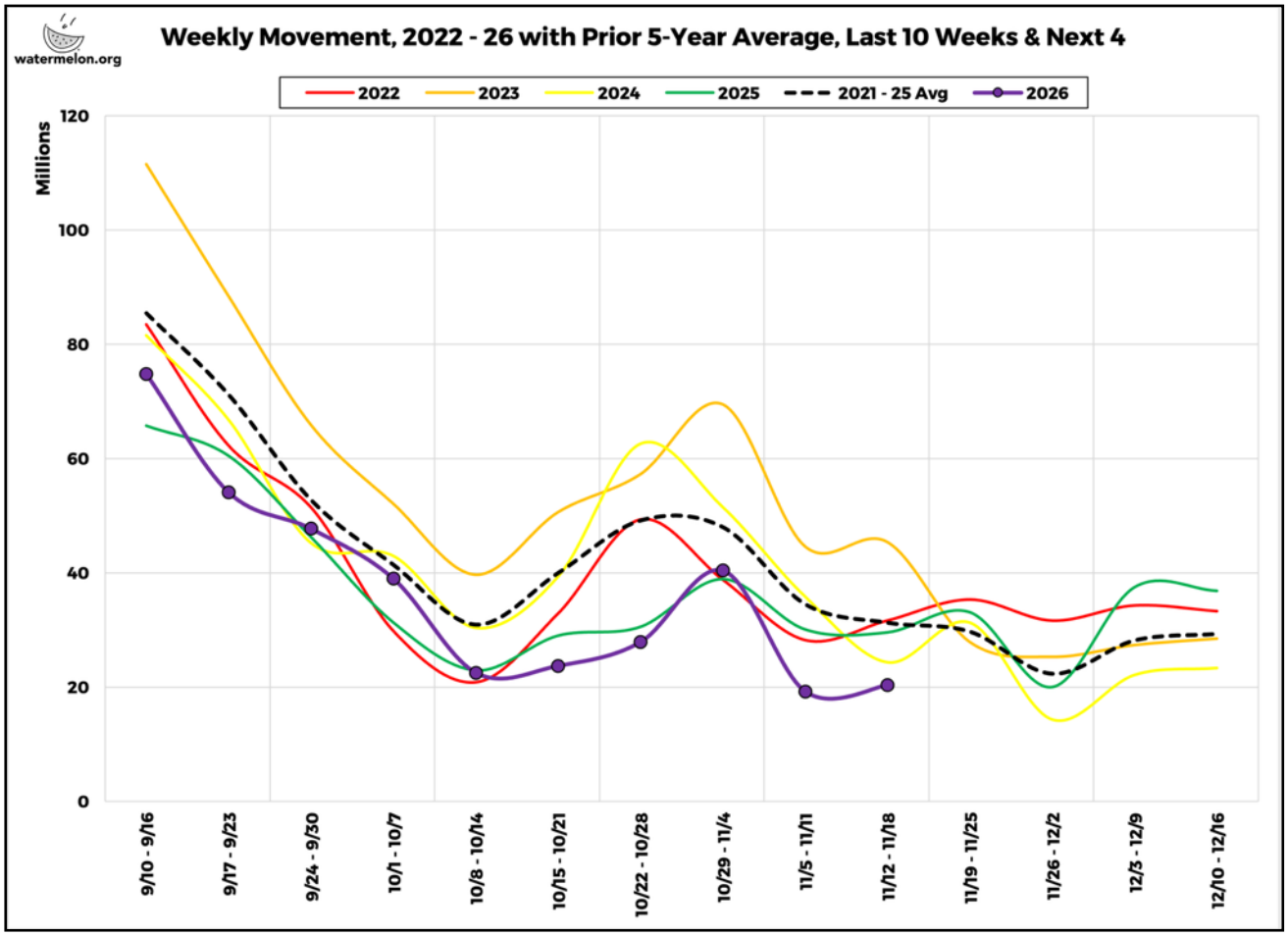
Market

- Past week volume 6% higher than week prior, 35% below average, 31% below 2025
- Weekly seedless FOB ($0.399) rose 8.3%, 44% above average, 37% above 2025

Movement	2026	2025	2026 v 25	2021-25 Avg	2026 v Avg
Last 7 Days	20,349,907	29,551,105	-31.1%	31,223,052	-34.8%
Last 30 Days	118,878,767	140,269,895	-15.2%	175,104,221	-32.1%
Year to Date	5,310,719,746	5,583,808,992	-4.9%	5,616,410,860	-5.4%

Movement

- Slight uptick in volume, four of last five weeks have been lowest of recent years
- Past 30 days have been nearly a third below average, though closer to half that to last year



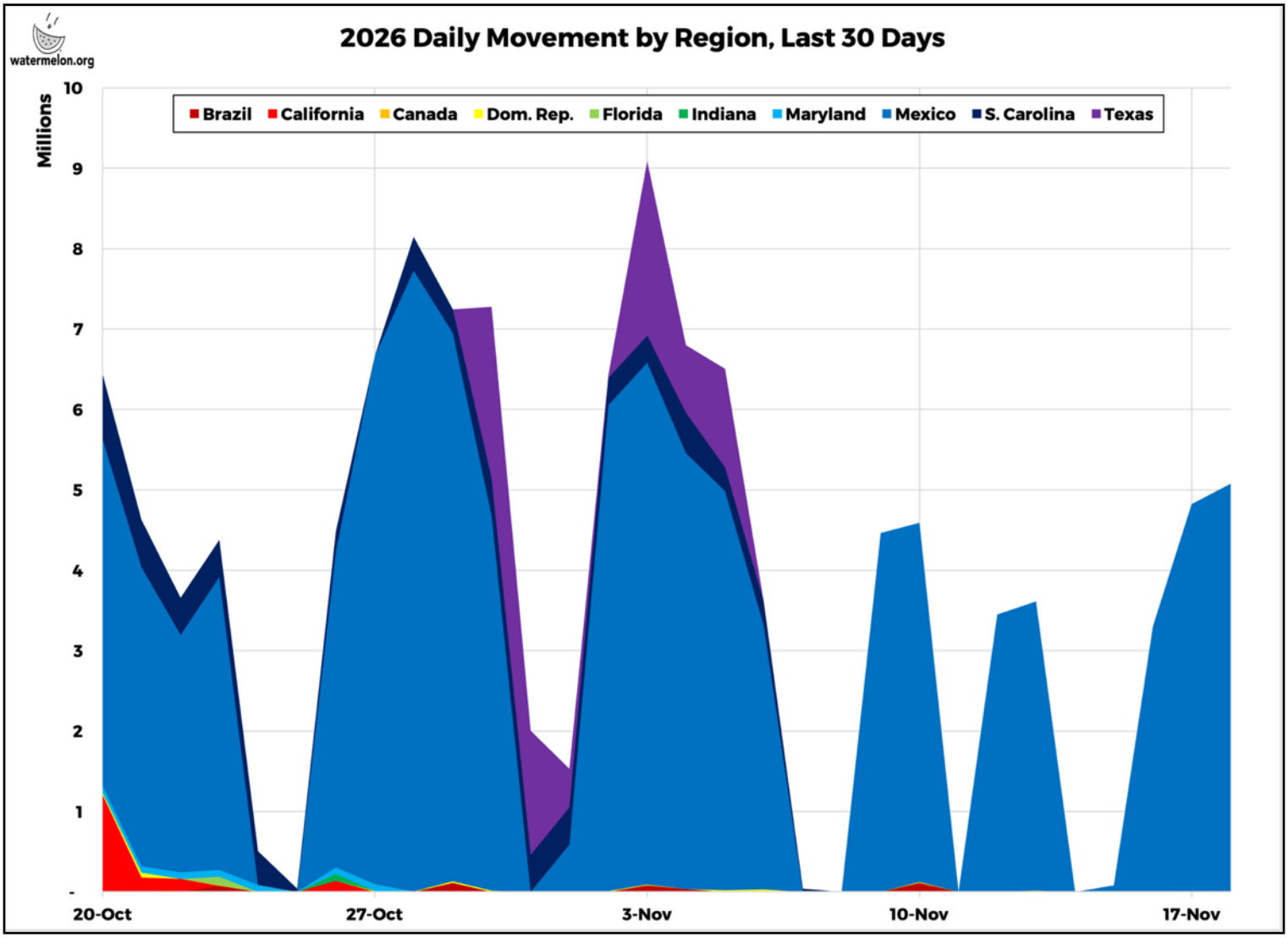
Source: USDA-AMS My Market News Portal

Visit watermelon.org to view and download more detailed information

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

Source Regions—Last Week vs. Prior

- **Decreased volume:** Brazil, Mexico, South Carolina, Texas
- **Stable (+-15%):** Dominican Republic
- **Increased volume:**



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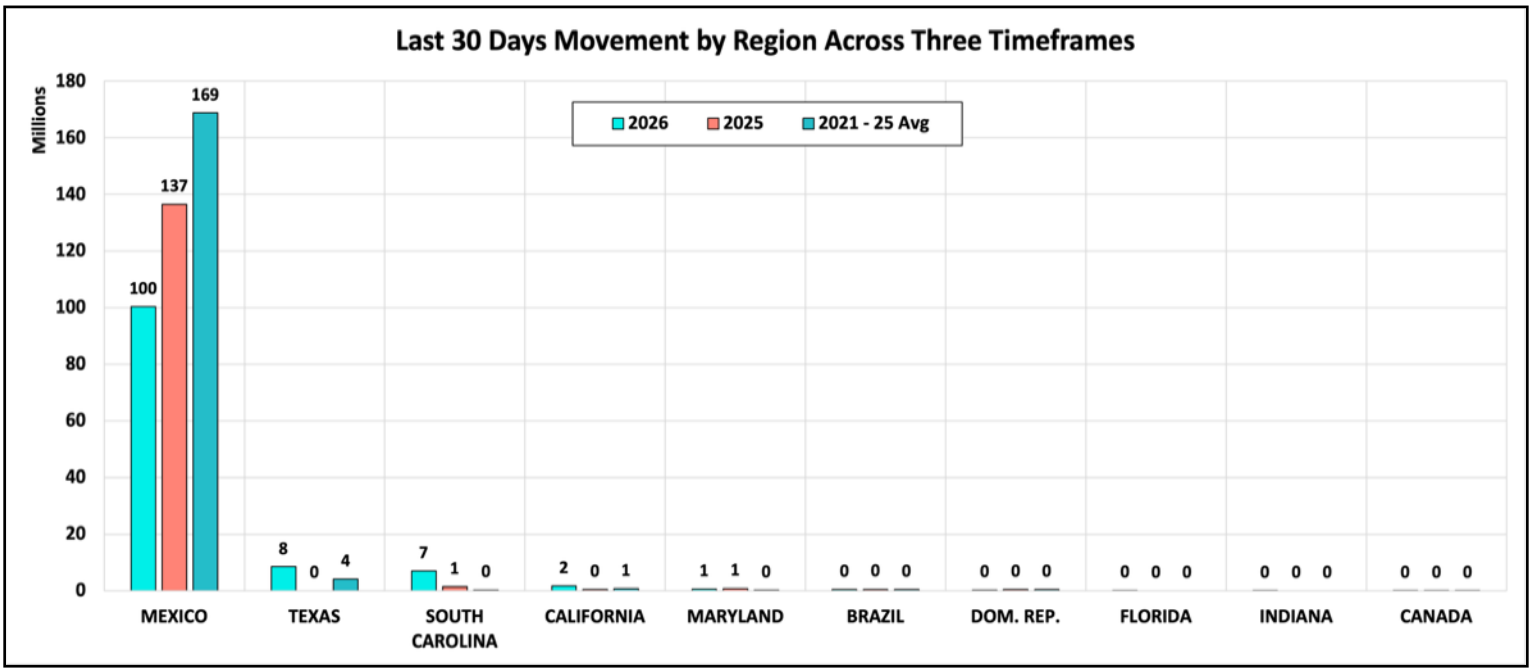
Last 7 Days Movement:

- Mexico 30% below 2025, 33% below average
- Dom. Rep. 68% below 2025, 81% below average
- Brazil 94% below 2025, 92% below average

Region	Last 7 Days				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	20,317,060	29,166,784	-30%	30,546,526	-33%
DOM. REP.	22,947	71,375	-68%	120,870	-81%
BRAZIL	9,900	154,766	-94%	123,150	-92%
TEXAS	0	0	NA	384,000	-100%
GUATEMALA	0	158,180	-100%	48,506	-100%
SOUTH CAROLINA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
FLORIDA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MISSOURI	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
PANAMA	0	0	NA	0	NA
HONDURAS	0	0	NA	0	NA
Total	20,349,907	29,551,105	-31.1%	31,223,052	-34.8%



To Date Movement:

- Mexico 18% below 2025, 17% below average
- Florida 5% above 2025, 3% below average
- Georgia 14% above 2025, 15% above average
- California 9% below 2025, 10% above average
- Indiana 59% above 2025, 1% below average
- Texas 41% below 2025, 34% below average
- Guatemala 4% below 2025, 22% above average
- Missouri 38% above 2025, 21% above average
- N. Carolina 9% above 2025, 25% below average
- Arizona 61% below 2025, 33% below average
- S. Carolina 89% above 2025, 52% above average
- Michigan 49% above 2025, 23% above average
- Delaware 35% above 2025, 11% below average
- Maryland 8% above 2025, 38% below average
- Honduras 16% below 2025, 34% below average

Region	To Date				
	2026	2025	2026 v 25	2021 - 25 Avg	2026 v Avg
MEXICO	1,193,682,983	1,454,646,875	-18%	1,441,039,042	-17%
FLORIDA	920,914,425	873,025,804	5%	948,258,001	-3%
GEORGIA	722,407,205	634,088,865	14%	630,620,093	15%
CALIFORNIA	592,327,290	651,287,315	-9%	540,449,403	10%
INDIANA	364,589,860	229,638,495	59%	368,986,939	-1%
TEXAS	258,926,000	437,508,816	-41%	389,615,461	-34%
GUATEMALA	233,684,750	243,908,668	-4%	191,941,063	22%
MISSOURI	171,702,500	124,068,790	38%	141,447,518	21%
NORTH CAROLINA	151,621,495	138,478,944	9%	202,459,569	-25%
ARIZONA	145,141,115	374,713,103	-61%	215,976,438	-33%
SOUTH CAROLINA	142,371,756	75,483,792	89%	93,596,758	52%
MICHIGAN	138,600,750	92,928,943	49%	113,038,189	23%
DELAWARE	122,169,865	90,670,258	35%	137,532,052	-11%
MARYLAND	49,127,575	45,474,582	8%	79,682,916	-38%
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	19,518,000	10,488,768	86%	13,997,754	39%
CANADA	2,687,213	857,497	213%	2,134,823	26%
ALABAMA	2,478,000	0	NA	4,216,000	-41%
BRAZIL	1,785,346	2,494,601	-28%	1,829,699	-2%
DOM. REP.	1,273,751	2,373,177	-46%	2,391,771	-47%
PANAMA	210,276	1,240,070	-83%	3,973,483	-95%
OKLAHOMA	0	17,481,024	-100%	10,760,205	-100%
MISSISSIPPI	0	0	NA	504,000	-100%
Total	5,310,719,746	5,583,808,992	-4.9%	5,616,410,860	-5.4%

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Seedless FOB Pricing

- Four of past five weeks highest among recent years, past week more than 10 cents above last year & average
- Texas crossings did not report over the past week

Seedless	2026	2025	2021-25
Last 7 Days	$0.399	$0.291	$0.277
Last 30 Days	$0.367	$0.305	$0.265
Year to Date	$0.248	$0.224	$0.244

