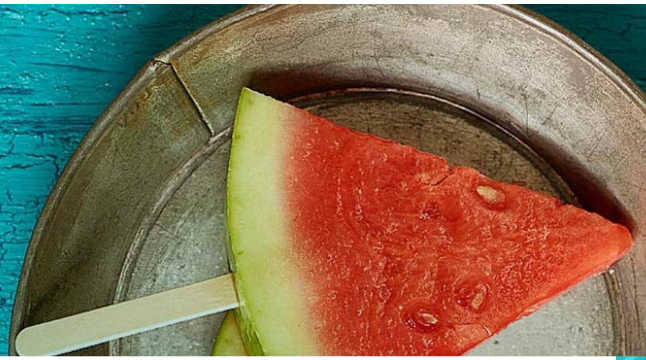




# Retail Scan Data

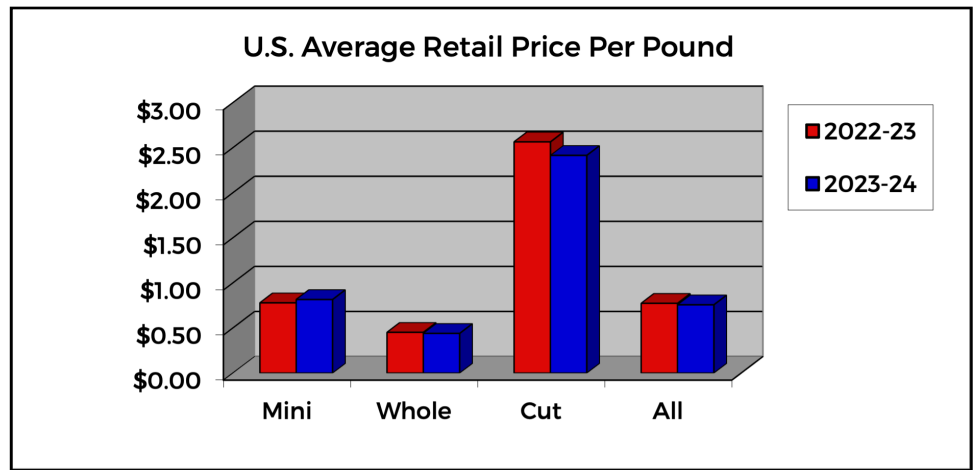
Compiled by the National Watermelon Promotion Board



Data current through  
December 1, 2024

Retail Sales in Pounds				
Category	2022-23	2023-24	% Change	2023-24 Sales Share
Mini	331,788,571	325,597,245	-1.9%	9.2%
Whole	2,626,573,783	2,704,684,953	3.0%	76.5%
Cut	471,291,221	505,671,242	7.3%	14.3%
Total	3,429,653,576	3,535,953,440	3.1%	100.0%

Retail Price per Pound		
Category	2022-23	2023-24
Mini	\$0.78	\$0.82
Whole	\$0.45	\$0.44
Cut	\$2.57	\$2.41
All	\$0.77	\$0.76



Regional Price Per Pound			
Region	Whole \$/Lb	Cut \$/Lb	Mini \$/Lb
California 2022-23	\$0.48	\$2.39	\$0.82
California 2023-24	\$0.49	\$2.21	\$0.94
Great Lakes 2022-23	\$0.46	\$3.26	\$0.66
Great Lakes 2023-24	\$0.45	\$3.44	\$0.66
Midsouth 2022-23	\$0.41	\$2.85	\$0.75
Midsouth 2023-24	\$0.41	\$2.87	\$0.73
Northeast 2022-23	\$0.46	\$2.11	\$0.92
Northeast 2023-24	\$0.42	\$2.12	\$0.93
Plains 2022-23	\$0.44	\$2.89	\$0.87
Plains 2023-24	\$0.42	\$2.70	\$0.86
Southcentral 2022-23	\$0.45	\$2.27	\$0.76
Southcentral 2023-24	\$0.45	\$1.83	\$0.78
Southeast 2022-23	\$0.45	\$2.93	\$0.79
Southeast 2023-24	\$0.45	\$2.88	\$0.84
West 2022-23	\$0.47	\$2.42	\$0.73
West 2023-24	\$0.46	\$2.06	\$0.77

The information shown throughout is derived from retail scan data supplied by Circana. It represents the universe of traditional grocery stores with sales of \$2M or more per year excluding some supercenters covering roughly 85% of the retail universe. This data reflects the 52-week period ending December 1, 2024 versus the prior 52 weeks.

For questions or expanded information reach out to:

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

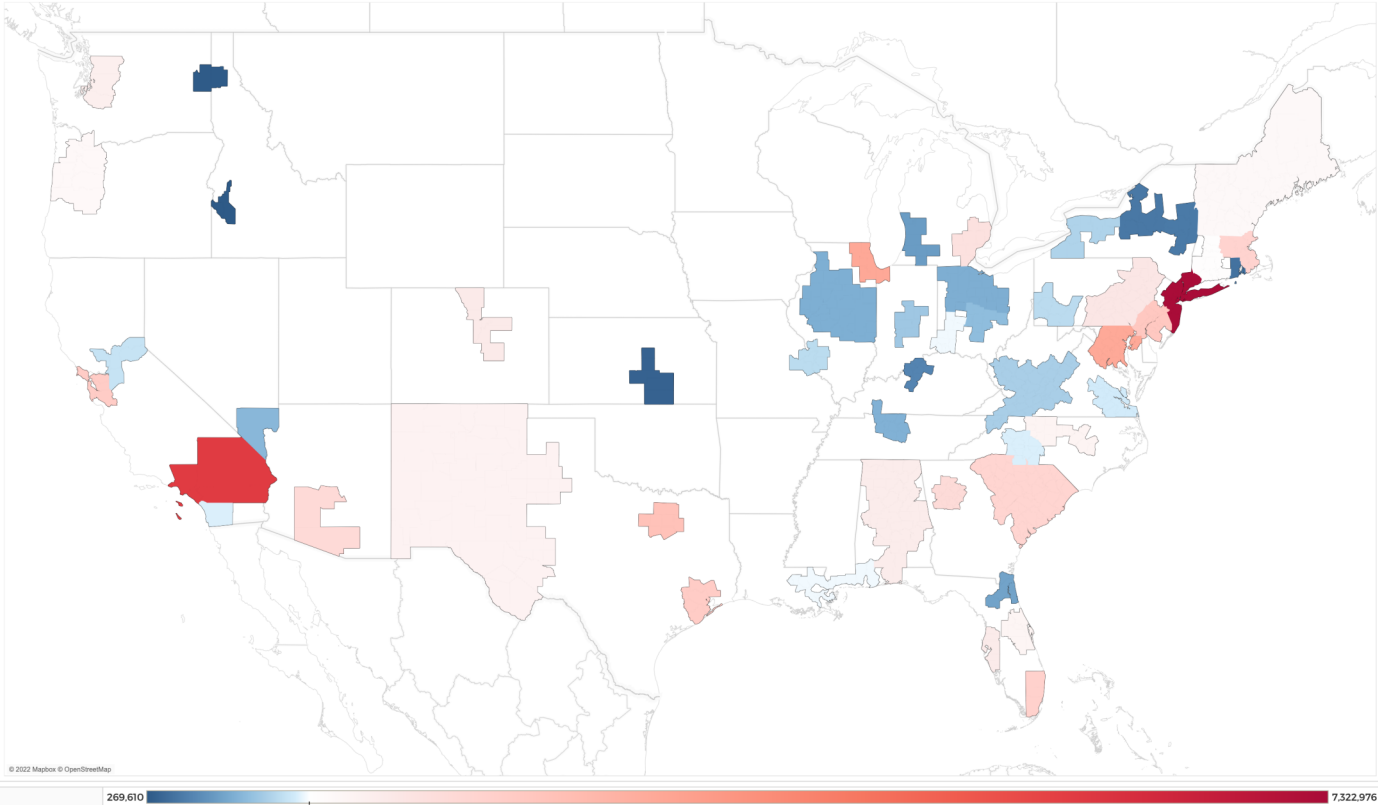


## Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2022-23	221,801,289	47,323,990	62,812,752	331,938,032
California 2023-24	236,935,460	54,320,379	59,696,354	350,952,193
Percent Growth	6.8%	14.8%	-5.0%	5.7%
2023-24 % of Total	67.5%	15.5%	17.0%	100.0%
Great Lakes 2022-23	399,004,528	35,995,956	45,691,434	480,691,918
Great Lakes 2023-24	414,149,196	34,801,945	44,484,243	493,435,383
Percent Growth	3.8%	-3.3%	-2.6%	2.7%
2023-24 % of Total	83.9%	7.1%	9.0%	100.0%
Midsouth 2022-23	405,258,464	51,917,916	39,152,365	496,328,745
Midsouth 2023-24	415,802,977	52,865,418	40,633,243	509,301,637
Percent Growth	2.6%	1.8%	3.8%	2.6%
2023-24 % of Total	81.6%	10.4%	8.0%	100.0%
Northeast 2022-23	408,165,808	97,238,370	41,790,635	547,194,814
Northeast 2023-24	453,855,302	94,605,868	41,968,837	590,430,006
Percent Growth	11.2%	-2.7%	0.4%	7.9%
2023-24 % of Total	76.9%	16.0%	7.1%	100.0%
Plains 2022-23	208,829,635	16,858,410	12,532,851	238,220,896
Plains 2023-24	212,127,989	18,163,142	11,679,197	241,970,328
Percent Growth	1.6%	7.7%	-6.8%	1.6%
2023-24 % of Total	87.7%	7.5%	4.8%	100.0%
Southcentral 2022-23	345,114,092	73,110,227	27,694,808	445,919,127
Southcentral 2023-24	325,192,843	90,836,612	27,202,507	443,231,962
Percent Growth	-5.8%	24.2%	-1.8%	-0.6%
2023-24 % of Total	73.4%	20.5%	6.1%	100.0%
Southeast 2022-23	359,421,314	100,287,549	44,106,427	503,815,290
Southeast 2023-24	359,685,047	104,243,646	44,553,333	508,482,026
Percent Growth	0.1%	3.9%	1.0%	0.9%
2023-24 % of Total	70.7%	20.5%	8.8%	100.0%
West 2022-23	278,978,654	48,558,803	58,007,298	385,544,755
West 2023-24	286,936,140	55,834,234	55,379,530	398,149,904
Percent Growth	2.9%	15.0%	-4.5%	3.3%
2023-24 % of Total	72.1%	14.0%	13.9%	100.0%

Number of Households per Market

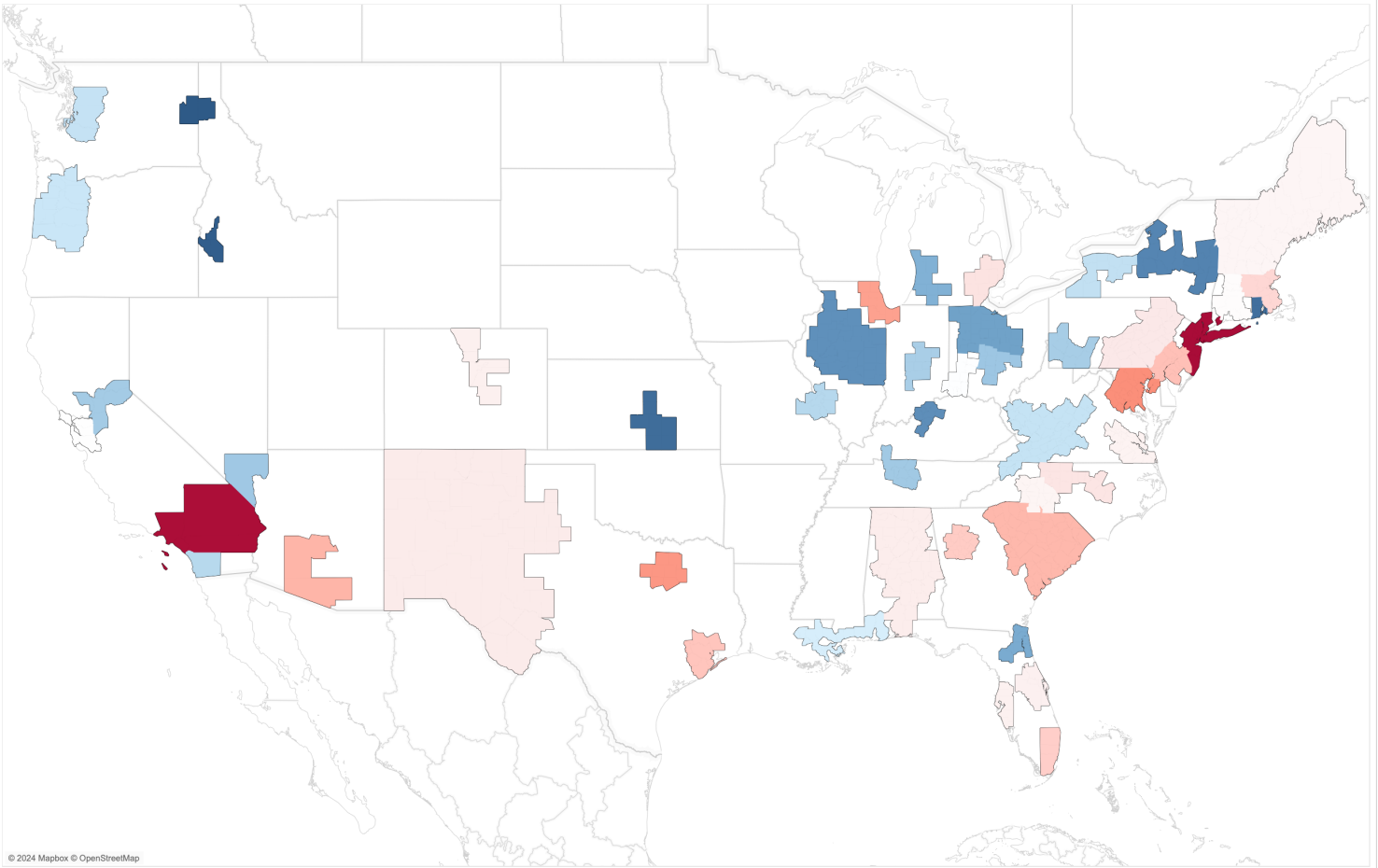


Market	Population	Households	Market	Population	Households
NEW YORK	19,959,514	7,322,976	HARTFORD/SPRINGFIELD	3,246,920	1,266,721
LOS ANGELES	17,923,688	5,828,361	NEW ORLEANS/MOBILE	3,138,652	1,210,254
CHICAGO	9,024,641	3,326,661	SACRAMENTO	3,105,662	1,097,351
BALTIMORE/WASHINGTON	8,747,475	3,302,814	CINCINNATI/DAYTON	3,057,108	1,211,497
DALLAS/FT. WORTH	7,387,718	2,673,203	CHARLOTTE	3,022,109	1,166,045
HOUSTON	6,974,818	2,431,415	RICHMOND/NORFOLK	3,005,465	1,146,783
PHILADELPHIA	6,677,352	2,523,950	ST. LOUIS	2,635,048	1,052,009
SAN FRANCISCO	6,614,206	2,424,893	PITTSBURGH	2,483,334	1,050,493
MIAMI/FT. LAUDERDALE	6,115,693	2,311,762	BUFFALO/ROCHESTER	2,465,162	1,003,811
BOSTON	5,816,699	2,252,721	INDIANAPOLIS	2,394,786	933,721
SOUTH CAROLINA	5,685,393	2,211,278	ROANOKE	2,374,132	975,483
ATLANTA	5,581,621	2,061,905	LAS VEGAS	2,267,612	833,639
PHOENIX/TUCSON	5,551,224	2,078,257	COLUMBUS	2,186,812	865,297
DETROIT	4,860,654	1,906,690	NASHVILLE	2,065,127	795,655
HARRISBURG/SCRANTON	4,574,232	1,779,694	TOLEDO	1,992,358	777,879
DENVER	4,313,555	1,698,222	PEORIA/SPRINGFIELD	1,952,702	782,525
BIRMINGHAM/MONTGOMERY	4,204,001	1,655,159	JACKSONVILLE	1,829,816	716,122
WEST TEX/NEW MEXICO	4,134,572	1,509,632	GRAND RAPIDS	1,775,105	673,617
TAMPA	4,020,265	1,677,147	LOUISVILLE	1,318,292	527,730
SEATTLE	3,959,531	1,580,072	SYRACUSE	1,152,592	453,783
RALEIGH/GREENSBORO	3,763,913	1,481,572	ALBANY	1,142,493	465,633
ORLANDO	3,758,407	1,460,241	PROVIDENCE	1,060,757	416,922
PORTLAND	3,512,264	1,376,992	WICHITA	831,372	322,437
NEW ENGLAND	3,402,121	1,386,532	BOISE	743,617	269,610
SAN DIEGO	3,313,042	1,167,276	SPOKANE	694,837	275,315



# Scanner Data Markets — Total

Total Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



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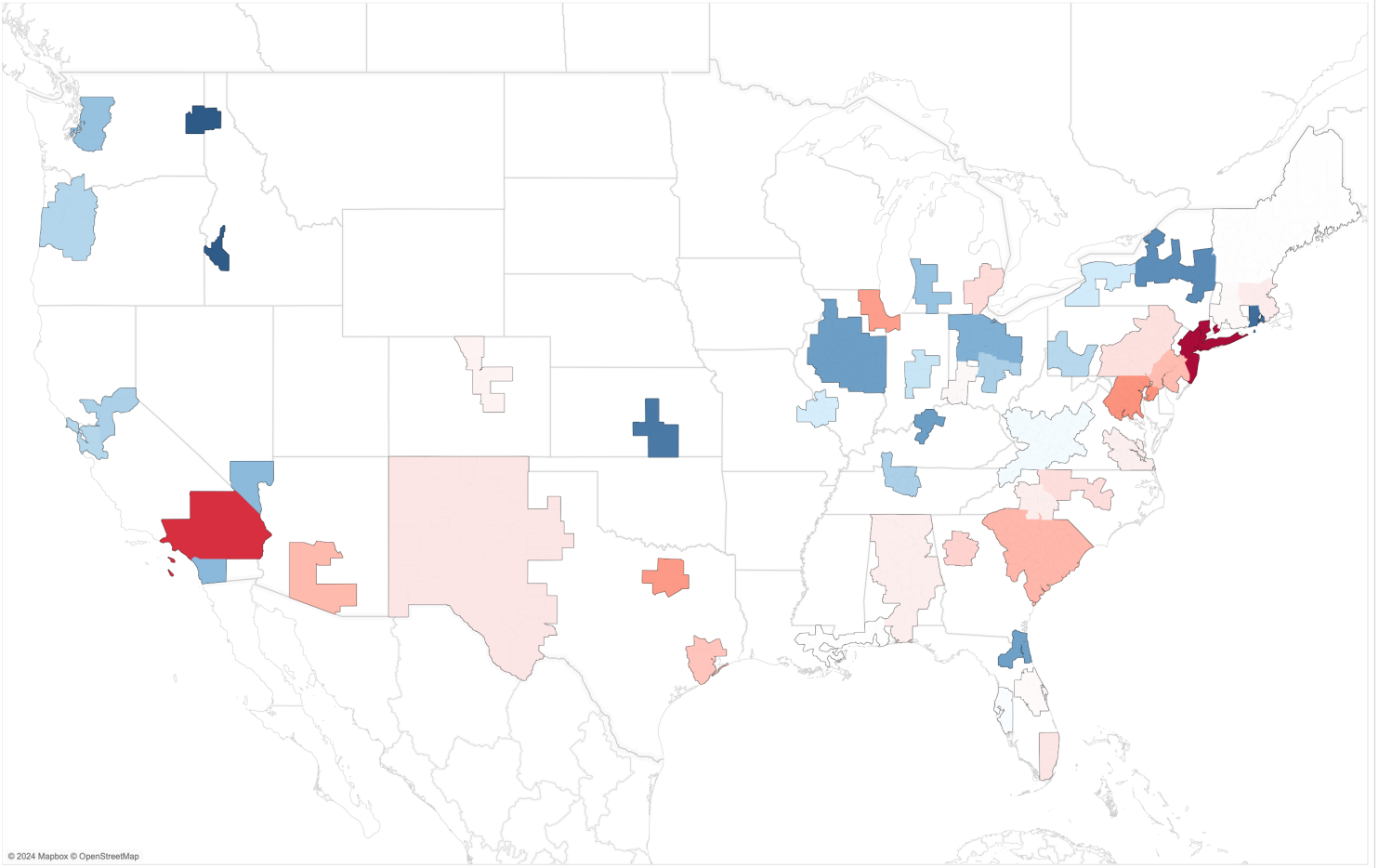


Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change		Prior #	Current #	% Change
BOISE	6,287,241	7,422,952	18.1%	GRAND RAPIDS	22,294,463	23,055,393	3.4%
PROVIDENCE	9,185,822	10,723,661	16.7%	HARRISBURG/SCRANTON	46,685,572	48,240,993	3.3%
LOUISVILLE	15,096,230	16,781,573	11.2%	PHOENIX/TUCSON	75,576,374	77,897,158	3.1%
NEW YORK	161,346,242	178,659,725	10.7%	INDIANAPOLIS	28,059,993	28,607,458	2.0%
BOSTON	52,679,224	58,080,519	10.3%	PEORIA/SPRINGFIELD	16,877,452	17,148,630	1.6%
DETROIT	46,977,490	51,451,522	9.5%	SPOKANE	6,521,705	6,579,087	0.9%
LOS ANGELES	162,444,535	176,716,877	8.8%	SOUTH CAROLINA	75,963,393	76,191,800	0.3%
ST. LOUIS	27,955,609	30,322,457	8.5%	PORTLAND	33,078,658	33,049,380	-0.1%
NEW ENGLAND	38,362,949	41,567,165	8.4%	BALTIMORE/WASHINGTON	100,209,085	99,906,140	-0.3%
HARTFORD/SPRINGFIELD	35,589,256	38,295,548	7.6%	CHARLOTTE	42,217,435	42,003,642	-0.5%
PITTSBURGH	26,439,401	28,425,333	7.5%	ATLANTA	65,266,605	64,931,720	-0.5%
DENVER	41,327,662	44,364,064	7.3%	RICHMOND/NORFOLK	43,073,456	42,850,633	-0.5%
PHILADELPHIA	66,737,092	71,498,243	7.1%	CHICAGO	89,831,201	89,338,702	-0.5%
SAN DIEGO	28,619,624	30,496,473	6.6%	ORLANDO	44,477,873	44,212,145	-0.6%
COLUMBUS	25,478,099	27,065,792	6.2%	TAMPA	44,363,297	44,055,447	-0.7%
BUFFALO/ROCHESTER	30,187,459	31,874,218	5.6%	SAN FRANCISCO	37,393,971	37,023,080	-1.0%
TOLEDO	19,281,879	20,253,460	5.0%	SEATTLE	32,679,191	32,323,734	-1.1%
MIAMI/FT. LAUDERDALE	60,414,307	63,402,617	4.9%	SACRAMENTO	28,392,161	28,034,574	-1.3%
CINCINNATI/DAYTON	35,030,927	36,676,924	4.7%	JACKSONVILLE	22,309,144	21,895,389	-1.9%
ROANOKE	31,000,009	32,378,698	4.4%	RALEIGH/GREENSBORO	51,018,158	50,071,471	-1.9%
LAS VEGAS	26,325,282	27,451,978	4.3%	NEW ORLEANS/MOBILE	35,173,483	34,373,699	-2.3%
SYRACUSE	14,260,486	14,844,449	4.1%	DALLAS/FT. WORTH	98,199,377	94,915,705	-3.3%
NASHVILLE	26,646,701	27,642,096	3.7%	WEST TEX/NEW MEXICO	48,995,024	47,081,135	-3.9%
BIRMINGHAM/MONTGOMERY	44,512,170	46,055,689	3.5%	WICHITA	10,687,302	10,263,332	-4.0%
ALBANY	14,015,143	14,500,196	3.5%	HOUSTON	72,605,913	68,518,861	-5.6%



# Scanner Data Markets — Whole

Whole Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



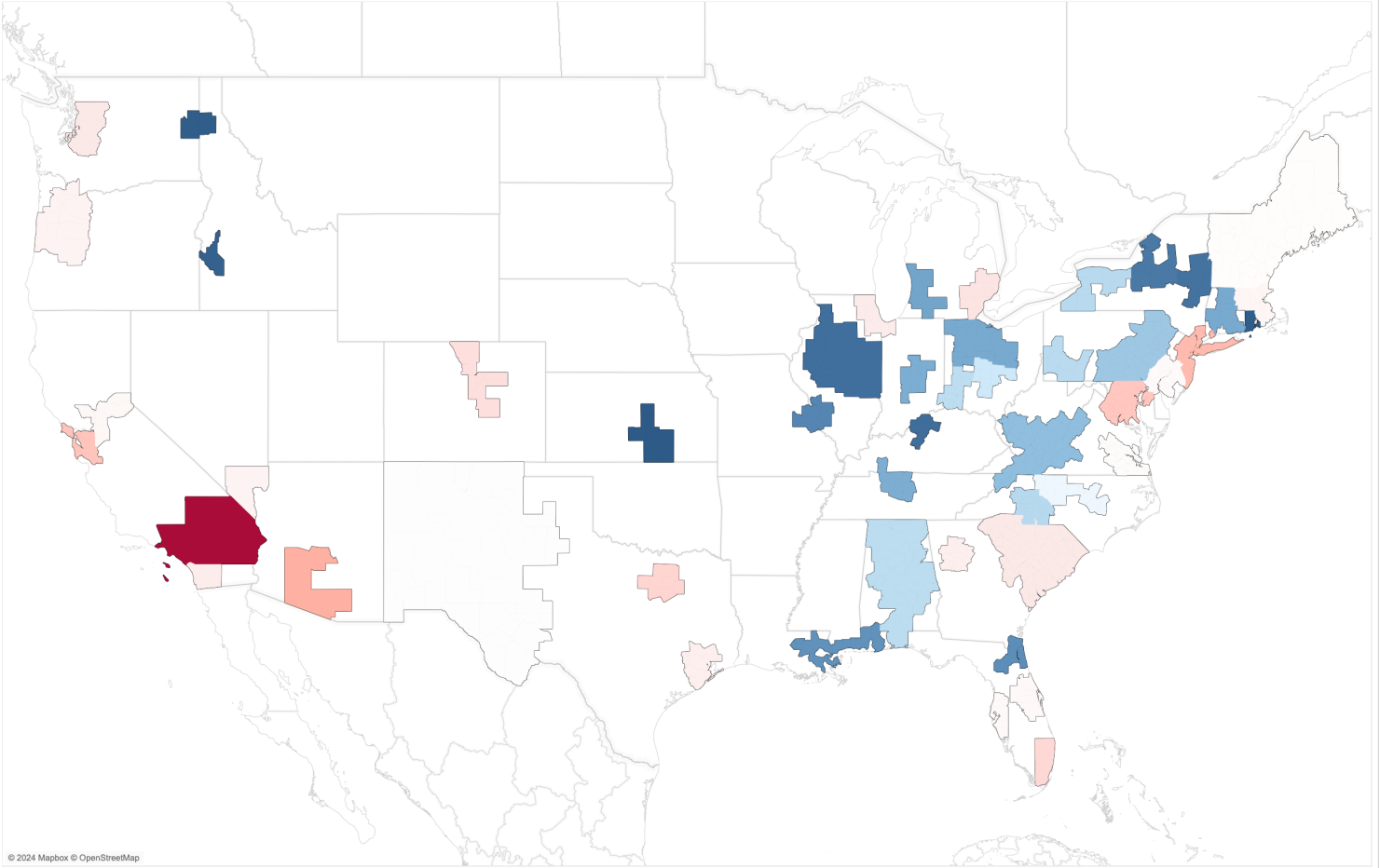
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16%

507%

Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
PROVIDENCE	5,847,872	7,507,095	28.4%	DENVER	31,264,803	32,482,130	3.9%
BOSTON	28,759,865	34,947,056	21.5%	NASHVILLE	21,130,690	21,733,074	2.9%
NEW YORK	119,799,949	140,449,314	17.2%	BIRMINGHAM/MONTGOMERY	33,578,856	34,481,775	2.7%
NEW ENGLAND	24,117,262	27,957,405	15.9%	INDIANAPOLIS	23,919,744	24,560,050	2.7%
ST. LOUIS	22,350,818	25,749,104	15.2%	CHICAGO	69,341,243	71,099,950	2.5%
LOUISVILLE	12,916,428	14,571,533	12.8%	HARRISBURG/SCRANTON	39,351,219	40,040,335	1.8%
HARTFORD/SPRINGFIELD	26,566,169	29,872,228	12.4%	SAN FRANCISCO	22,410,741	22,587,468	0.8%
DETROIT	38,243,877	42,453,942	11.0%	CHARLOTTE	34,347,745	34,501,740	0.4%
LOS ANGELES	107,020,817	118,157,606	10.4%	SOUTH CAROLINA	59,894,830	59,666,743	-0.4%
BOISE	4,070,674	4,484,058	10.2%	RICHMOND/NORFOLK	34,170,639	33,852,642	-0.9%
PHOENIX/TUCSON	53,100,349	58,123,164	9.5%	BALTIMORE/WASHINGTON	76,898,345	76,126,655	-1.0%
PHILADELPHIA	53,080,785	57,185,140	7.7%	ORLANDO	29,895,595	29,562,996	-1.1%
CINCINNATI/DAYTON	28,301,270	30,354,323	7.3%	SACRAMENTO	22,017,510	21,719,597	-1.4%
SAN DIEGO	17,075,368	18,196,898	6.6%	JACKSONVILLE	15,099,386	14,855,810	-1.6%
COLUMBUS	20,198,854	21,486,369	6.4%	RALEIGH/GREENSBORO	42,075,792	41,348,326	-1.7%
MIAMI/FT. LAUDERDALE	35,786,376	37,874,072	5.8%	SPOKANE	4,546,759	4,467,539	-1.7%
BUFFALO/ROCHESTER	24,066,571	25,431,908	5.7%	NEW ORLEANS/MOBILE	28,724,617	27,968,451	-2.6%
GRAND RAPIDS	18,634,490	19,686,188	5.6%	TAMPA	28,300,903	27,416,534	-3.1%
SYRACUSE	11,587,064	12,207,115	5.4%	WEST TEX/NEW MEXICO	38,984,452	37,653,782	-3.4%
PITTSBURGH	21,642,036	22,776,822	5.2%	ATLANTA	47,520,165	45,896,314	-3.4%
ALBANY	11,097,977	11,663,025	5.1%	PORTLAND	23,290,161	22,474,822	-3.5%
LAS VEGAS	17,521,367	18,295,258	4.4%	SEATTLE	20,517,123	19,540,508	-4.8%
PEORIA/SPRINGFIELD	13,877,604	14,476,050	4.3%	WICHITA	9,598,725	9,080,350	-5.4%
ROANOKE	26,091,178	27,168,250	4.1%	DALLAS/FT. WORTH	78,088,966	72,517,083	-7.1%
TOLEDO	16,331,878	16,968,215	3.9%	HOUSTON	58,470,683	53,244,823	-8.9%

Mini Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



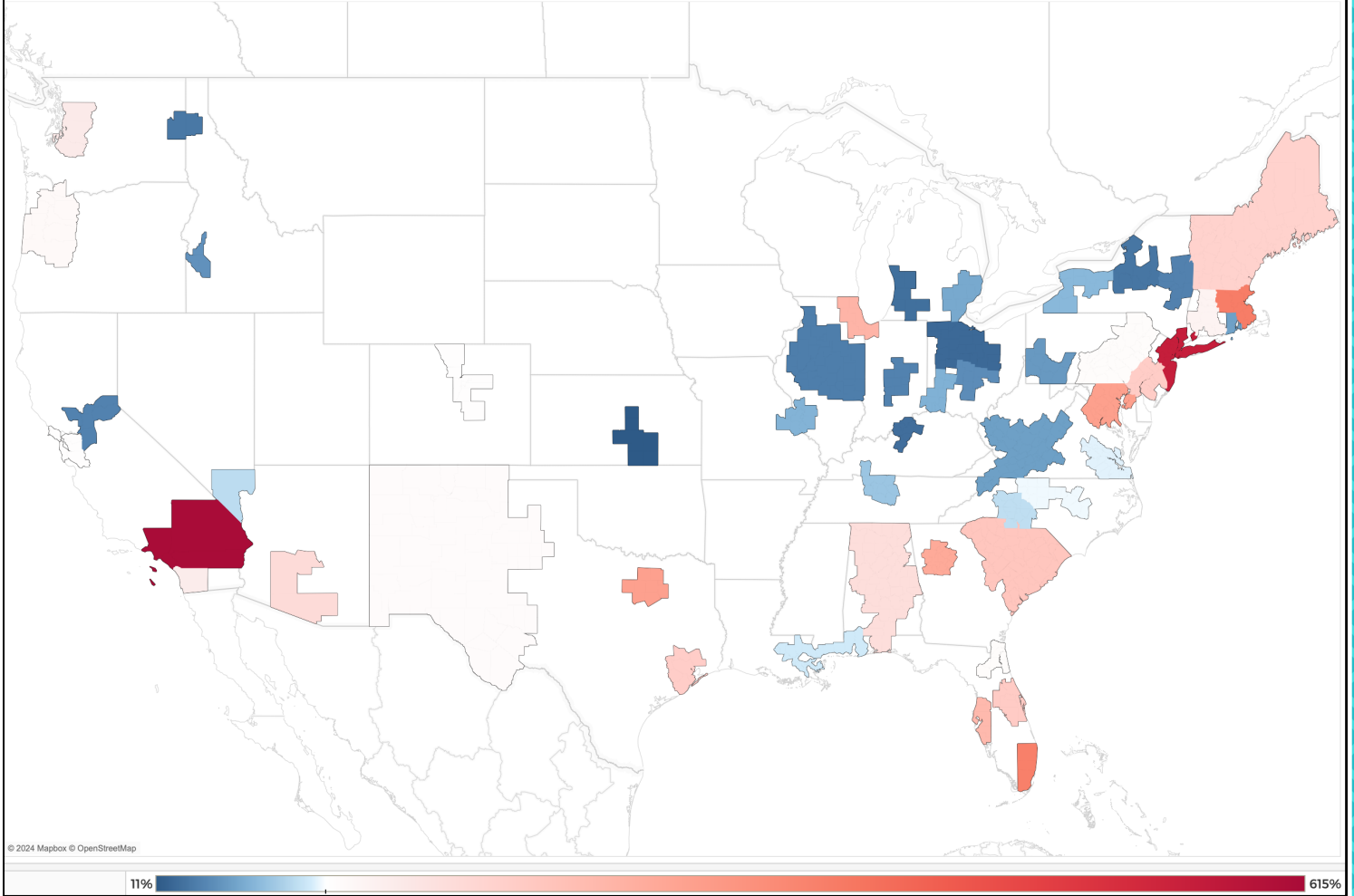
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16%

69.8%

Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
HARRISBURG/SCRANTON	2,080,768	2,900,270	39.4%	DALLAS/FT. WORTH	7,908,752	7,742,192	-2.1%
PITTSBURGH	2,541,554	3,297,611	29.7%	SAN DIEGO	5,621,558	5,483,730	-2.5%
WICHITA	524,319	626,030	19.4%	LAS VEGAS	5,100,644	4,973,479	-2.5%
PHILADELPHIA	3,640,012	4,312,980	18.5%	SYRACUSE	1,318,219	1,283,482	-2.6%
DENVER	5,729,141	6,685,937	16.7%	GRAND RAPIDS	2,267,069	2,187,721	-3.5%
ROANOKE	2,420,752	2,690,370	11.1%	ORLANDO	4,721,562	4,486,821	-5.0%
BUFFALO/ROCHESTER	2,966,380	3,267,577	10.2%	NEW YORK	10,932,547	10,299,343	-5.8%
ATLANTA	4,854,300	5,325,436	9.7%	LOS ANGELES	29,409,471	27,650,086	-6.0%
SOUTH CAROLINA	5,307,089	5,806,795	9.4%	BOISE	840,529	785,614	-6.5%
TOLEDO	2,080,551	2,269,748	9.1%	HARTFORD/SPRINGFIELD	2,439,966	2,280,049	-6.6%
RICHMOND/NORFOLK	3,927,264	4,239,345	7.9%	BOSTON	5,131,427	4,707,776	-8.3%
HOUSTON	5,000,671	5,320,714	6.4%	CHICAGO	6,227,175	5,605,332	-10.0%
SPOKANE	652,075	691,073	6.0%	SAN FRANCISCO	10,341,098	9,265,404	-10.4%
BIRMINGHAM/MONTGOMERY	3,172,032	3,338,535	5.2%	ALBANY	1,295,787	1,152,386	-11.1%
PORTLAND	4,780,081	4,986,860	4.3%	WEST TEX/NEW MEXICO	4,600,089	4,083,988	-11.2%
SEATTLE	5,620,910	5,847,254	4.0%	PROVIDENCE	765,458	673,879	-12.0%
COLUMBUS	3,440,660	3,577,032	4.0%	LOUISVILLE	1,202,554	1,057,667	-12.0%
BALTIMORE/WASHINGTON	8,722,559	9,057,560	3.8%	NEW ORLEANS/MOBILE	2,110,963	1,829,215	-13.3%
NASHVILLE	2,278,602	2,363,952	3.7%	JACKSONVILLE	2,014,048	1,739,381	-13.6%
MIAMI/FT. LAUDERDALE	7,288,171	7,438,940	2.1%	INDIANAPOLIS	2,745,761	2,353,156	-14.3%
CHARLOTTE	3,259,910	3,264,283	0.1%	CINCINNATI/DAYTON	4,001,412	3,352,225	-16.2%
DETROIT	6,230,188	6,226,442	-0.1%	PEORIA/SPRINGFIELD	1,294,940	1,083,819	-16.3%
RALEIGH/GREENSBORO	3,891,678	3,836,684	-1.4%	NEW ENGLAND	5,203,521	4,132,396	-20.6%
TAMPA	4,543,545	4,475,784	-1.5%	PHOENIX/TUCSON	14,573,699	11,253,008	-22.8%
SACRAMENTO	4,713,500	4,625,621	-1.9%	ST. LOUIS	2,496,759	1,540,670	-38.3%

Cut Pounds Sold at Retail, Last 52 Weeks, Indexed to Median Market



Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change		Prior #	Current #	% Change
BOISE	1,376,038	2,153,280	56.5%	PITTSBURGH	2,255,811	2,350,900	4.2%
INDIANAPOLIS	1,394,488	1,694,252	21.5%	ALBANY	1,621,379	1,684,785	3.9%
DALLAS/FT. WORTH	12,201,660	14,656,430	20.1%	ORLANDO	9,860,716	10,162,328	3.1%
DENVER	4,333,717	5,195,997	19.9%	JACKSONVILLE	5,195,710	5,300,198	2.0%
LOS ANGELES	26,014,247	30,909,185	18.8%	SACRAMENTO	1,661,151	1,689,356	1.7%
LOUISVILLE	977,249	1,152,373	17.9%	ROANOKE	2,488,080	2,520,077	1.3%
TOLEDO	869,451	1,015,497	16.8%	BALTIMORE/WASHINGTON	14,588,181	14,721,925	0.9%
SAN DIEGO	5,922,698	6,815,845	15.1%	HARRISBURG/SCRANTON	5,253,585	5,300,388	0.9%
LAS VEGAS	3,703,270	4,183,241	13.0%	BUFFALO/ROCHESTER	3,154,507	3,174,734	0.6%
PORTLAND	5,008,416	5,587,698	11.6%	SYRACUSE	1,355,203	1,353,852	-0.1%
SAN FRANCISCO	4,642,132	5,170,208	11.4%	PHILADELPHIA	10,016,295	10,000,123	-0.2%
DETROIT	2,503,426	2,771,138	10.7%	SOUTH CAROLINA	10,761,474	10,718,262	-0.4%
NASHVILLE	3,237,408	3,545,069	9.5%	PROVIDENCE	2,572,491	2,542,688	-1.2%
HOUSTON	9,134,559	9,953,324	9.0%	WEST TEX/NEW MEXICO	5,410,483	5,343,365	-1.2%
COLUMBUS	1,838,585	2,002,391	8.9%	WICHITA	564,259	556,953	-1.3%
CINCINNATI/DAYTON	2,728,244	2,970,377	8.9%	BOSTON	18,787,932	18,425,686	-1.9%
PHOENIX/TUCSON	7,902,325	8,520,985	7.8%	ST. LOUIS	3,108,032	3,032,683	-2.4%
SPOKANE	1,322,871	1,420,475	7.4%	RALEIGH/GREENSBORO	5,050,688	4,886,461	-3.3%
ATLANTA	12,892,140	13,709,970	6.3%	RICHMOND/NORFOLK	4,975,553	4,758,646	-4.4%
BIRMINGHAM/MONTGOMERY	7,761,282	8,235,379	6.1%	HARTFORD/SPRINGFIELD	6,583,121	6,143,272	-6.7%
SEATTLE	6,541,158	6,935,971	6.0%	PEORIA/SPRINGFIELD	1,704,908	1,588,760	-6.8%
TAMPA	11,518,849	12,163,129	5.6%	CHARLOTTE	4,609,780	4,237,619	-8.1%
NEW ORLEANS/MOBILE	4,337,903	4,576,033	5.5%	NEW YORK	30,613,746	27,911,069	-8.8%
NEW ENGLAND	9,042,167	9,477,364	4.8%	CHICAGO	14,262,784	12,633,421	-11.4%
MIAMI/FT. LAUDERDALE	17,339,761	18,089,606	4.3%	GRAND RAPIDS	1,392,905	1,181,483	-15.2%