

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

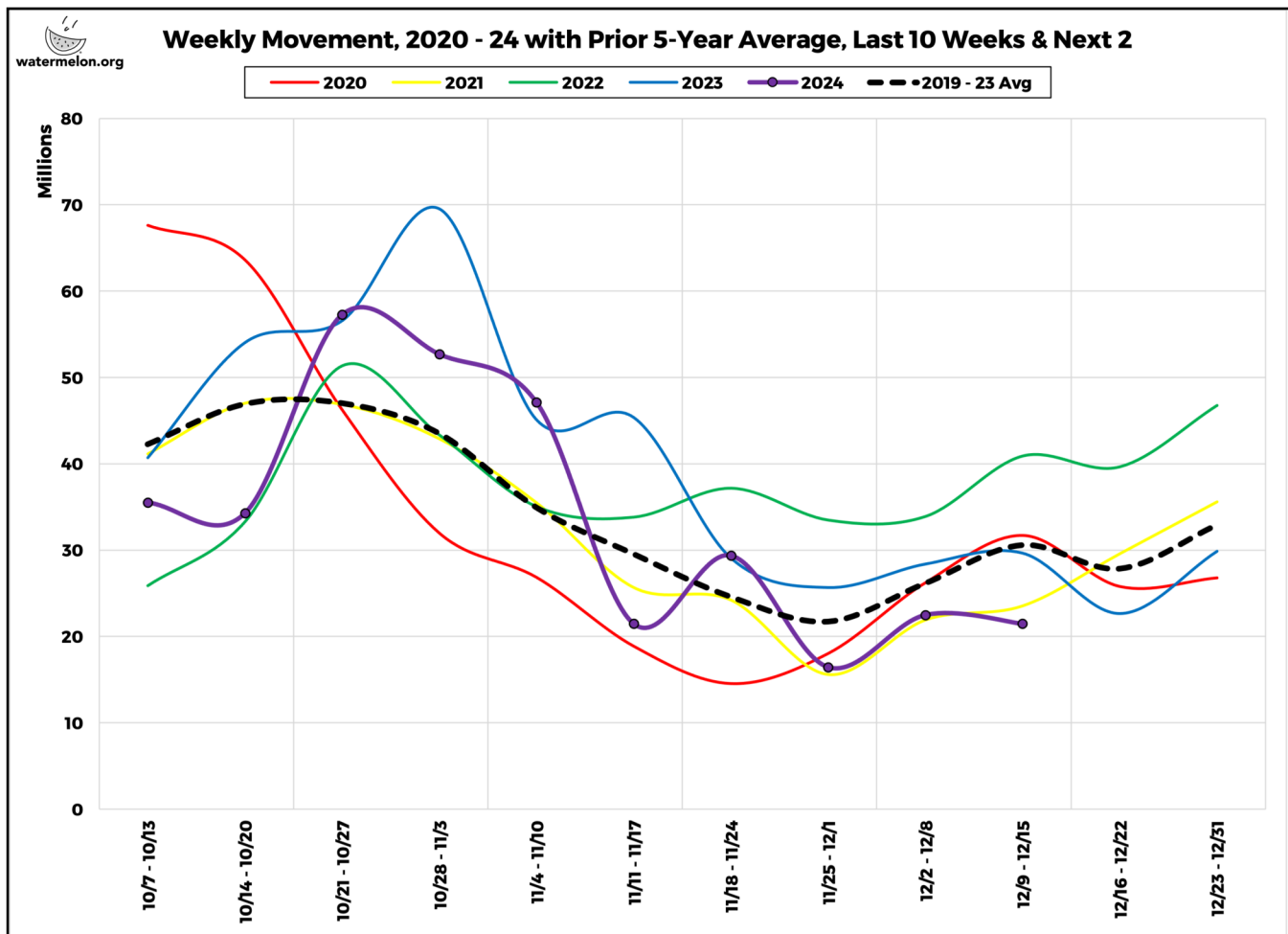
Data current through December 16, 2024

- Volume continues on lower end with four of last five weeks below average
- Weekly average seedless FOB pushed a little higher, but not to the extent seen in week prior

Movement	2024	2023	2024 v 23	2019—23 Avg	2024 v Avg
Last 7 Days	23,330,774	29,420,000	-20.7%	30,446,000	-23.4%
Last 30 Days	84,055,377	118,340,000	-20.5%	110,266,000	-14.7%
Year to Date	5,728,797,740	6,128,490,000	-6.5%	5,701,374,000	0.5%

Movement

- Last several weeks have followed a similar track as seen in 2021
- Year to date up half a percentage point compared to average, down 400M pounds vs. 2023



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

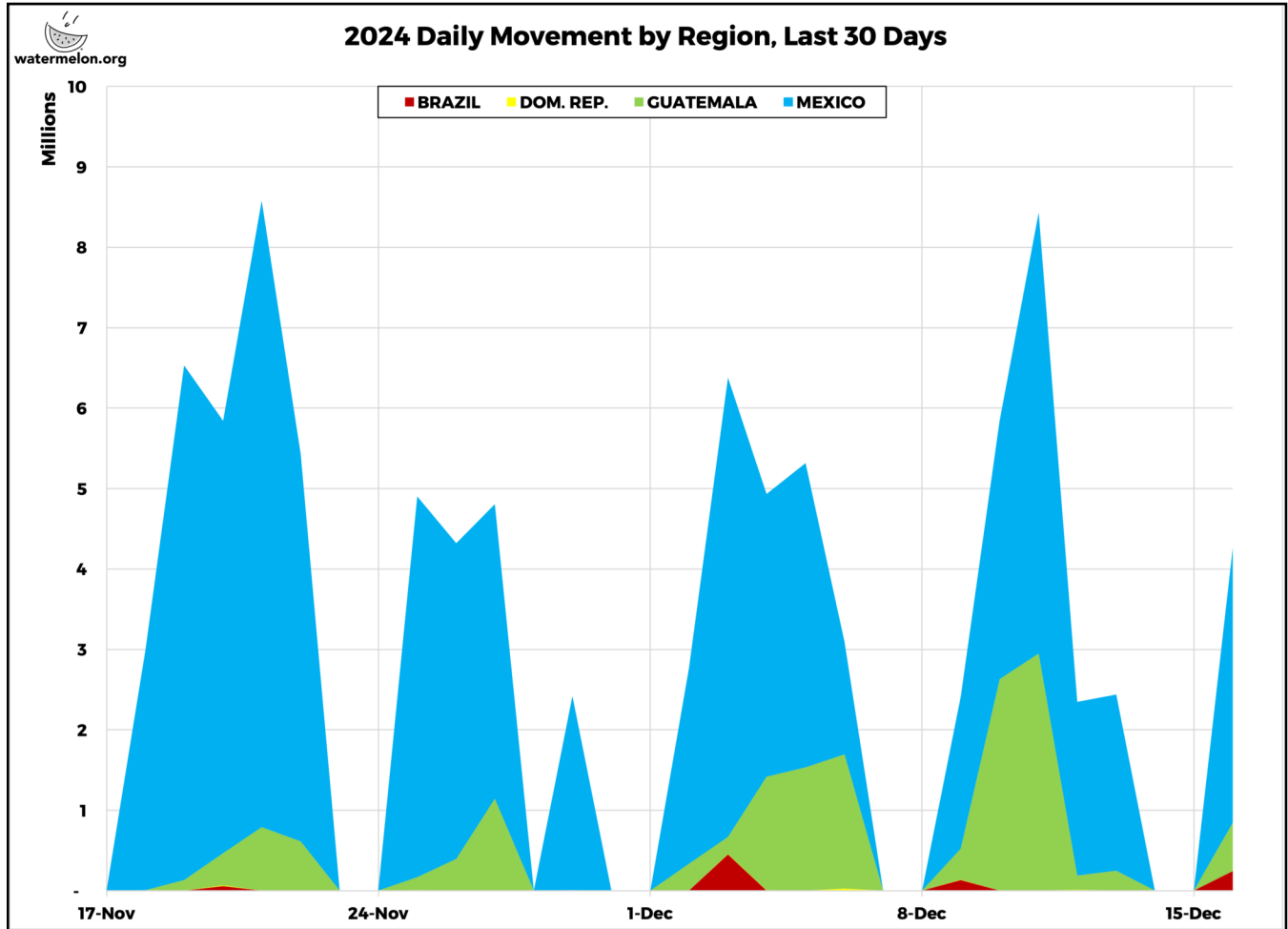
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—Last Week vs. Prior

- **Decreasing volume:** Brazil, Dominican Republic
- **Stable volume:** Mexico
- **Increasing volume:** Guatemala





Last 7 Days Movement:

- Mexico 29% below 2023, 33% below average
- Guatemala 10% above 2023, 23% above average
- Brazil well above 2023 and average
- Dom. Rep. 88% below 2023, 67% below average

Region	Last 7 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	16,466,991	23,180,000	-29%	24,652,000	-33%
GUATEMALA	6,606,972	6,020,000	10%	5,384,000	23%
BRAZIL	242,447	100,000	142%	92,000	164%
DOM. REP.	14,364	120,000	-88%	44,000	-67%
TEXAS	0	0	NA	232,000	-100%
HONDURAS	0	0	NA	42,000	-100%
CALIFORNIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
COSTA RICA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
FLORIDA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
Total	23,330,774	29,420,000	-20.7%	30,446,000	-23.4%

Region	Last 30 Days				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	77,289,772	98,630,000	-22%	98,296,000	-21%
GUATEMALA	15,786,569	18,740,000	-16%	10,648,000	48%
BRAZIL	883,490	520,000	70%	426,000	107%
DOM. REP.	95,546	450,000	-79%	254,000	-62%
TEXAS	0	0	NA	600,000	-100%
HONDURAS	0	0	NA	42,000	-100%
CALIFORNIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
FLORIDA	0	0	NA	0	NA
COSTA RICA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
Total	94,055,377	118,340,000	-20.5%	110,266,000	-14.7%

Last 30 Days Movement:

- Mexico 22% below 2023, 21% below average
- Guatemala 16% below 2023, 48% above average
- Brazil 70% above 2023, well above average
- Dom. Rep. 79% below 2023, 62% below average

Year to Date Movement:

- Mexico 7% below 2023, 2% below average
- Florida 14% below 2023, 7% below average
- Georgia 6% above 2023, 1% above average
- California 15% below 2023, 12% above average
- Indiana 6% above 2023, 16% above average
- Texas 24% below 2023, 32% below average
- Arizona 53% above 2023, 76% above average
- Guatemala 21% above 2023, 55% above average
- Delaware 20% above 2023, 31% above average
- N. Carolina 37% below 2023, 15% below average
- Missouri 27% below 2023, 12% below average
- Michigan 6% above 2023, 13% above average
- S. Carolina 12% above 2023, 3% below average
- Maryland 11% below 2023, 1% below average
- Honduras 37% below 2023, 42% below average
- Costa Rica 45% above 2023, 61% above average
- Virginia 5% above 2023, 7% below average
- Dom. Rep. 15% above 2023, well above average

Region	To Date				
	2024	2023	2024 v 23	2019 - 23 Avg	2024 v Avg
MEXICO	1,509,727,917	1,628,600,000	-7%	1,533,336,000	-2%
FLORIDA	903,244,000	1,045,140,000	-14%	975,010,000	-7%
GEORGIA	658,388,000	620,600,000	6%	654,112,000	1%
CALIFORNIA	542,906,550	634,980,000	-15%	485,386,000	12%
INDIANA	453,965,200	426,400,000	6%	392,500,000	16%
TEXAS	311,218,100	410,870,000	-24%	457,928,000	-32%
ARIZONA	244,943,247	159,950,000	53%	139,526,000	76%
GUATEMALA	225,971,408	186,280,000	21%	145,636,000	55%
DELAWARE	177,520,000	147,420,000	20%	135,006,000	31%
NORTH CAROLINA	175,207,000	277,490,000	-37%	207,300,000	-15%
MISSOURI	128,448,800	175,990,000	-27%	145,384,000	-12%
MICHIGAN	126,496,000	119,720,000	6%	111,578,000	13%
SOUTH CAROLINA	95,340,000	85,340,000	12%	98,134,000	-3%
MARYLAND	81,580,000	91,640,000	-11%	82,368,000	-1%
HONDURAS	43,078,848	68,780,000	-37%	73,670,000	-42%
COSTA RICA	25,508,268	17,620,000	45%	15,892,000	61%
VIRGINIA	14,600,000	13,840,000	5%	15,740,000	-7%
DOM. REP.	4,186,098	3,640,000	15%	1,374,000	205%
CANADA	3,200,180	1,180,000	171%	1,378,000	132%
BRAZIL	1,748,357	2,610,000	-33%	1,598,000	9%
PANAMA	1,519,767	6,680,000	-77%	3,612,000	-58%
OKLAHOMA	0	3,720,000	-100%	12,214,000	-100%
ALABAMA	0	0	NA	8,756,000	-100%
MISSISSIPPI	0	0	NA	3,968,000	-100%
Total	5,728,797,740	6,128,490,000	-6.5%	5,701,406,000	0.5%

Seedless FOB Pricing

- Increase moderated somewhat over past week
- Nogales remains sole reporter at this time, prices ranged from \$0.50 to \$0.60 over past 10 days or so

Seedless FOB	2024	2023	2019—23
Last 7 Days	\$0.534	\$0.329	\$0.321
Last 30 Days	\$0.429	\$0.265	\$0.297
Year to Date	\$0.256	\$0.283	\$0.233

