

Retail Scan Data

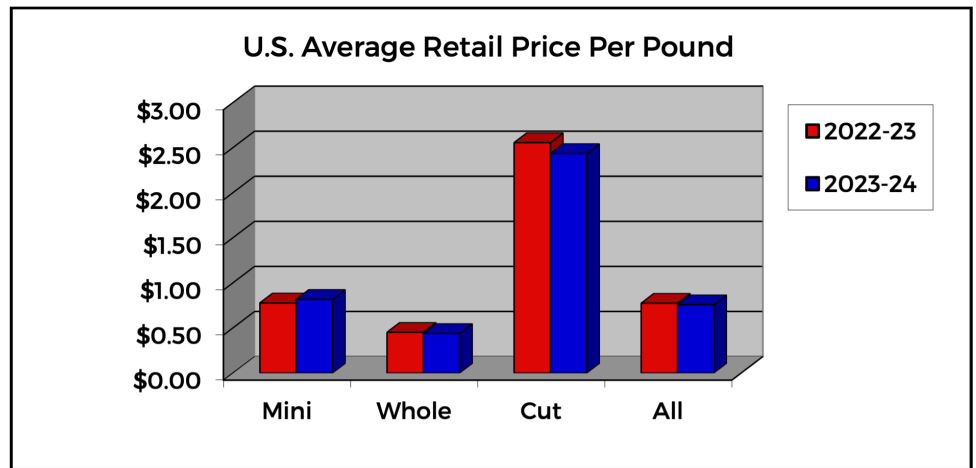
Compiled by the National Watermelon Promotion Board



Data current through
December 29, 2024

Retail Sales in Pounds				
Category	2022-23	2023-24	% Change	2023-24 Sales Share
Mini	332,050,119	323,583,496	-2.5%	9.2%
Whole	2,627,727,626	2,696,732,955	2.6%	76.6%
Cut	475,573,505	500,038,565	5.1%	14.2%
Total	3,435,351,250	3,520,355,016	2.5%	100.0%

Retail Price per Pound		
Category	2022-23	2023-24
Mini	\$0.78	\$0.82
Whole	\$0.45	\$0.44
Cut	\$2.56	\$2.44
All	\$0.78	\$0.76



Regional Price Per Pound			
Region	Whole \$/Lb	Cut \$/Lb	Mini \$/Lb
California 2022-23	\$0.48	\$2.37	\$0.82
California 2023-24	\$0.49	\$2.23	\$0.95
Great Lakes 2022-23	\$0.46	\$3.27	\$0.66
Great Lakes 2023-24	\$0.45	\$3.45	\$0.66
Midsouth 2022-23	\$0.41	\$2.84	\$0.74
Midsouth 2023-24	\$0.41	\$2.88	\$0.73
Northeast 2022-23	\$0.46	\$2.11	\$0.92
Northeast 2023-24	\$0.42	\$2.13	\$0.93
Plains 2022-23	\$0.44	\$2.95	\$0.87
Plains 2023-24	\$0.42	\$2.74	\$0.86
Southcentral 2022-23	\$0.45	\$2.23	\$0.76
Southcentral 2023-24	\$0.44	\$1.86	\$0.78
Southeast 2022-23	\$0.45	\$2.93	\$0.78
Southeast 2023-24	\$0.45	\$2.88	\$0.84
West 2022-23	\$0.47	\$2.38	\$0.73
West 2023-24	\$0.46	\$2.10	\$0.77

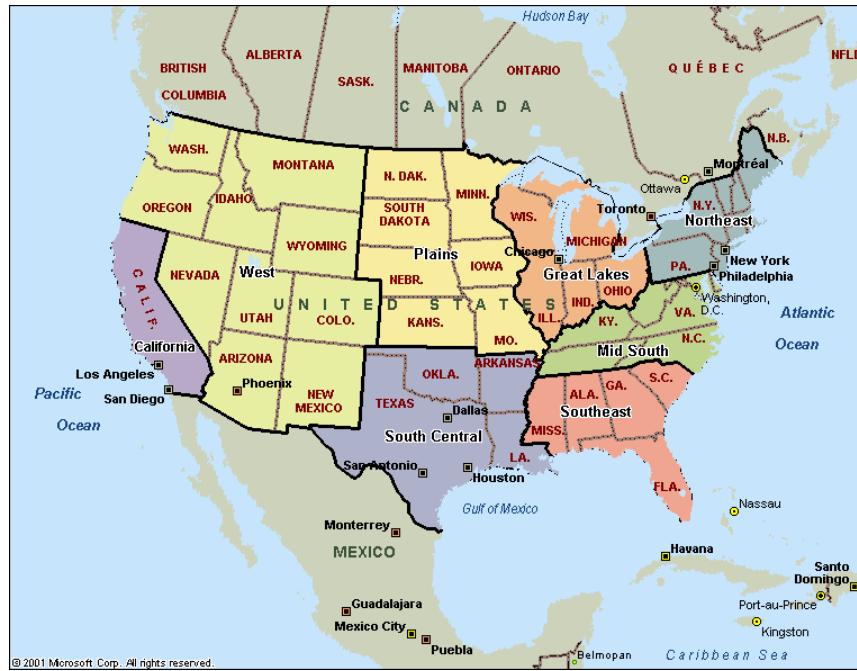
The information shown throughout is derived from retail scan data supplied by Circana. It represents the universe of traditional grocery stores with sales of \$2M or more per year excluding some supercenters covering roughly 85% of the retail universe. This data reflects the 52-week period ending December 29, 2024 versus the prior 52 weeks.

For questions or expanded information reach out to:

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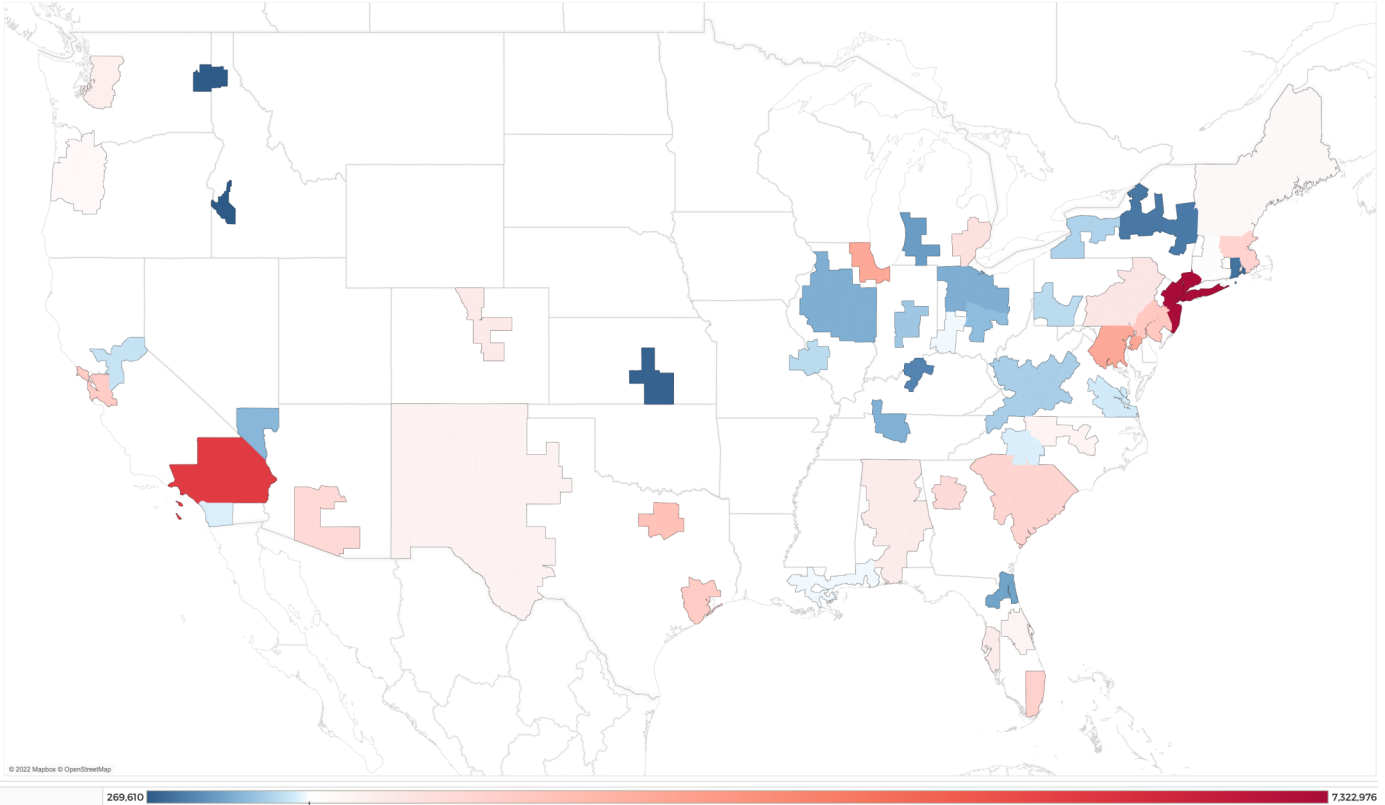


Scanner Data Regions



Region	Whole Pounds	Cut Pounds	Mini Pounds	Total
California 2022-23	221,521,803	47,980,157	62,845,211	332,347,170
California 2023-24	236,081,584	53,369,115	59,282,652	348,733,352
Percent Growth	6.6%	11.2%	-5.7%	4.9%
2023-24 % of Total	67.7%	15.3%	17.0%	100.0%
Great Lakes 2022-23	399,544,728	36,273,134	45,546,707	481,364,569
Great Lakes 2023-24	413,358,165	34,487,747	44,109,135	491,955,047
Percent Growth	3.5%	-4.9%	-3.2%	2.2%
2023-24 % of Total	84.0%	7.0%	9.0%	100.0%
Midsouth 2022-23	405,515,987	52,228,662	39,210,910	496,955,047
Midsouth 2023-24	414,969,122	52,342,420	40,453,255	507,764,797
Percent Growth	2.3%	0.2%	3.2%	2.2%
2023-24 % of Total	81.7%	10.3%	8.0%	100.0%
Northeast 2022-23	408,791,023	97,339,327	41,824,552	547,954,901
Northeast 2023-24	452,837,238	93,728,137	41,500,050	588,065,425
Percent Growth	10.8%	-3.7%	-0.8%	7.3%
2023-24 % of Total	77.0%	15.9%	7.1%	100.0%
Plains 2022-23	209,058,967	17,680,045	12,488,498	239,227,510
Plains 2023-24	211,462,498	18,403,923	11,637,846	241,504,267
Percent Growth	1.1%	4.1%	-6.8%	1.0%
2023-24 % of Total	87.6%	7.6%	4.8%	100.0%
Southcentral 2022-23	344,993,574	74,354,233	27,686,501	447,034,309
Southcentral 2023-24	323,725,446	89,340,917	27,058,908	440,125,271
Percent Growth	-6.2%	20.2%	-2.3%	-1.5%
2023-24 % of Total	73.6%	20.3%	6.1%	100.0%
Southeast 2022-23	359,049,821	100,362,735	44,548,407	503,960,964
Southeast 2023-24	358,383,920	103,927,909	44,312,539	506,624,368
Percent Growth	-0.2%	3.6%	-0.5%	0.5%
2023-24 % of Total	70.7%	20.5%	8.7%	100.0%
West 2022-23	279,251,724	49,355,212	57,899,332	386,506,268
West 2023-24	285,914,981	54,438,397	55,229,111	395,582,489
Percent Growth	2.4%	10.3%	-4.6%	2.3%
2023-24 % of Total	72.3%	13.8%	14.0%	100.0%

Number of Households per Market

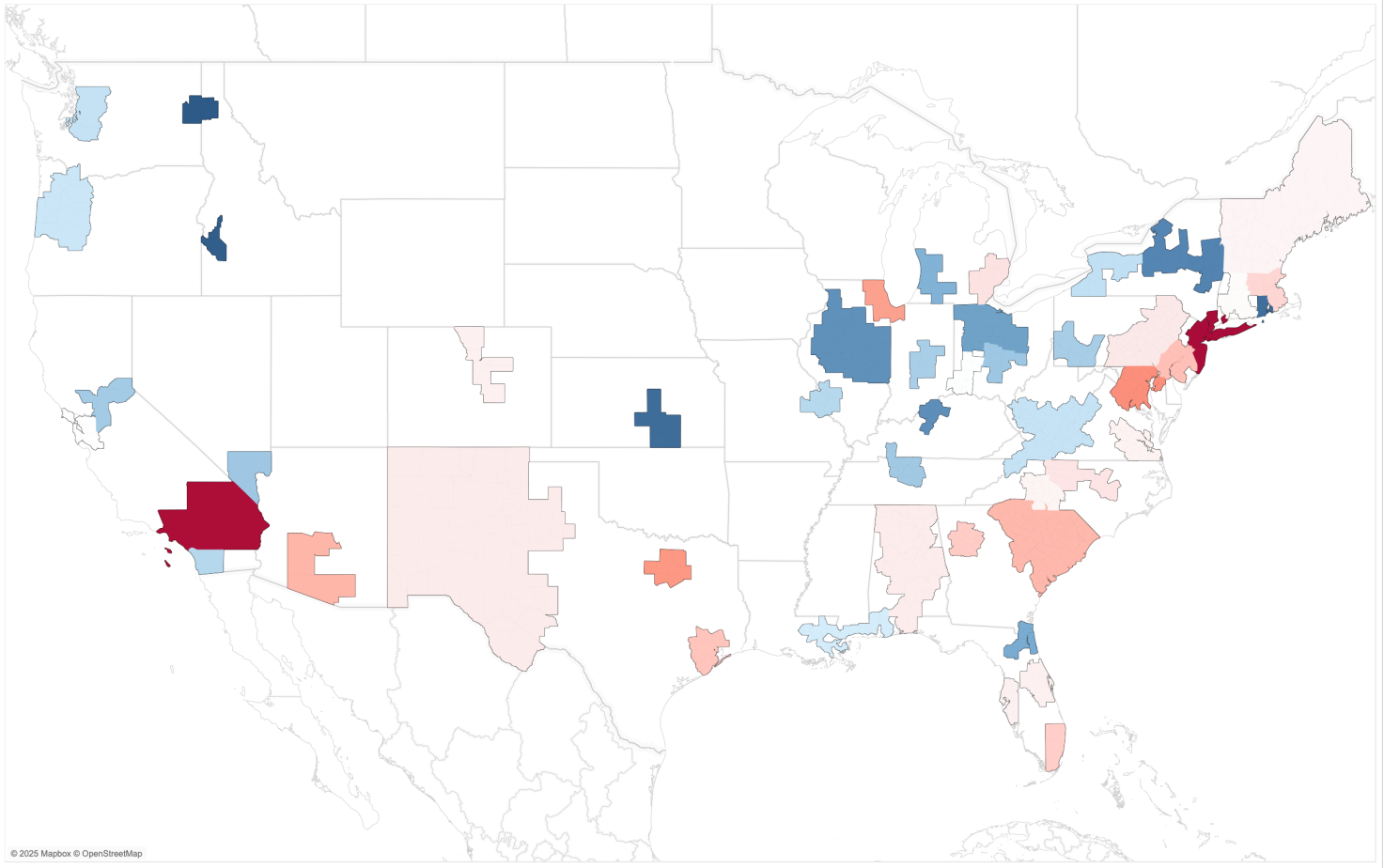


Market	Population	Households	Market	Population	Households
NEW YORK	19,959,514	7,322,976	HARTFORD/SPRINGFIELD	3,246,920	1,266,721
LOS ANGELES	17,923,688	5,828,361	NEW ORLEANS/MOBILE	3,138,652	1,210,254
CHICAGO	9,024,641	3,326,661	SACRAMENTO	3,105,662	1,097,351
BALTIMORE/WASHINGTON	8,747,475	3,302,814	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

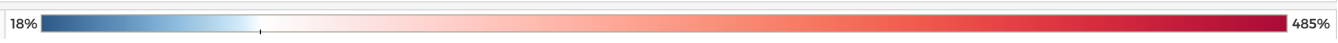


Scanner Data Markets — Total

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



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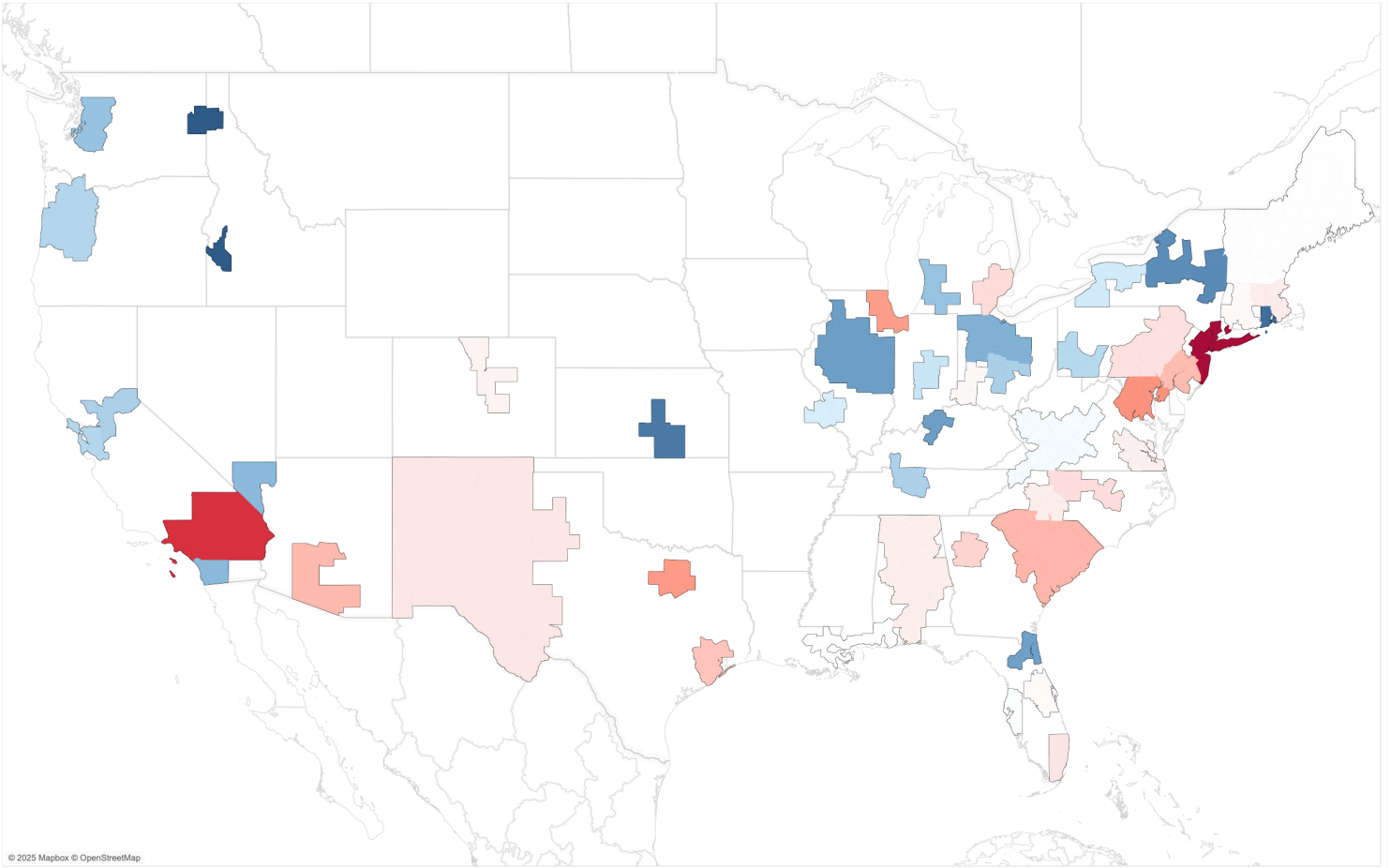


Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change		Prior #	Current #	% Change
BOISE	6,315,231	7,366,700	16.6%	BIRMINGHAM/MONTGOMERY	44,614,776	45,857,226	2.8%
PROVIDENCE	9,195,638	10,661,979	15.9%	HARRISBURG/SCRANTON	46,858,193	48,042,529	2.5%
LOUISVILLE	15,105,235	16,758,390	10.9%	PHOENIX/TUCSON	75,876,855	77,384,760	2.0%
NEW YORK	161,549,183	177,941,832	10.1%	INDIANAPOLIS	28,114,744	28,554,108	1.6%
BOSTON	52,692,782	57,706,003	9.5%	PEORIA/SPRINGFIELD	16,914,843	17,129,389	1.3%
DETROIT	47,040,238	51,419,675	9.3%	SPOKANE	6,514,956	6,546,755	0.5%
ST. LOUIS	27,981,620	30,347,995	8.5%	SOUTH CAROLINA	76,066,889	75,907,653	-0.2%
NEW ENGLAND	38,353,522	41,370,483	7.9%	TAMPA	44,221,149	43,981,561	-0.5%
LOS ANGELES	162,872,429	175,590,606	7.8%	PORTLAND	33,113,406	32,882,162	-0.7%
HARTFORD/SPRINGFIELD	35,619,079	38,182,430	7.2%	ORLANDO	44,395,081	44,074,753	-0.7%
PITTSBURGH	26,516,065	28,344,476	6.9%	RICHMOND/NORFOLK	43,076,857	42,727,211	-0.8%
DENVER	41,444,836	44,027,287	6.2%	CHARLOTTE	42,260,857	41,868,940	-0.9%
PHILADELPHIA	66,972,726	71,138,815	6.2%	BALTIMORE/WASHINGTON	100,464,825	99,259,162	-1.2%
COLUMBUS	25,517,855	26,996,825	5.8%	SAN FRANCISCO	37,287,143	36,807,454	-1.3%
SAN DIEGO	28,741,352	30,211,328	5.1%	CHICAGO	89,989,289	88,766,555	-1.4%
BUFFALO/ROCHESTER	30,276,800	31,756,558	4.9%	SACRAMENTO	28,332,930	27,940,032	-1.4%
TOLEDO	19,300,302	20,231,873	4.8%	ATLANTA	65,516,854	64,512,801	-1.5%
MIAMI/FT. LAUDERDALE	60,385,816	63,102,919	4.5%	SEATTLE	32,774,462	32,113,289	-2.0%
ROANOKE	31,012,743	32,325,405	4.2%	JACKSONVILLE	22,303,569	21,846,016	-2.1%
CINCINNATI/DAYTON	35,096,522	36,559,056	4.2%	RALEIGH/GREENSBORO	51,075,562	49,944,562	-2.2%
SYRACUSE	14,282,930	14,798,806	3.6%	NEW ORLEANS/MOBILE	35,190,293	34,124,124	-3.0%
NASHVILLE	26,698,997	27,575,789	3.3%	DALLAS/FT. WORTH	98,312,202	94,297,073	-4.1%
GRAND RAPIDS	22,300,466	23,013,886	3.2%	WICHITA	10,676,328	10,239,078	-4.1%
ALBANY	14,017,554	14,465,888	3.2%	WEST TEX/NEW MEXICO	48,967,776	46,728,530	-4.6%
LAS VEGAS	26,429,644	27,180,132	2.8%	HOUSTON	72,619,166	68,279,811	-6.0%



Scanner Data Markets — Whole

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



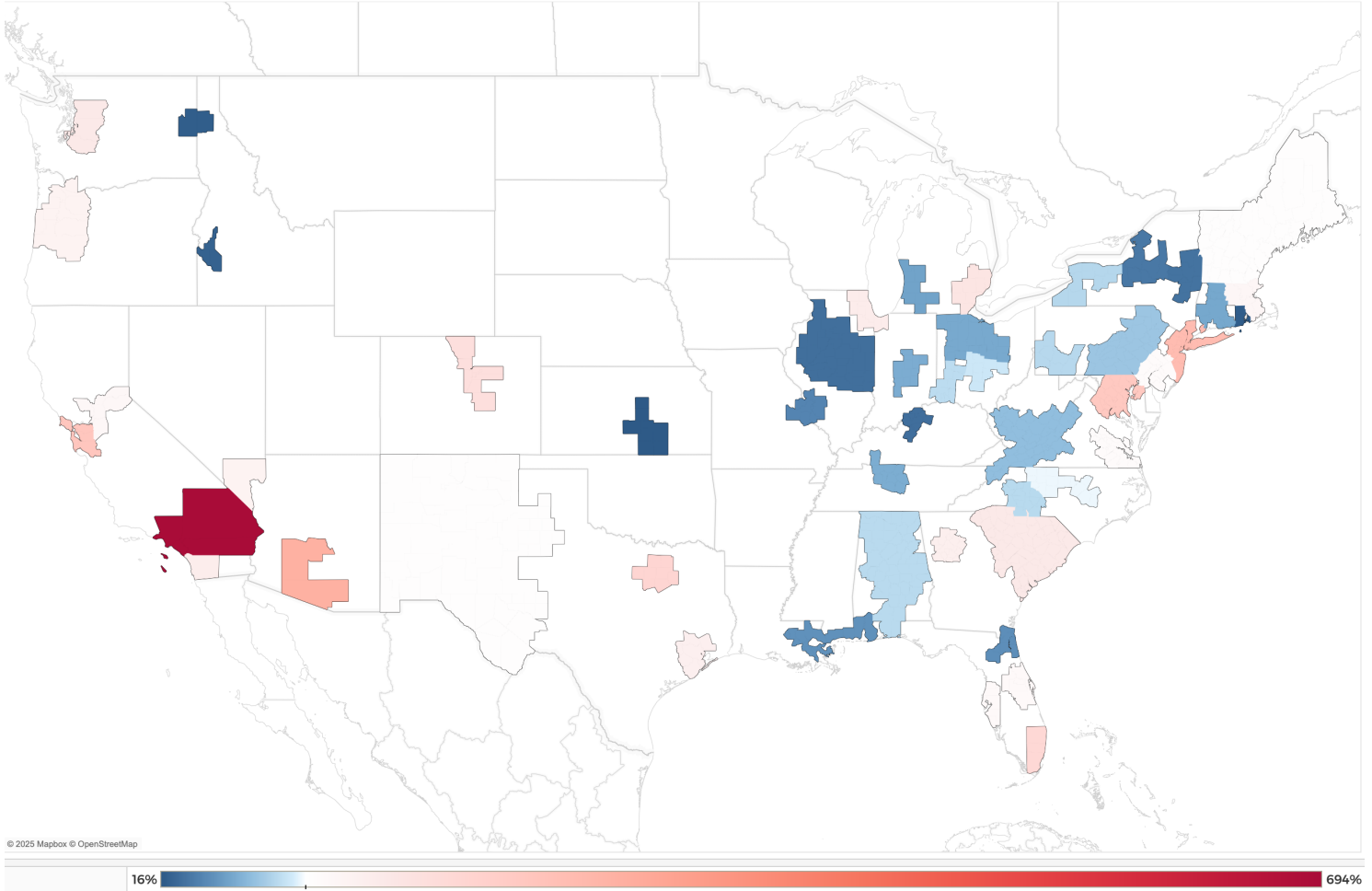
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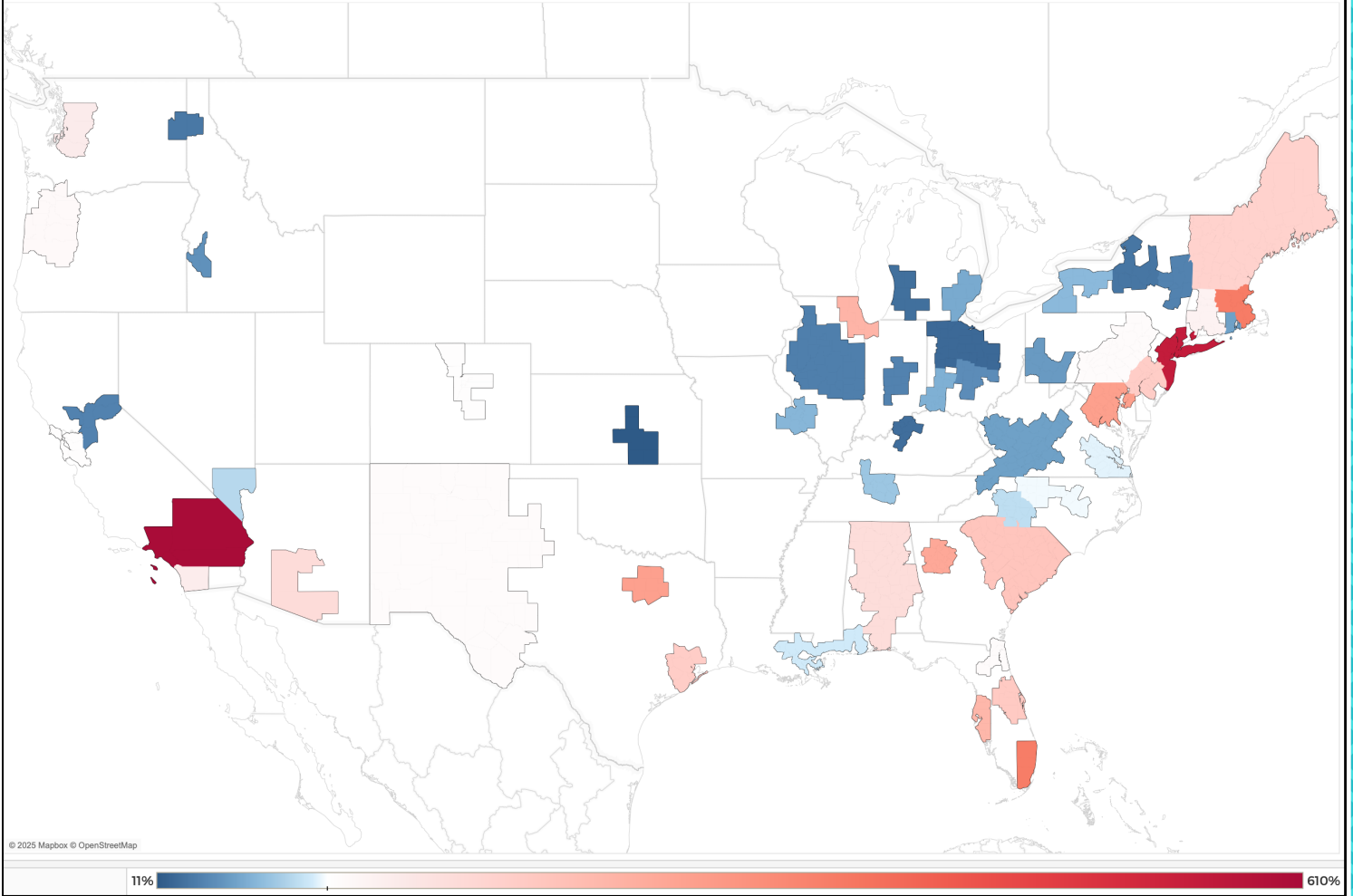
Largest % Increase	Prior #	Current #	% Change	Rest of Markets	Prior #	Current #	% Change
PROVIDENCE	5,862,495	7,478,458	27.6%	DENVER	31,331,060	32,238,872	2.9%
BOSTON	28,790,102	34,876,844	21.1%	NASHVILLE	21,156,373	21,707,532	2.6%
NEW YORK	119,950,845	140,142,501	16.8%	INDIANAPOLIS	23,963,949	24,539,656	2.4%
NEW ENGLAND	24,125,088	27,912,748	15.7%	BIRMINGHAM/MONTGOMERY	33,613,509	34,369,269	2.2%
ST. LOUIS	22,360,724	25,744,736	15.1%	CHICAGO	69,486,433	70,816,249	1.9%
LOUISVILLE	12,923,185	14,566,824	12.7%	SAN FRANCISCO	22,236,776	22,507,159	1.2%
HARTFORD/SPRINGFIELD	26,590,016	29,821,941	12.2%	HARRISBURG/SCRANTON	39,509,722	39,880,372	0.9%
DETROIT	38,311,827	42,470,530	10.9%	CHARLOTTE	34,368,150	34,403,419	0.1%
BOISE	4,065,401	4,477,095	10.1%	SOUTH CAROLINA	59,956,917	59,452,607	-0.8%
LOS ANGELES	107,087,741	117,761,266	10.0%	ORLANDO	29,754,908	29,487,457	-0.9%
PHOENIX/TUCSON	53,239,117	57,905,817	8.8%	RICHMOND/NORFOLK	34,179,871	33,777,915	-1.2%
PHILADELPHIA	53,231,063	57,035,005	7.1%	SACRAMENTO	21,949,873	21,659,794	-1.3%
CINCINNATI/DAYTON	28,330,919	30,313,969	7.0%	BALTIMORE/WASHINGTON	76,956,611	75,865,773	-1.4%
SAN DIEGO	17,079,085	18,121,668	6.1%	SPOKANE	4,540,264	4,465,753	-1.6%
COLUMBUS	20,220,309	21,454,458	6.1%	JACKSONVILLE	15,075,976	14,823,596	-1.7%
MIAMI/FT. LAUDERDALE	35,652,912	37,665,522	5.6%	RALEIGH/GREENSBORO	42,099,690	41,255,629	-2.0%
GRAND RAPIDS	18,679,972	19,687,718	5.4%	TAMPA	28,124,070	27,369,880	-2.7%
BUFFALO/ROCHESTER	24,123,096	25,355,620	5.1%	NEW ORLEANS/MOBILE	28,718,873	27,805,889	-3.2%
SYRACUSE	11,606,581	12,176,502	4.9%	PORTLAND	23,273,531	22,455,898	-3.5%
PITTSBURGH	21,692,933	22,731,290	4.8%	WEST TEX/NEW MEXICO	38,965,927	37,375,291	-4.1%
ALBANY	11,107,959	11,639,014	4.8%	ATLANTA	47,673,911	45,602,868	-4.3%
PEORIA/SPRINGFIELD	13,875,035	14,461,877	4.2%	SEATTLE	20,569,359	19,555,537	-4.9%
ROANOKE	26,105,612	27,116,793	3.9%	WICHITA	9,581,271	9,065,382	-5.4%
TOLEDO	16,337,426	16,960,409	3.8%	DALLAS/FT. WORTH	77,980,098	72,227,333	-7.4%
LAS VEGAS	17,536,009	18,186,719	3.7%	HOUSTON	58,379,546	53,175,042	-8.9%

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



Largest % Increase				Rest of Markets			
Market	Prior #	Current #	% Change	Market	Prior #	Current #	% Change
HARRISBURG/SCRANTON	2,096,801	2,861,564	36.5%	SAN DIEGO	5,625,117	5,455,076	-3.0%
PITTSBURGH	2,553,797	3,257,629	27.6%	TAMPA	4,595,036	4,447,833	-3.2%
WICHITA	525,489	619,642	17.9%	DALLAS/FT. WORTH	7,945,048	7,664,323	-3.5%
DENVER	5,720,313	6,700,484	17.1%	SYRACUSE	1,319,235	1,269,926	-3.7%
PHILADELPHIA	3,652,845	4,262,683	16.7%	GRAND RAPIDS	2,249,935	2,155,059	-4.2%
ROANOKE	2,413,832	2,695,519	11.7%	LOS ANGELES	29,368,600	27,502,953	-6.4%
TOLEDO	2,072,094	2,267,107	9.4%	BOISE	843,887	783,819	-7.1%
SOUTH CAROLINA	5,337,188	5,819,779	9.0%	ORLANDO	4,787,548	4,438,625	-7.3%
RICHMOND/NORFOLK	3,893,632	4,235,599	8.8%	NEW YORK	10,966,279	10,136,899	-7.6%
ATLANTA	4,886,349	5,301,363	8.5%	HARTFORD/SPRINGFIELD	2,441,671	2,241,845	-8.2%
BUFFALO/ROCHESTER	2,983,162	3,230,560	8.3%	BOSTON	5,132,104	4,673,932	-8.9%
SPOKANE	650,062	690,082	6.2%	CHICAGO	6,192,408	5,533,659	-10.6%
HOUSTON	4,999,909	5,273,502	5.5%	WEST TEX/NEW MEXICO	4,571,927	4,083,480	-10.7%
SEATTLE	5,585,019	5,831,961	4.4%	ALBANY	1,293,125	1,146,635	-11.3%
PORTLAND	4,771,526	4,968,389	4.1%	LOUISVILLE	1,193,670	1,055,520	-11.6%
COLUMBUS	3,432,151	3,556,579	3.6%	SAN FRANCISCO	10,374,415	9,153,850	-11.8%
NASHVILLE	2,284,617	2,344,509	2.6%	PROVIDENCE	762,919	668,519	-12.4%
BIRMINGHAM/MONTGOMERY	3,207,032	3,282,973	2.4%	JACKSONVILLE	2,028,760	1,734,212	-14.5%
BALTIMORE/WASHINGTON	8,783,962	8,912,258	1.5%	INDIANAPOLIS	2,740,715	2,336,751	-14.7%
CHARLOTTE	3,280,189	3,279,487	0.0%	NEW ORLEANS/MOBILE	2,118,216	1,795,007	-15.3%
DETROIT	6,200,321	6,189,975	-0.2%	CINCINNATI/DAYTON	4,001,792	3,333,874	-16.7%
MIAMI/FT. LAUDERDALE	7,403,380	7,388,158	-0.2%	PEORIA/SPRINGFIELD	1,291,542	1,074,845	-16.8%
RALEIGH/GREENSBORO	3,903,832	3,837,208	-1.7%	NEW ENGLAND	5,190,562	4,095,571	-21.1%
SACRAMENTO	4,713,757	4,599,755	-2.4%	PHOENIX/TUCSON	14,544,926	11,193,617	-23.0%
LAS VEGAS	5,094,863	4,952,777	-2.8%	ST. LOUIS	2,504,378	1,520,998	-39.3%

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



Largest % Increase				Rest of Markets			
	Prior #	Current #	% Change		Prior #	Current #	% Change
BOISE	1,405,943	2,105,786	49.8%	ORLANDO	9,852,625	10,148,671	3.0%
INDIANAPOLIS	1,410,080	1,677,701	19.0%	PHOENIX/TUCSON	8,092,812	8,285,326	2.4%
DALLAS/FT. WORTH	12,387,056	14,405,418	16.3%	JACKSONVILLE	5,198,833	5,288,208	1.7%
DENVER	4,393,463	5,087,930	15.8%	SEATTLE	6,620,084	6,725,791	1.6%
LOUISVILLE	988,380	1,136,046	14.9%	HARRISBURG/SCRANTON	5,251,670	5,300,594	0.9%
LOS ANGELES	26,416,088	30,326,387	14.8%	ROANOKE	2,493,299	2,513,093	0.8%
TOLEDO	890,782	1,004,357	12.8%	SACRAMENTO	1,669,299	1,680,483	0.7%
SAN FRANCISCO	4,675,951	5,146,445	10.1%	BUFFALO/ROCHESTER	3,170,542	3,170,378	0.0%
SAN DIEGO	6,037,149	6,634,583	9.9%	SYRACUSE	1,357,114	1,352,378	-0.3%
DETROIT	2,528,090	2,759,169	9.1%	ST. LOUIS	3,116,518	3,082,261	-1.1%
NASHVILLE	3,258,007	3,523,747	8.2%	SOUTH CAROLINA	10,772,785	10,635,267	-1.3%
PORTLAND	5,068,350	5,457,875	7.7%	BALTIMORE/WASHINGTON	14,724,252	14,481,131	-1.7%
COLUMBUS	1,865,395	1,985,788	6.5%	PROVIDENCE	2,570,224	2,515,002	-2.1%
HOUSTON	9,239,710	9,831,267	6.4%	PHILADELPHIA	10,088,818	9,841,126	-2.5%
LAS VEGAS	3,798,772	4,040,635	6.4%	WICHITA	569,568	554,054	-2.7%
TAMPA	11,502,043	12,163,847	5.8%	WEST TEX/NEW MEXICO	5,429,923	5,269,760	-2.9%
CINCINNATI/DAYTON	2,763,810	2,911,213	5.3%	BOSTON	18,770,577	18,155,227	-3.3%
BIRMINGHAM/MONTGOMERY	7,794,236	8,204,985	5.3%	RALEIGH/GREENSBORO	5,072,039	4,851,726	-4.3%
ATLANTA	12,956,594	13,608,570	5.0%	RICHMOND/NORFOLK	5,003,354	4,713,697	-5.8%
SPOKANE	1,324,630	1,390,919	5.0%	HARTFORD/SPRINGFIELD	6,587,392	6,118,644	-7.1%
MIAMI/FT. LAUDERDALE	17,329,524	18,049,239	4.2%	PEORIA/SPRINGFIELD	1,748,266	1,592,667	-8.9%
ALBANY	1,616,471	1,680,238	3.9%	CHARLOTTE	4,612,517	4,186,034	-9.2%
NEW ORLEANS/MOBILE	4,353,203	4,523,228	3.9%	NEW YORK	30,632,059	27,662,432	-9.7%
PITTSBURGH	2,269,335	2,355,556	3.8%	CHICAGO	14,310,448	12,416,647	-13.2%
NEW ENGLAND	9,037,873	9,362,164	3.6%	GRAND RAPIDS	1,370,559	1,171,109	-14.6%