

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

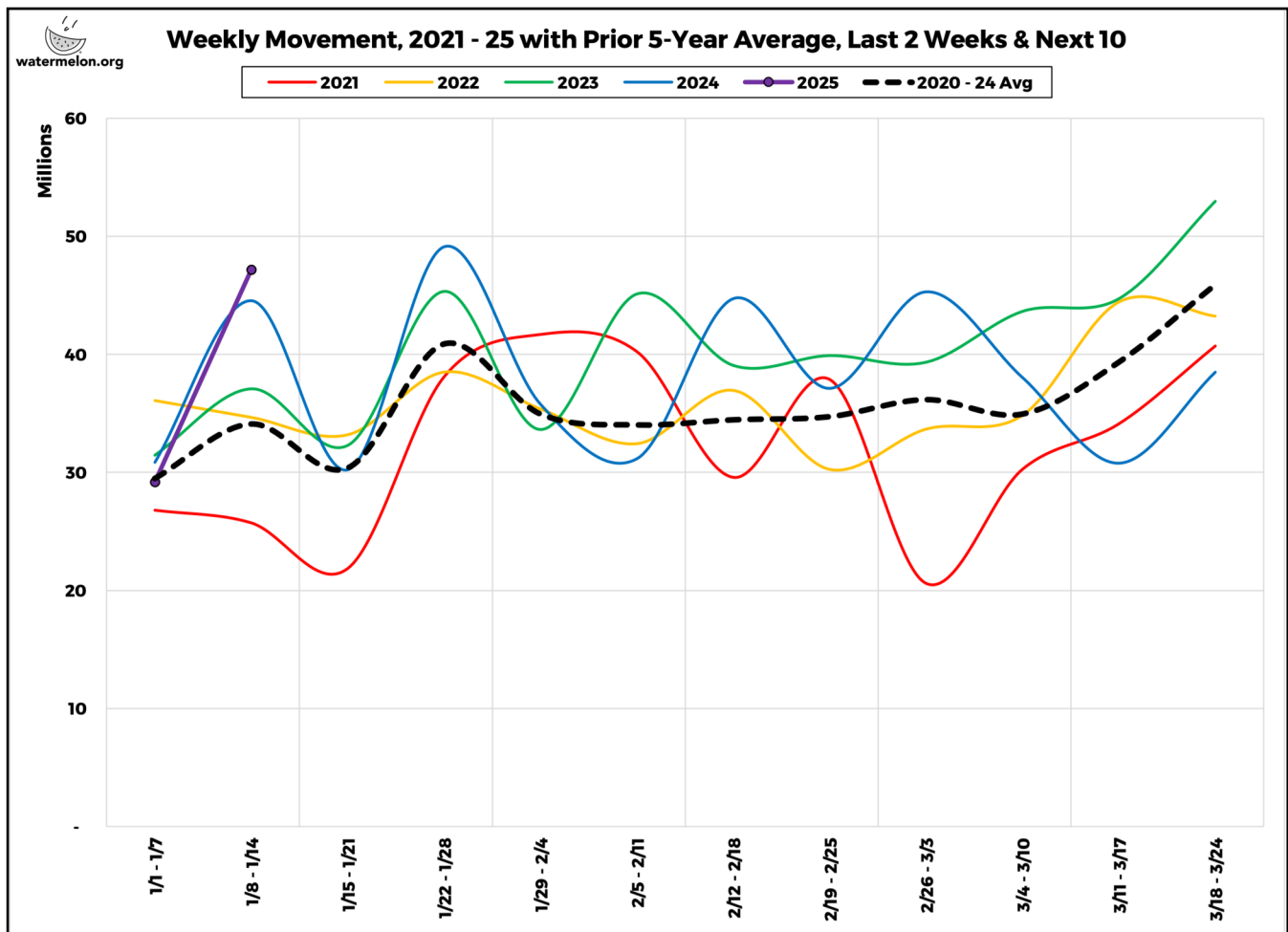
Data current through January 14, 2025

- Movement jumped up a bit in the second week similar to last year
- Weekly average seedless FOB slipped slightly, but remains above past years

Movement	2025	2024	2025 v 24	2020—24 Avg	2025 v Avg
Last 7 Days	47,185,181	44,537,207	5.9%	34,088,834	38.4%
Last 30 Days	76,358,076	75,380,556	1.3%	63,557,017	20.1%
Year to Date	76,358,076	75,380,556	1.3%	63,557,017	20.1%

Movement

- Week-to-week choppiness is completely normal throughout first quarter
- While volume has been similar to last year, after two weeks it is 20.1% above average



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

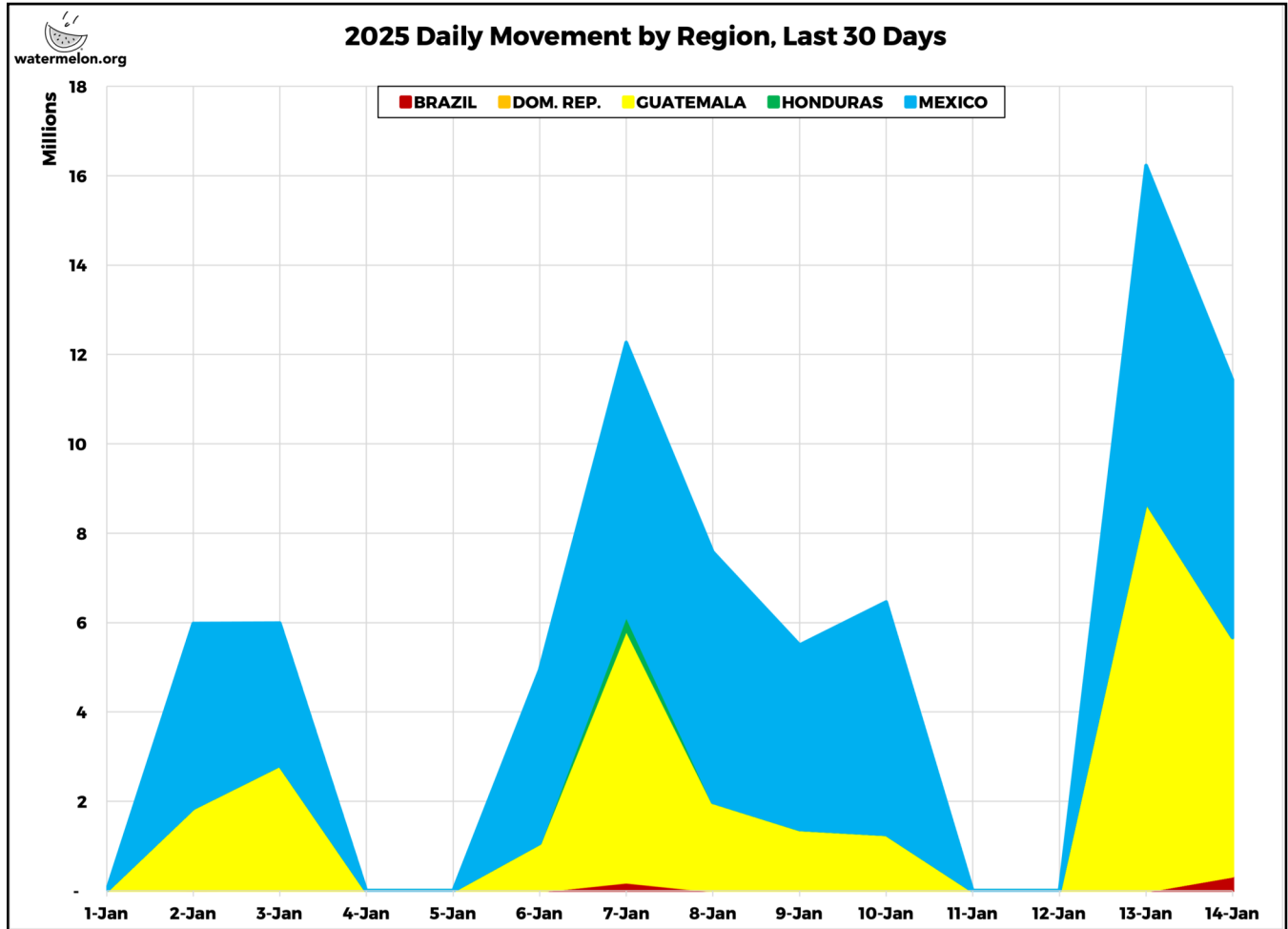
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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Source Regions—Last Week vs. Prior

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





Last 7 Days Movement:

- Mexico 6% below 2024, 18% above average
- Guatemala 30% below 2024, well above average
- Brazil well above 2024 and average
- Dom. Rep. 67% below 2024, 16% below average

Region	Last 7 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	28,186,311	30,056,583	-6%	23,978,246	18%
GUATEMALA	18,638,354	14,299,744	30%	8,200,710	127%
BRAZIL	335,881	0	NA	107,637	212%
DOM. REP.	24,635	73,630	-67%	29,325	-16%
HONDURAS	0	107,250	-100%	1,772,917	-100%
CANADA	0	0	NA	0	NA
TEXAS	0	0	NA	0	NA
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
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	47,185,181	44,537,207	5.9%	34,088,834	38.4%

Region	Last 30 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	45,448,852	47,488,816	-4%	43,307,923	5%
GUATEMALA	29,989,769	26,896,375	12%	16,798,045	79%
BRAZIL	531,265	160,090	232%	266,418	99%
HONDURAS	321,750	750,750	-57%	3,114,303	-90%
DOM. REP.	66,440	84,507	-21%	70,325	-6%
CANADA	0	18	-100%	4	-100%
TEXAS	0	0	NA	0	NA
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
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	76,358,076	75,380,556	1.3%	63,557,017	20.1%

Last 30 Days Movement:

- Mexico 4% below 2024, 5% above average
- Guatemala 12% above 2024, 79% above average
- Brazil well above 2024, 99% above average
- Honduras 57% below 2024, 90% below average
- Dom. Rep. 21% below 2024, 6% below average

Year to Date Movement:

- Unique observations available after 30 days

Region	To Date				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	45,448,852	47,488,816	-4%	43,307,923	5%
GUATEMALA	29,989,769	26,896,375	12%	16,798,045	79%
BRAZIL	531,265	160,090	232%	266,418	99%
HONDURAS	321,750	750,750	-57%	3,114,303	-90%
DOM. REP.	66,440	84,507	-21%	70,325	-6%
CANADA	0	18	-100%	4	-100%
FLORIDA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
TEXAS	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
COSTA RICA	0	0	NA	0	NA
VIRGINIA	0	0	NA	0	NA
PANAMA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
Total	76,358,076	75,380,556	1.3%	63,557,017	20.1%

Seedless FOB Pricing

- FOBs continue at above average levels despite decline
- Both crossings reporting similar figures, Central America now reporting

Seedless FOB	2025	2024	2020-24
Last 7 Days	\$0.467	\$0.412	\$0.362
Last 30 Days	\$0.480	\$0.410	\$0.362
Year to Date	\$0.480	\$0.410	\$0.362

