

Watermelon Market Report

Compiled by the National Watermelon Promotion Board



Market

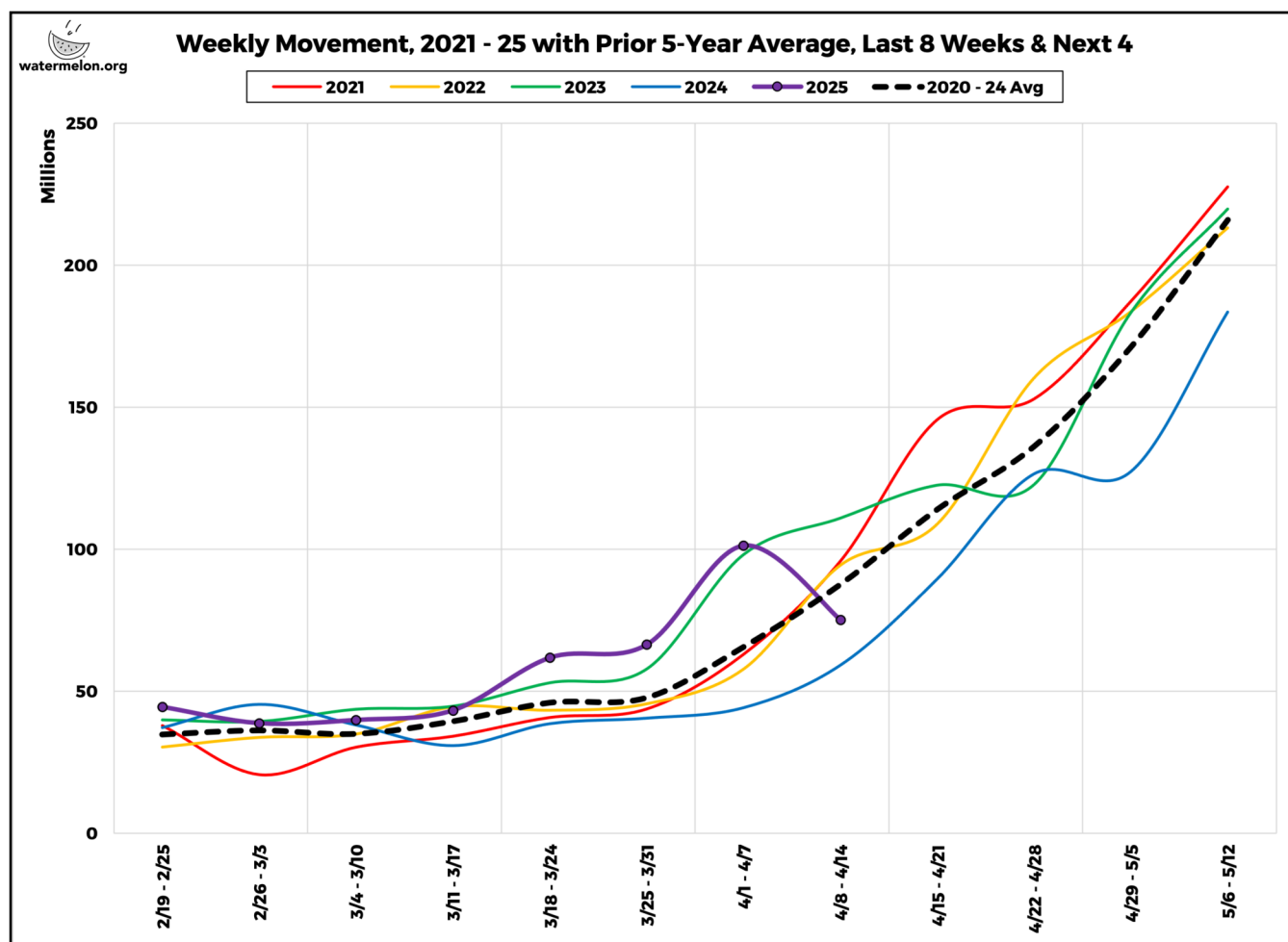
Data current through April 15, 2025

- Past week lighter movement, more downward adjustments to early Florida reports
- Weekly seedless FOB ticked down slightly at similar pace as average

Movement	2025	2024	2025 v 24	2020—24 Avg	2025 v Avg
Last 7 Days	74,696,291	66,347,357	12.6%	90,513,389	-17.5%
Last 30 Days	328,340,156	195,692,477	67.8%	266,759,216	23.1%
Year to Date	776,806,998	613,210,746	26.7%	643,822,451	20.7%

Movement

- On 4/10, AMS backed out rest of initial Florida reports replacing with much lighter volume
- Revised figures show similar path as 2023 until this lighter past week



Source: AMS Market News Portal

To download NWPB's detailed Excel files visit:

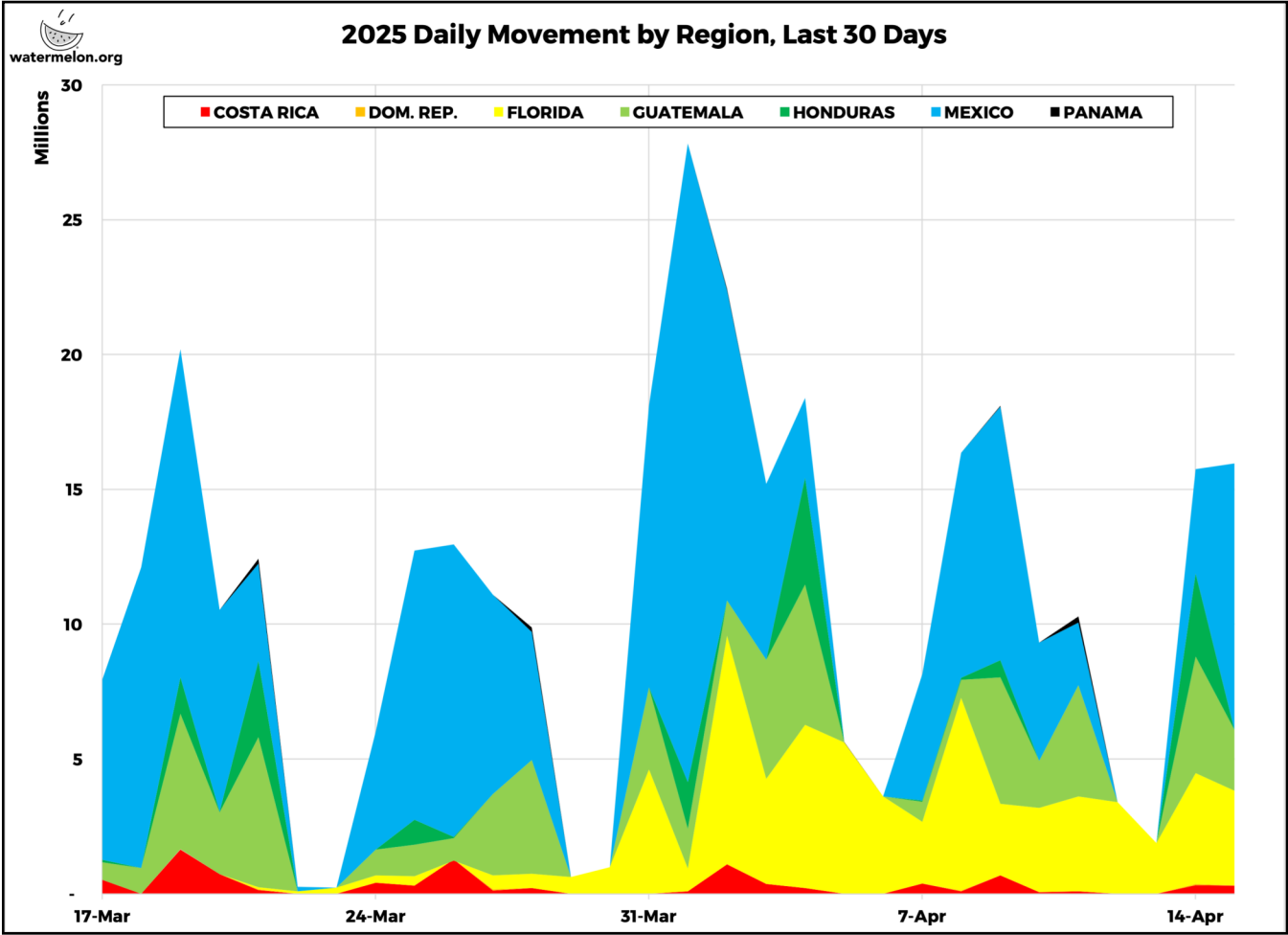
<https://www.watermelon.org/audiences/industry/research/supply-chain-research>

For questions or expanded information reach out to:

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

Source Regions—Last Week vs. Prior

- **Decreasing volume:** Costa Rica, Dominican Republic, Florida
- **Stable volume:** Honduras, Mexico
- **Increasing volume:** Guatemala, Panama



Last 7 Days Movement:

- Mexico 1% below 2024, 34% below average
- Florida 18% above 2024, 28% below average
- Guatemala 38% above 2024, well above average
- Honduras 42% above 2024, 18% below average
- Costa Rica 21% below 2024, 15% above average
- Panama 7% below 2024, 56% below average
- Dom. Rep. well above 2024, 50% above average

Region	Last 7 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	29,867,608	30,273,393	-1%	45,123,006	-34%
FLORIDA	22,209,045	18,854,400	18%	30,943,200	-28%
GUATEMALA	17,139,156	12,458,263	38%	8,006,381	114%
HONDURAS	3,715,994	2,609,750	42%	4,534,838	-18%
COSTA RICA	1,467,557	1,867,571	-21%	1,279,662	15%
PANAMA	249,242	268,745	-7%	571,907	-56%
DOM. REP.	47,689	15,235	213%	31,860	50%
TEXAS	0	0	NA	22,535	-100%
BRAZIL	0	0	NA	0	NA
CANADA	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
GEORGIA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
Total	74,696,291	66,347,357	12.6%	90,513,389	-17.5%

Last 30 Days Movement:

- Mexico 72% above 2024, 19% above average
- Florida well above 2024, 38% above average
- Guatemala 20% above 2024, 48% above average
- Honduras 29% above 2024, 28% below average
- Costa Rica 6% above 2024, 37% above average
- Panama 5% above 2024, 72% below average
- Dom. Rep. 27% below 2024, 78% above average

Region	Last 30 Days				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	176,603,332	102,889,447	72%	147,841,261	19%
FLORIDA	68,365,920	22,894,400	199%	49,615,200	38%
GUATEMALA	58,660,380	48,936,909	20%	39,520,753	48%
HONDURAS	14,816,116	11,506,416	29%	20,671,745	-28%
COSTA RICA	9,008,345	8,532,057	6%	6,563,037	37%
PANAMA	673,790	642,125	5%	2,384,187	-72%
DOM. REP.	212,273	291,123	-27%	119,082	78%
TEXAS	0	0	NA	22,535	-100%
BRAZIL	0	0	NA	21,416	-100%
VIRGINIA	0	0	NA	0	NA
SOUTH CAROLINA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
NORTH CAROLINA	0	0	NA	0	NA
MISSOURI	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
MICHIGAN	0	0	NA	0	NA
MARYLAND	0	0	NA	0	NA
INDIANA	0	0	NA	0	NA
GEORGIA	0	0	NA	0	NA
DELAWARE	0	0	NA	0	NA
CANADA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
ARIZONA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
Total	328,340,156	195,692,477	67.8%	266,759,216	23.1%

Year to Date Movement:

- Mexico 327% above 2024, 12% above average
- Guatemala 13% above 2024, 47% above average
- Florida well above 2024, 38% above average
- Honduras 6% above 2024, 14% below average
- Costa Rica 3% above 2024, 72% above average
- Brazil well above 2024, 98% above average
- Dom. Rep. 42% below 2024, 34% above average
- Panama 23% above 2024, 67% below average

Region	To Date				
	2025	2024	2025 v 24	2020 - 24 Avg	2025 v Avg
MEXICO	424,700,831	334,967,870	27%	380,016,933	12%
GUATEMALA	217,444,623	192,851,974	13%	148,351,659	47%
FLORIDA	68,365,920	22,894,400	199%	49,615,200	38%
HONDURAS	42,943,761	40,424,337	6%	50,019,751	-14%
COSTA RICA	19,515,466	18,932,965	3%	11,342,489	72%
BRAZIL	1,898,875	627,694	203%	959,367	98%
DOM. REP.	1,038,672	1,778,564	-42%	775,211	34%
PANAMA	898,850	732,906	23%	2,719,299	-67%
TEXAS	0	0	NA	22,535	-100%
CANADA	0	36	-100%	7	-100%
GEORGIA	0	0	NA	0	NA
CALIFORNIA	0	0	NA	0	NA
INDIANA	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
VIRGINIA	0	0	NA	0	NA
OKLAHOMA	0	0	NA	0	NA
ALABAMA	0	0	NA	0	NA
MISSISSIPPI	0	0	NA	0	NA
Total	776,806,998	613,210,746	26.7%	643,822,451	20.7%

Seedless FOB Pricing

- Recent days averaging \$0.30-0.35 across regions
- After several weeks of tightly tracking with 2023 we see the earlier year slipping a little lower past two weeks

Seedless FOB	2025	2024	2020-24
Last 7 Days	\$0.336	\$0.521	\$0.369
Last 30 Days	\$0.374	\$0.570	\$0.399
Year to Date	\$0.369	\$0.484	\$0.382

