

# Melons

**WHILE MELON VARIETIES ARE MANY** and expanding, The Packer's *Fresh Trends 2023* survey focused on cantaloupe and honeydew.

Twenty-eight percent of consumers polled in *Fresh Trends 2023* said they purchased cantaloupes in the past year, down slightly from 33% of shoppers who indicated cantaloupe purchases in the 2022 and 2021 *Fresh Trends* surveys.

Cantaloupe resonated with older consumers, *Fresh Trends* data shows, with 43% of those consumers aged 60 or older indicating purchases, compared with just 15% for those in the 18-29 age group.

Higher-income consumers are more likely to purchase cantaloupe, according to *Fresh Trends 2023*, with 34% of those earning more than \$100,000 indicating cantaloupe purchases, compared with 24% of those making under \$25,000 annually.

Consumers in the West had a higher cantaloupe purchase rate than any other region, with 31% indicating purchases in the past year, compared with 30% for the Midwest, 28% for the South and 22% for the Northeast.


Consumption of cantaloupe has dipped slightly in the past decade, with the USDA indicating that per capita retail availability of cantaloupe dropped from 8 pounds in 2011 to 5.6 pounds in 2019.

The average fob price for cantaloupe in 2022 was \$28.24 per carton, up 17% from \$24.23 per carton in 2021, according to the USDA.

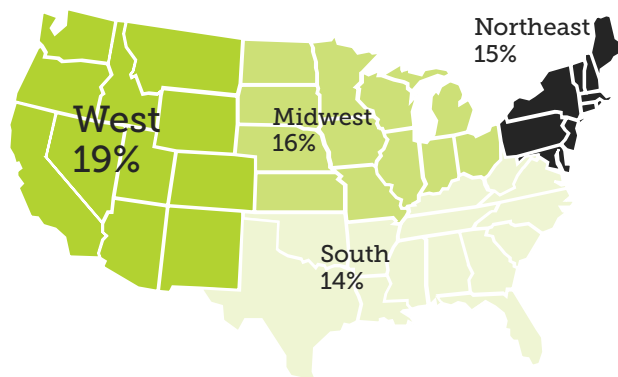
The average promoted retail price for cantaloupe in 2022 was \$1.20 per unit, up 11% from \$1.08 in 2021. The USDA said the number of retail stores promoting cantaloupe in 2022 totaled 423,826, down 4% from 439,856 in 2021.

The USDA reports that honeydew per capita availability has been steady to slightly lower in the past decade, dropping from 1.5 pounds in 2011 to 1.3 pounds in 2019.

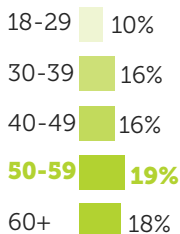
The average fob price for honeydew melon in 2022 was \$12.91 per carton, 8% higher than \$11.97 per carton in 2021.

The USDA reported the average advertised price for honeydew melon in 2022 was \$1.44 per unit, up 19% from \$1.21 per unit in 2021. 

## Reported purchase based on region

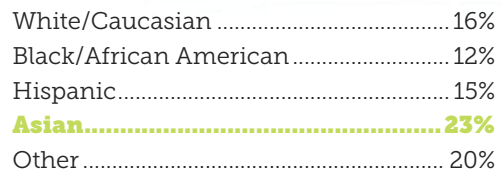


## Reported purchase based on age\*

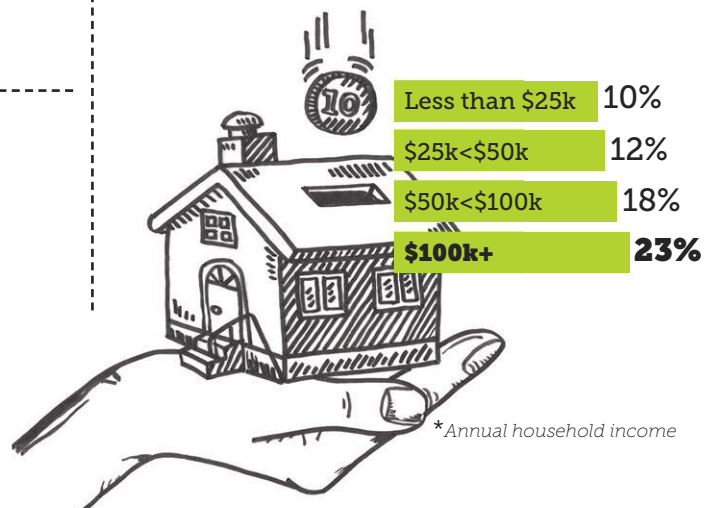


\*Considering primary household buyers

## Reported purchase based on ethnicity



## Reported purchase based on household income\*



Photos: iStock & Farm Journal