

Watermelon

EXACTLY HALF OF ALL SHOPPERS said they purchased watermelon in the past year; in fact, the red-fleshed melon inched its way up to the fifth most popular fruit this year, moving oranges down to No. 6, according to Fresh Trends 2022. About two-thirds of shoppers said they had purchased an individual-sized watermelon over the course of the previous year.

This fruit can feed a crowd, and families with kids were more likely to purchase it than those with no kids. In fact, the more children there were in the household, the

more likely families were to buy the melon.

As with many commodities, age plays a role in watermelon purchases. In fact, the youngest shoppers (age 18-29) were among the least likely to buy the melon overall, while those age 60 and older were among the most likely to buy (along with female shoppers and Asian consumers).

Despite the fact that many watermelons are grown in the South, Southern shoppers were much less likely to buy the fruit than those in other regions. And

while consumers from all ethnic backgrounds like this green-skinned fruit, Asians were the most likely to buy it, followed by Black shoppers.

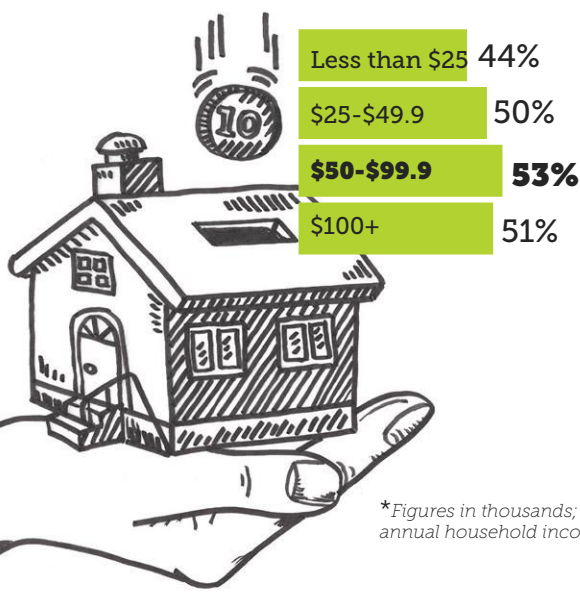
Twelve percent of watermelon buyers said they always chose organic product — as was the case last year. More than one-quarter of watermelon buyers (27%) said they purchased organic product at least some of the time. 🍉



Likelihood of purchase based on gender



Likelihood of purchase based on household income*

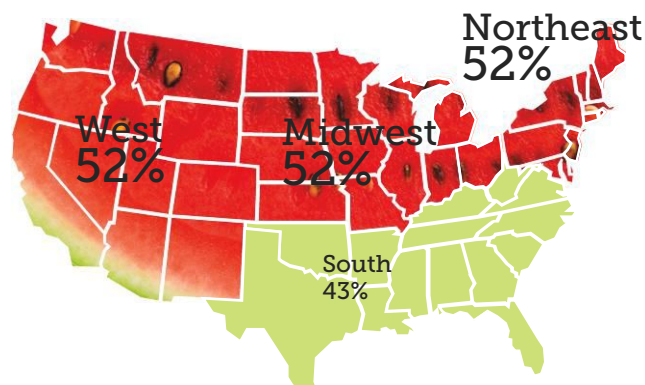


*Figures in thousands; annual household income

Purchased personal-sized or mini watermelon in the past year



Likelihood of purchase based on region



Likelihood of purchase based on age*



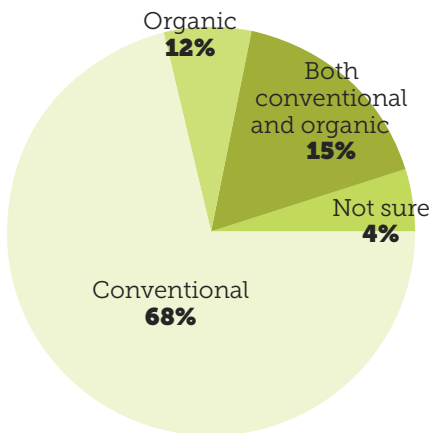
*Considering primary household buyers



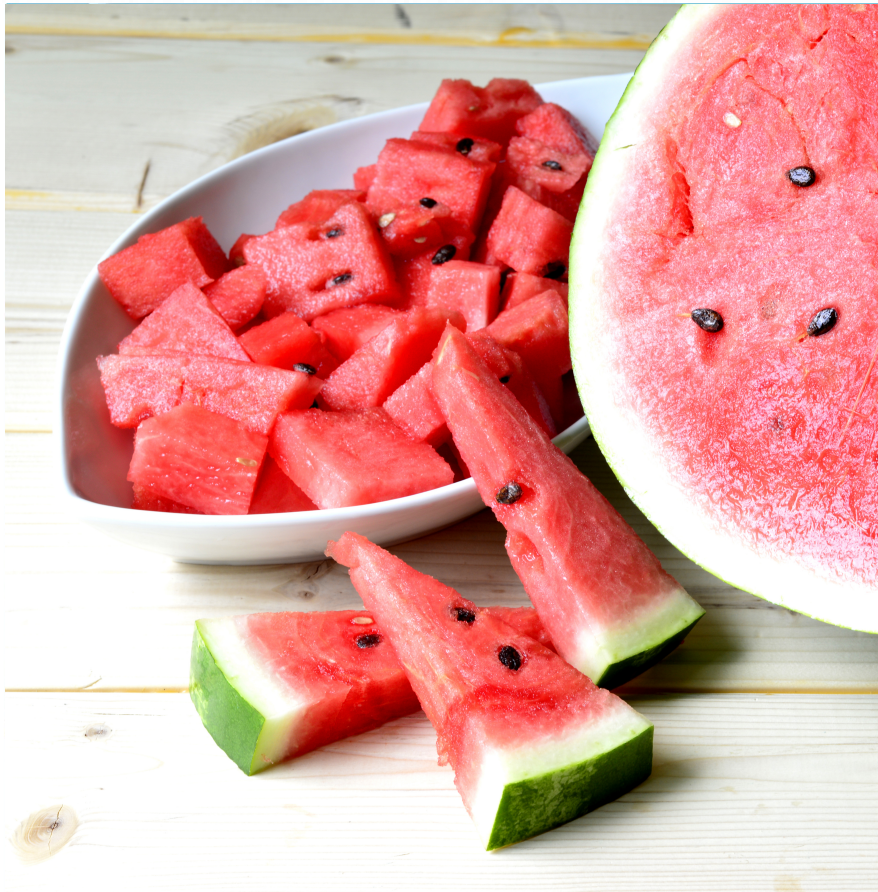
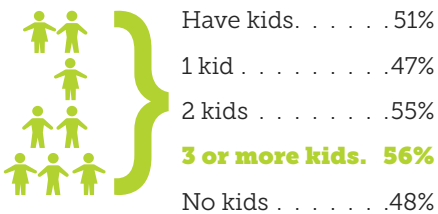
Likelihood of purchase based on ethnicity

White/Caucasian	49%
Black/African American	52%
Hispanic	47%
Asian	57%
Other	50%

Types of produce purchased (among those who bought this item)



Likelihood of purchase based on presence of children

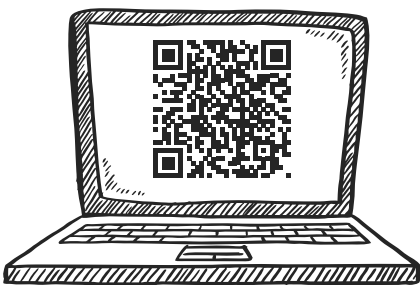


OVERVIEW

Organic watermelon is still struggling to make inroads with consumers. Despite watermelon's unwavering popularity, organic watermelon sales make up less than 2% of all watermelon sales. However, organic watermelon sales are slowly rising, increasing 17% over 2019. Add some organic watermelon options to your summertime produce options to attract shoppers who are looking to purchase only organic foods.

FRESH TRENDS 2021

12% of consumers said they purchased organic watermelon exclusively, up from 6% last year, while another 14% said they bought organic watermelon at least some of the time.



To read more,
scan the QR code.

Photos: iStock & Farm Journal

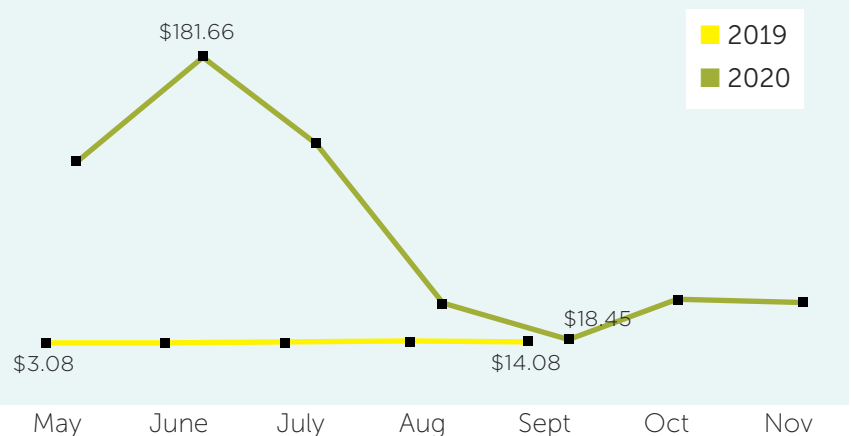


Sales	2020	% change from 2019
Pounds sold	1,660,773	-0.1%
Retail sales	\$1,349,110	17%
	2020	2019
Average retail price per lb.	\$0.81	\$0.69
Dollar share of organic melons	\$13.71	\$12.34
Organic percent of retail watermelon sales 2020: 1.75%		

Source: IRI

Organic monthly shipping point prices 2019-20

Shipping point prices include all locations, varieties and sizes tracked by the USDA.





Dynamic Displays



Display organic watermelon in brightly wrapped bins that invite customers to join in the summer fun.



Make watermelons the focal point of your produce department during the summer with a large watermelon display that includes organic melons.



Celebrate the Fourth of July with a red, white and blue watermelon display that includes organic watermelons.

MARKETING TIPS

Watermelon is a staple of summer celebrations, so promote organic watermelon heavily around the traditional summer holidays. Encourage shoppers to think of watermelon as a healthy dessert for a hot summer day. When summer is over, continue to stock personal size organic watermelons and promote them regularly. Include organic watermelon in group promotions with other organic melons to interest shoppers in buying more than one type of melon. Fresh-cut organic watermelon is a great option for time-strapped shoppers, but don't cut the melon in store unless your store is a certified organic processing facility.

DOS AND DON'TS

✓ **DO:** Remind shoppers that organic watermelon needs to be kept refrigerated and to use ice packs if they are packing it in a lunch.

✗ **DON'T:** Don't stack watermelons on tables. Instead, display the heavy fruit in bins on the floor to avoid having a watermelon roll off the display and leave behind a mess and a tripping hazard.

COMMON PLUS

Look online at producersmarketguide.com/produce/organic-watermelon for a list of the most common PLUs.

HANDLING

- > Temperature: 50 to 60°F, 10 to 15.6°C. At 50°F, 10°C or lower, watermelons lose color.
- > At 60°F, 15.6°C or higher they decay.
- > Relative humidity: 90%
- > Mist: no
- > Typical shelf life: 14 to 21 days
- > Ethylene-sensitive (Do not store or transport with ethylene-producing commodities.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a higher temperature. At temperatures of 32-50°F, 0-10°C, watermelons are subject to chill injury.) After one week at 32°F, 0°C, they will develop an off-flavor and become pitted. For about a week, holding watermelons at room temperature can improve flavor and coloring, and they can be held for up to three weeks at 50 to 60°F, 10 to 15.6°C, but it is best to sell quickly.
- > When stored at higher temperatures, color will deepen.
- > Once picked, watermelon sugar content does not increase.

