

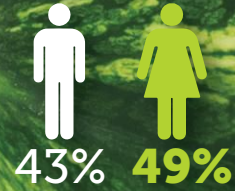
# Watermelon

**WATERMELON REMAINS A FAMILIAR AND POPULAR FRUIT** for many U.S. consumers.

Retail per capita availability of fresh watermelon has increased from 12.4 pounds in 2011 to 13.9 pounds in 2019, according to USDA estimates.

Forty-six percent of consumers surveyed in The Packer's *Fresh Trends 2023* poll said they purchased watermelons in the past year. That compares with 50% of consumers polled in 2022 and 48% in 2021. <sup>ET</sup>

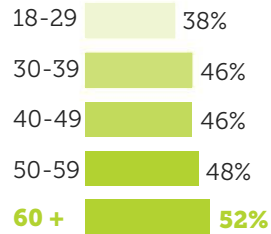
## Reported purchase based on gender



## Create the Best Ever Watermelon Retail Experience!

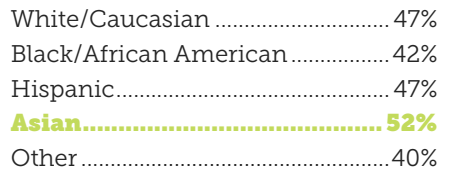


## Reported purchase based on age\*



\*Considering primary household buyers

## Reported purchase based on ethnicity



## Reported purchase based on presence of children



The new **Watermelon Board Retail Kit** is packed with all the know-how you need to successfully market watermelon! Consumer research, health information, display tips and recipe sampling ideas.

Access your kit today and watch watermelon sales grow!

[watermelon.org/retailers](http://watermelon.org/retailers)

