

IFPA Commodity Profiles

Watermelon

International Fresh Produce Association brings you the latest information on production, global trade, and consumer sentiment for top categories of fresh produce.

Consumer sentiment fast facts: *****

46% of consumers said they bought watermelon in the last year.

In the last year, consumers aged 60 or older bought watermelon more frequently than other age groups.

Consumers who identify as female bought more watermelons than consumers who identify as male.

Production Quantities by Country*

Country	Australia	Brazil	Canada	Chile	China, mainland	Colombia	Mexico	New Zealand	Peru	South Africa	USA
Volume (tonnes)	167,782	2,141,970	34,780	49,645	60,862,346 (l)	232,546	1,194,033	2,474	127,215	82,329	1,542,419

Export Value, USD** Top Exporting IFPA Member Countries and Their Top Destination Markets

Mexico	\$198 M	USA	\$138 M	China	\$62 M	Brazil	\$58 M
USA	\$198M	Canada	\$134M	Hong Kong	\$48.6M	UK	\$26.6M
—		Bahamas	\$1M	Vietnam	\$8M	Netherlands	\$23.9M
—		Cayman Islands	\$694K	Russian Federation	\$3.7M	Argentina	\$1.7M
—		Turks and Caicos Islands	\$547K	Macao, China	\$855K	Spain	\$869K
—		Japan	\$251K	Mongolia	\$238K	Canada	\$721K

Import Value, USD** Top Importers Globally

	Value imported in 2022 (USD '000)	Unit value (USD/ton)	Annual Growth in Value Between 2018-2022 (%)	Annual Growth in Value Between 2021-2022 (%)	Market Share (% world imports)	Concentration of Supplying Countries
World	2,212,577	-----	5	14	100	0.12
USA	454,006	567	5	9	20.5	0.64
Germany	324,309	805	-1	12	14.7	0.37
France	218,668	844	11	22	9.9	0.42
Netherlands	135,915	825	3	6	6.1	0.18
UK	133,799	824	5	55	6	0.26
Canada	130,834	604	6	-11	5.9	0.49
Spain	103,122	703	15	34	4.7	0.7
Poland	98,568	594	10	1	4.5	0.14
Czech Republic	42,880	587	3	3	1.9	0.2
Austria	37,415	863	7	26	1.7	0.19

*FAOSTAT 2023, data from 2021, **ITC Trade Map 2023, data from 2022,

*** IRI Shopper Sentiment Survey June 2022; ***** The Packer, Fresh Trends 2023