

# Australian Horticulture Statistics Handbook

2024/25

## Melons - Overview

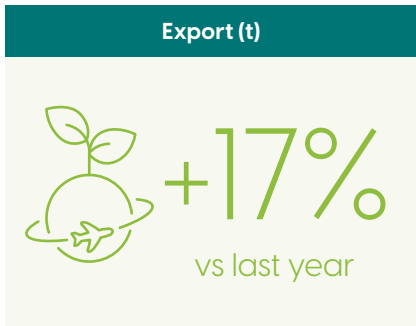
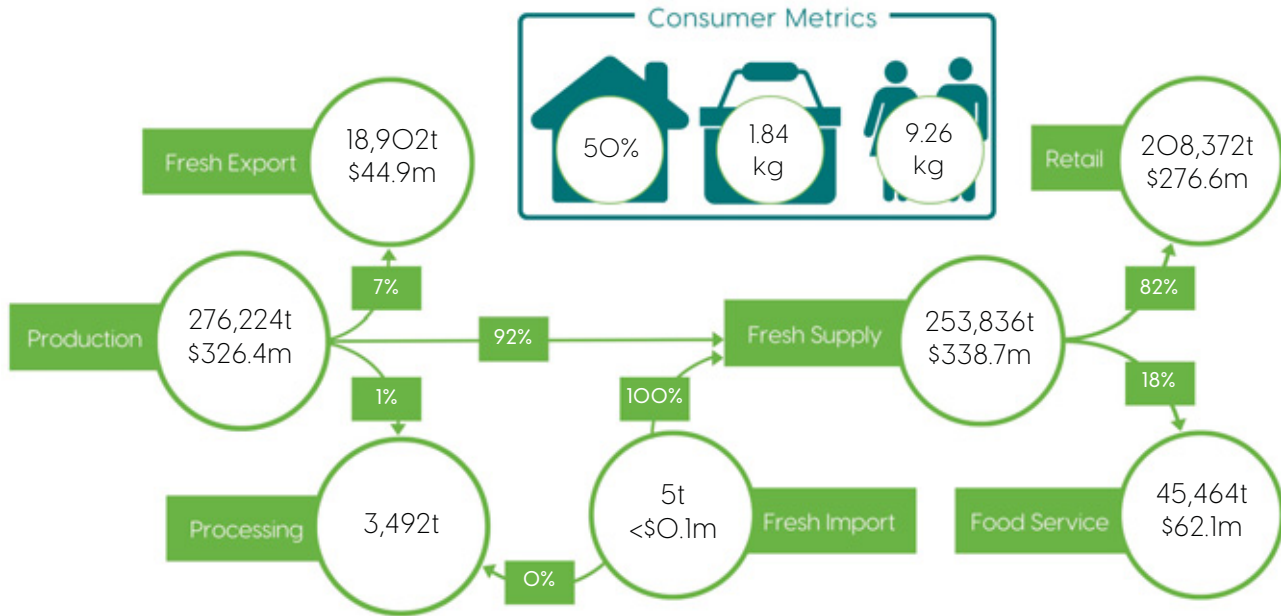


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**Innovation**

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# Fresh Melons Overview

## FRESH MELONS SUPPLY CHAIN – YEAR ENDING JUNE 2025





## Fresh Melons Statistics – Five Year Comparison

Year ending June	2021		2022		2023		2024		2025	
	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY
Production (t)	262,393	>-1%	242,466	-8%	226,022	-7%	262,298	+16%	276,224	+5%
Production (\$m)	\$239.6	+17%	\$248.2	+4%	\$248.2	<1%	\$284.9	+15%	\$326.4	+15%
Fresh Export Volume (t)	12,890	-41%	12,870	>-1%	12,809	>-1%	16,198	+26%	18,902	+17%
Fresh Export Value (\$m)	\$26.5	-33%	\$27.5	+4%	\$28.5	+4%	\$39.6	+39%	\$44.9	+13%
Fresh Import Volume (t)	-	-100%	-	-	-	-	9	-	5	-37%
Fresh Import Value (\$m)	\$-	-100%	\$-	-	\$-	-	< \$0.1	-	< \$0.1	-33%
Fresh Supply (t)	246,248	+3%	226,691	-8%	210,265	-7%	242,773	+15%	253,836	+5%
Fresh Supply Wholesale Value (\$m)	\$255.1	+27%	\$264.2	+4%	\$263.2	>-1%	\$295.2	+12%	\$338.7	+15%
Supply per Capita (kg)	9.56	+3%	8.74	-9%	8.00	-8%	8.92	+11%	9.26	+4%
Retail Supply (t)	203,358	-4%	184,557	-9%	172,359	-7%	199,258	+16%	208,372	+5%
Retail Supply Wholesale Value (\$m)	\$210.0	+19%	\$214.4	+2%	\$214.8	<1%	\$240.9	+12%	\$276.6	+15%
Food Service Supply (t)	42,890	+50%	42,134	-2%	37,906	-10%	43,516	+15%	45,464	+4%
Food Service Wholesale Value (\$m)	\$45.1	+84%	\$49.8	+10%	\$48.4	-3%	\$54.3	+12%	\$62.1	+14%

# Australian Horticulture Statistics Handbook

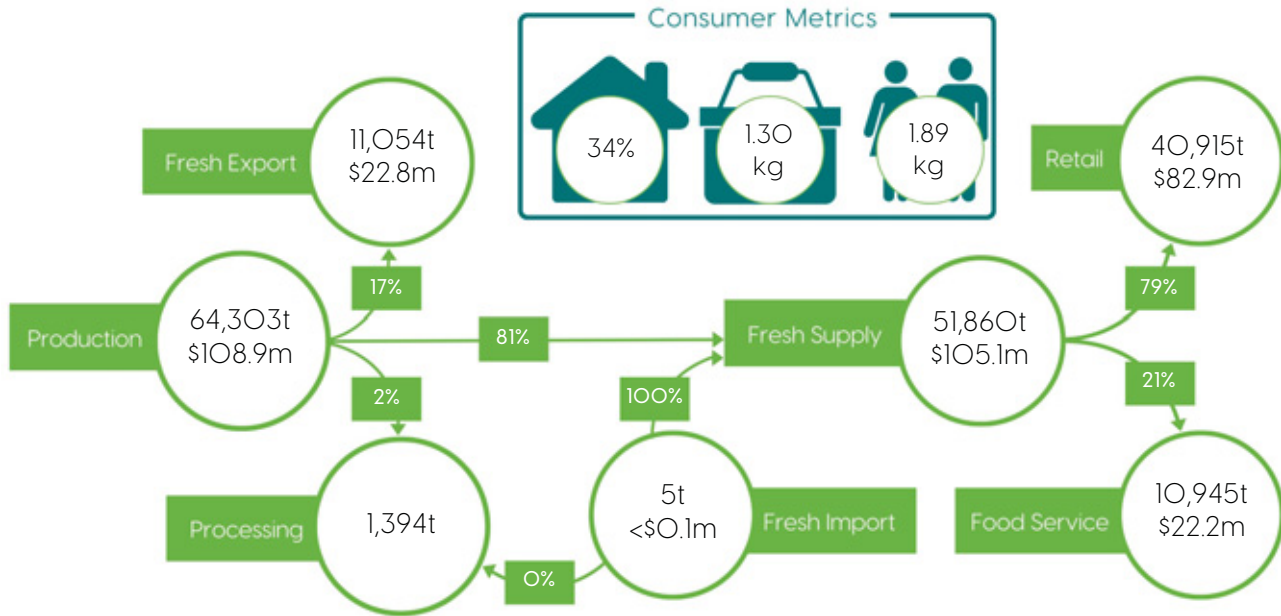
2024/25

## Melons - Muskmelon




# Fresh Muskmelon Overview

## FRESH MUSKMELON SUPPLY CHAIN – YEAR ENDING JUNE 2025



**Production (t)**



**+2%**  
vs last year

**Export (t)**



**<+1%**  
vs last year

**Supply per Capita (kg)**



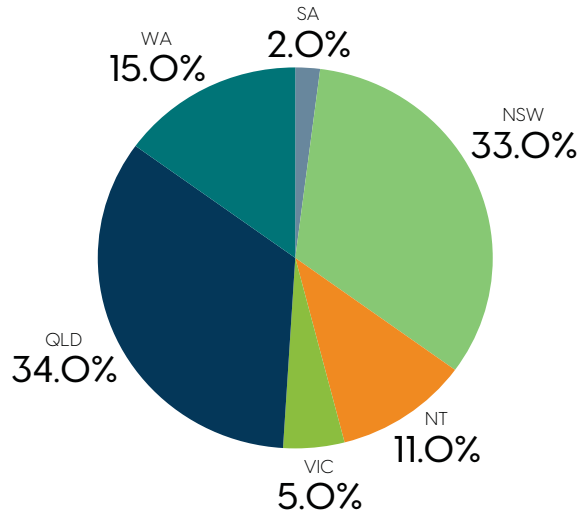
**+2%**  
vs last year

## Fresh Muskmelon Statistics – Five Year Comparison

Year ending June	2021		2022		2023		2024		2025	
	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY
Production (t)	67,598	+16%	57,801	-14%	60,299	+4%	62,767	+4%	64,303	+2%
Production (\$m)	\$84.1	+23%	\$81.1	-3%	\$89.9	+11%	\$100.8	+12%	\$108.9	+8%
Fresh Export Volume (t)	10,806	-27%	10,336	-4%	9,912	-4%	10,998	+11%	11,054	<-1%
Fresh Export Value (\$m)	\$21.0	-20%	\$20.6	-2%	\$19.7	-4%	\$23.0	+17%	\$22.8	>-1%
Fresh Import Volume (t)	-	-	-	-	-	-	9	-	5	-37%
Fresh Import Value (\$m)	\$-	-	\$-	-	\$-	-	<\$0.1	-	<\$0.1	-33%
Fresh Supply (t)	55,466	+32%	46,276	-17%	49,080	+6%	50,418	+3%	51,860	+3%
Fresh Supply Wholesale Value (\$m)	\$77.7	+44%	\$74.7	-4%	\$85.9	+15%	\$95.4	+11%	\$105.1	+10%
Supply per Capita (kg)	2.15	+32%	1.78	-17%	1.87	+5%	1.85	>-1%	1.89	+2%
Retail Supply (t)	44,373	+23%	36,509	-18%	38,722	+6%	39,777	+3%	40,915	+3%
Retail Supply Wholesale Value (\$m)	\$62.2	+34%	\$59.0	-5%	\$67.8	+15%	\$75.2	+11%	\$82.9	+10%
Food Service Supply (t)	11,093	+81%	9,766	-12%	10,358	+6%	10,640	+3%	10,945	+3%
Food Service Wholesale Value (\$m)	\$15.5	+98%	\$15.8	+1%	\$18.1	+15%	\$20.1	+11%	\$22.2	+10%



## 2024/25 Fresh Muskmelon Production by State



### FRESH MUSKMELON SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Queensland	21,863		■	■	■	■	■	■	■	■	■	■	■
New South Wales	21,220							■	■	■	■		
Western Australia	9,645	■	■	■	■							■	■
Northern Territory	7,073	■	■	■	■	■	■				■	■	■
Victoria	3,215							■	■	■	■		
South Australia	1,286							■	■	■	■		

### FRESH MUSKMELON SEASONALITY BY VARIETY

Variety	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Rockmelon	54,657	■	■	■	■	■	■	■	■	■	■	■	■
Honeydew	9,002	■	■	■	■	■	■	■	■	■	■	■	■
Piel de Sapo	643								■	■	■		

### PRODUCTION VOLUME BY VARIETY

Rockmelon

85%

Honeydew

14%

Piel de Sapo

1%



# International Trade

## FRESH MUSKMELON INTERNATIONAL TRADE



## FRESH MUSKMELON EXPORTS AND IMPORTS BY STATE AND COUNTRY

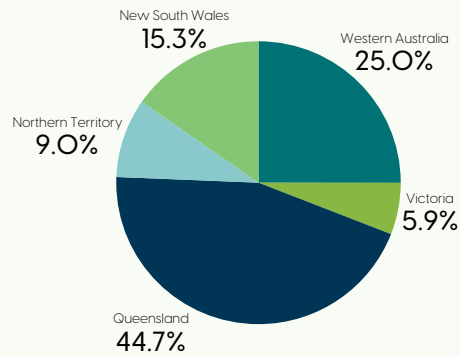
Exports by State (Tonnes)			
Year ending June	2023	2024	2025
Queensland	5,607	6,749	4,763
Western Australia	2,399	2,121	2,665
New South Wales	1,391	1,319	1,631
Northern Territory	271	249	963
Victoria	235	482	629
Others	10	76	404
<b>Total</b>	<b>9,912</b>	<b>10,998</b>	<b>11,054</b>

Imports by State (Tonnes)			
Year ending June	2023	2024	2025
New South Wales	-	7	5
Queensland	-	<1	-
Victoria	-	<1	-
Western Australia	-	<1	-
<b>Total</b>	<b>-</b>	<b>9</b>	<b>5</b>

Exports by Country (Tonnes)			
Year ending June	2023	2024	2025
Japan	4,000	4,603	5,203
Singapore	3,452	2,830	2,670
New Zealand	732	1,745	1,735
United Arab Emirates	583	921	725
Hong Kong	473	396	291
Others	672	504	430
<b>Total</b>	<b>9,912</b>	<b>10,998</b>	<b>11,054</b>

Imports by Country (Tonnes)			
Year ending June	2023	2024	2025
Korea, South	-	9	5
<b>Total</b>	<b>-</b>	<b>9</b>	<b>5</b>

## FRESH MUSKMELON EXPORTS BY STATE



## FRESH MUSKMELON EXPORTS BY COUNTRY



Country	Tonnes	%
Japan	5,203	47.1%
Singapore	2,670	24.2%
New Zealand	1,735	15.7%
United Arab Emirates	725	6.6%
Hong Kong	291	2.6%
Others	430	3.9%

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## Melons - Watermelon

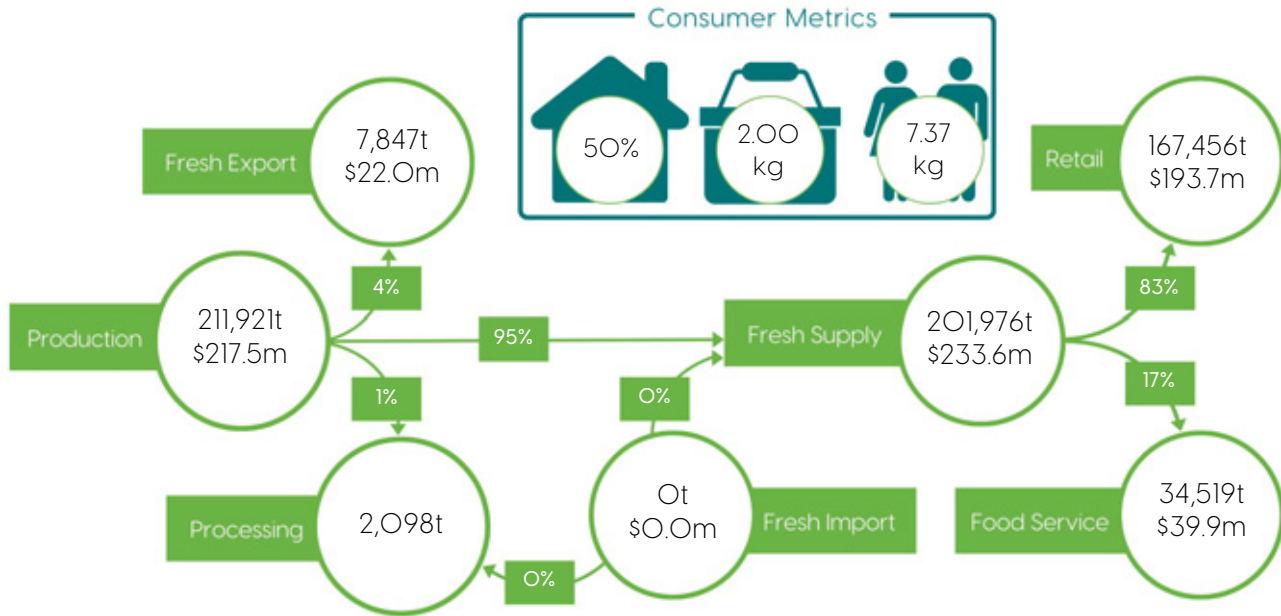


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# Fresh Watermelon Overview

## FRESH WATERMELON SUPPLY CHAIN – YEAR ENDING JUNE 2025



**Production (t)**



**+6%**  
vs last year

**Export (t)**



**+51%**  
vs last year

**Supply per Capita (kg)**



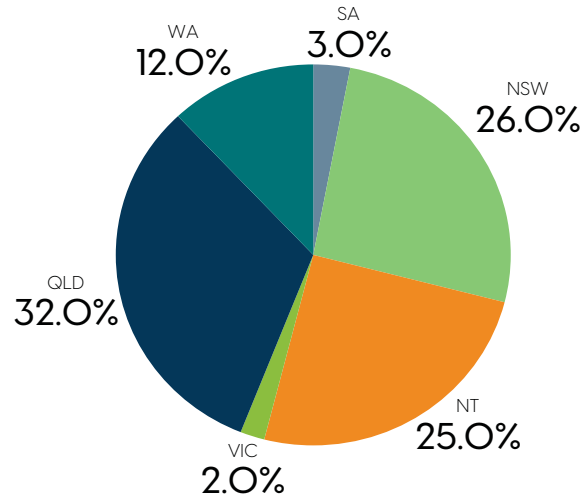
**+4%**  
vs last year



## Fresh Watermelon Statistics – Five Year Comparison

Year ending June	2021		2022		2023		2024		2025	
	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY	Value	%YoY
Production (t)	194,795	-6%	184,665	-5%	165,723	-10%	199,531	+20%	211,921	+6%
Production (\$m)	\$155.6	+15%	\$167.0	+7%	\$158.3	-5%	\$184.1	+16%	\$217.5	+18%
Fresh Export Volume (t)	2,084	-70%	2,534	+22%	2,897	+14%	5,200	+79%	7,847	+51%
Fresh Export Value (\$m)	\$5.4	-59%	\$6.9	+27%	\$8.8	+27%	\$16.5	+88%	\$22.0	+33%
Fresh Import Volume (t)	-	-100%	-	-	-	-	-	-	-	-
Fresh Import Value (\$m)	\$-	-100%	\$-	-	\$-	-	\$-	-	\$-	-
Fresh Supply (t)	190,782	-4%	180,416	-5%	161,185	-11%	192,356	+19%	201,976	+5%
Fresh Supply Wholesale Value (\$m)	\$177.4	+21%	\$189.4	+7%	\$177.3	-6%	\$199.9	+13%	\$233.6	+17%
Supply per Capita (kg)	7.41	-3%	6.95	-6%	6.14	-12%	7.07	+15%	7.37	+4%
Retail Supply (t)	158,985	-9%	148,048	-7%	133,637	-10%	159,480	+19%	167,456	+5%
Retail Supply Wholesale Value (\$m)	\$147.9	+14%	\$155.5	+5%	\$147.0	-5%	\$165.7	+13%	\$193.7	+17%
Food Service Supply (t)	31,797	+42%	32,368	+2%	27,548	-15%	32,875	+19%	34,519	+5%
Food Service Wholesale Value (\$m)	\$29.6	+78%	\$34.0	+15%	\$30.3	-11%	\$34.2	+13%	\$39.9	+17%

# 2024/25 Fresh Watermelon Production by State



FRESH WATERMELON SEASONALITY BY STATE

State	Volume (t)	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Queensland	67,815	High	High	High	High	High	High	High	High	High	High	High	High
New South Wales	55,099	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Northern Territory	52,980	High	High	High	High	High	High	High	High	High	High	High	High
Western Australia	25,431	High	High	High	High	High	High	High	High	High	High	High	High
South Australia	6,358	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low
Victoria	4,238	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low	Low



# International Trade



### FRESH WATERMELON EXPORTS BY STATE AND COUNTRY

Exports by State (Tonnes)			
Year ending June	2023	2024	2025
Queensland	1,325	3,379	4,534
Northern Territory	115	744	1,100
New South Wales	794	515	1,076
Victoria	474	444	789
South Australia	58	2	235
Others	131	116	113
<b>Total</b>	<b>2,897</b>	<b>5,200</b>	<b>7,847</b>

Exports by Country (Tonnes)			
Year ending June	2023	2024	2025
New Zealand	795	2,154	3,591
United Arab Emirates	1,530	2,434	3,443
Qatar	319	332	348
Japan	108	160	297
Kuwait	44	70	118
Others	101	50	50
<b>Total</b>	<b>2,897</b>	<b>5,200</b>	<b>7,847</b>

