June 30, 2026

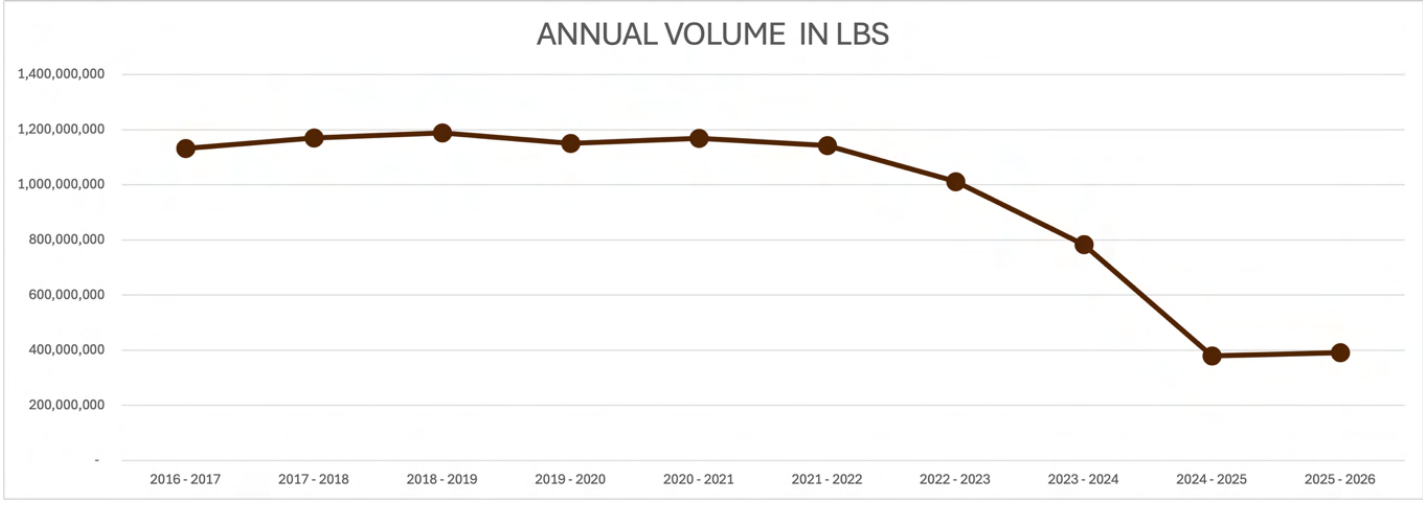
ANNUAL REPORT OF THE SQUASH MARKET IN THE UNITED STATES

The squash market has shrunk significantly in recent years, mainly due to a drop in consumer demand. On top of that, the overall supply is highly concentrated among a few dominant producing regions, as smaller regions contribute very little volume throughout the year.

This document presents the evolution of the squash market in the last decade, as well as a more specific focus between the years 2023 to 2026, as well as a count of the main destinations to which the United States exported squash in 2025.

To have the most up-to-date information possible, this report covers the period from Jun 1, 2025, to May 31, 2026.

TOTAL ANNUAL VOLUME OF SQUASH BETWEEN 2016 AND 2026



INTERNATIONAL FRESH PRODUCE ASSOCIATION℠

Over the last decade, the squash market has seen a clear decline in volume. This contraction has become even more noticeable over the last three years, as the market dropped from over 1 billion pounds to well below the 500-million-pound mark. As a result, when comparing the 2016–2017 season directly against the 2025–2026 season, the market has suffered a massive 65.47% drop.

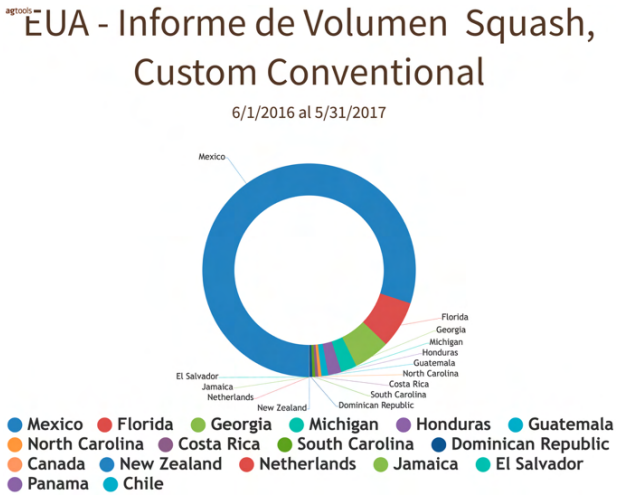
ANNUAL SQUASH VOLUME BETWEEN 2016 AND 2025

Period	Volume (Lbs)	Growth (%)
2016 - 2017	1,132,231,661	7.77%
2017 - 2018	1,170,051,921	3.34%
2018 - 2019	1,188,001,306	1.54%
2019 - 2020	1,150,970,890	-3.11%
2020 - 2021	1,169,140,411	1.58%
2021 - 2022	1,142,177,993	-2.30%
2022 - 2023	1,012,038,337	-11.39%
2023 - 2024	783,728,234	-22.28%
2024 - 2025	379,348,539	-51.39%
2025 - 2026	390,949,121	4.62%

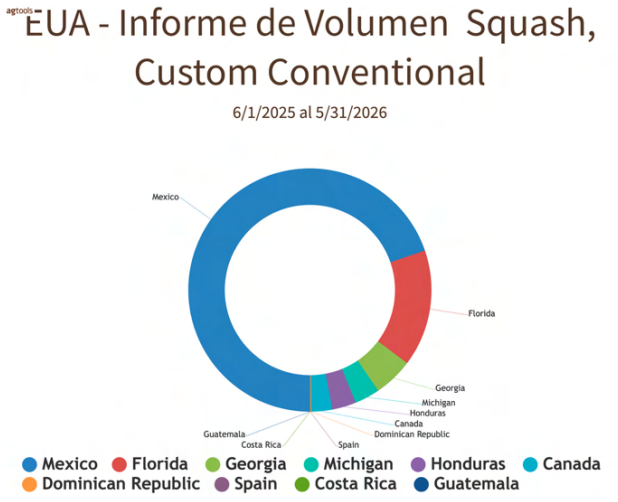
When evaluating the numbers over the last decade, the sharpest volume contraction occurred during the 2024–2025 season, recording a 51.39% drop compared to the previous year and marking the lowest volume floor of the last ten years. On the other hand, the 2025–2026 season saw a 4.62% increase, making it the only year with a volume gain in the last five years and the first sign of recovery since the 2020–2021 season.

COMPARISON OF MARKET SHARES BY PRODUCING REGION

2016 - 2017



2025 - 2026



When analyzing the supplying regions for squash in the United States, the market dropped from 17 supplying regions in the 2016–2017 season to 10 regions in 2025–2026. Despite this shift in the number of supplying regions, the top five has remained completely unchanged. This group continues to be led by Mexico, while Florida stands out as the top supplier within the domestic market.

GROWTH COMPARATIVE OF TOP 5 REGIONS OF SQUASH IN 10 YEARS

Region	2016-2017	% Share	2025-2026	% Share	Growth (Lbs)	Growth (%)
Mexico	906,099,884	80.30%	272,604,776	69.73%	(633,495,108)	-69.91%
Florida	81,023,698	7.16%	60,727,246	15.53%	(20,296,452)	-25.05%
Georgia	62,456,198	5.52%	20,518,260	5.25%	(41,937,938)	-67.15%
Michigan	27,189,036	2.40%	13,023,759	3.33%	(14,165,277)	-52.10%
Honduras	22,772,976	2.01%	12,544,481	3.21%	(10,228,495)	-44.92%
Rest of the Regions	32,689,869	2.61%	11,530,599	2.95%	(21,159,270)	-64.73%
Total	1,132,231,661	100%	390,949,121	100%	(741,282,540)	-65.47%

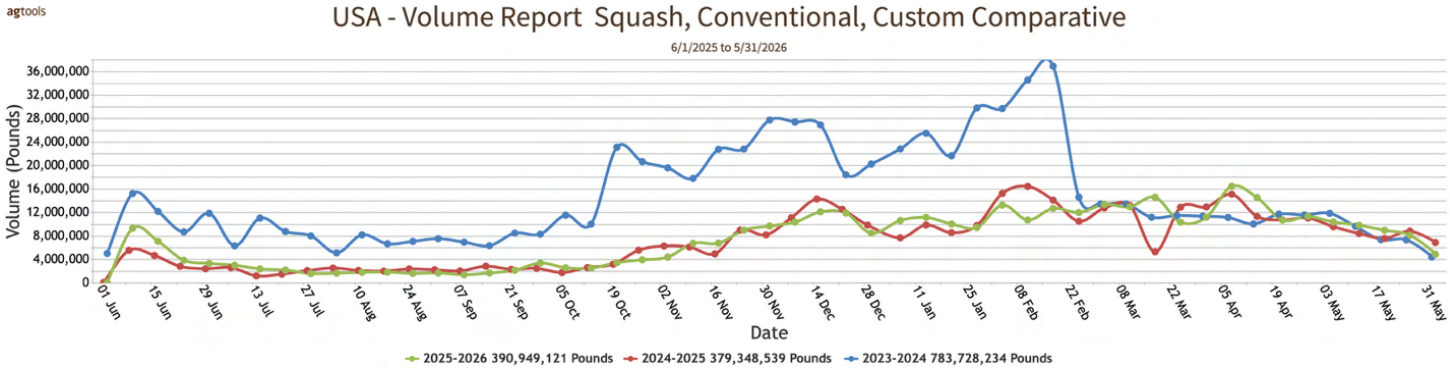
In terms of market share over the last decade, not a single region in the top ten managed to grow its volume. Florida saw a 25.05% decrease, making it the region with the smallest volume drop. On the other end of the spectrum, Mexico was the hardest hit, seeing its volume plummet by 69.91%.

GROWTH OF THE MAIN REGIONS IN 2025-2026

Location	Volume (Lb)	Difference (Lb)	Variance	Var%
Mexico	272,604,776	3,805,974	more than same period 2024 - 2025	1.42
Florida	60,727,246	2,771,659	less than same period 2024 - 2025	-4.36
Georgia	20,518,260	11,302,431	more than same period 2024 - 2025	122.64
Michigan	13,023,759	922,446	more than same period 2024 - 2025	7.62
Honduras	12,544,481	1,982,628	more than same period 2024 - 2025	18.77
Canada	10,874,894	2,191,042	more than same period 2024 - 2025	25.23
Dominican Republic	419,017	109,075	less than same period 2024 - 2025	-20.65
Spain	163,442	159,462	more than same period 2024 - 2025	4,006.58
Costa Rica	54,526	159,661	less than same period 2024 - 2025	-74.54
Guatemala	18,720	45,256	less than same period 2024 - 2025	-70.74
TOTAL VOLUME	390,949,121	17,278,332	more than same period 2024-2025	4.62%

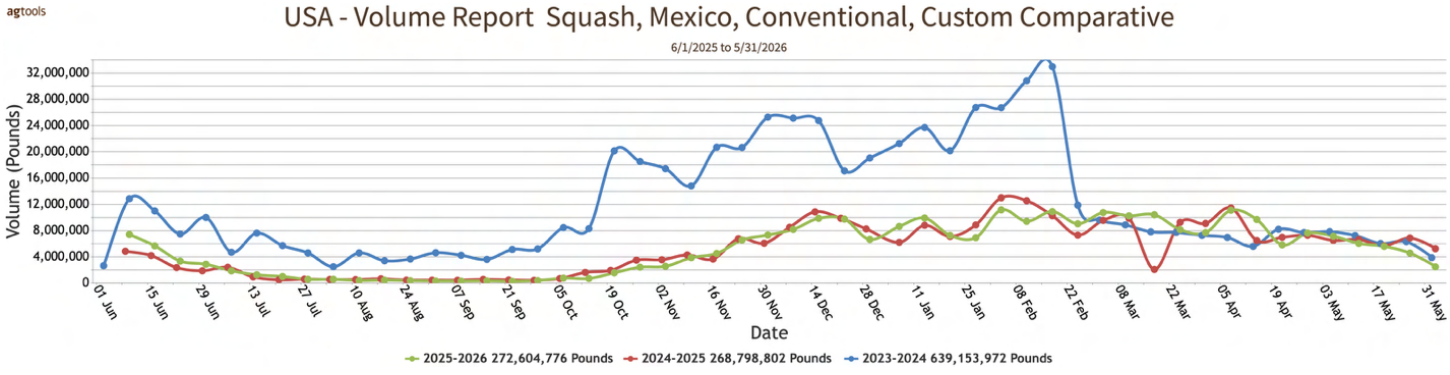
Analyzing the last 12 months, Florida (the top two region) was the only one among the top five that saw a volume drop, falling by 4.36%. The rest of the top five regions all posted volume gains compared to the previous year, with Georgia leading the pack with a massive 122.64% increase. This widespread growth across the other top regions pushed the total market to close the year with an overall increase of 4.62%.

3-YEAR COMPARISON OF WEEKLY VOLUME OF THE TOTAL SQUASH MARKET



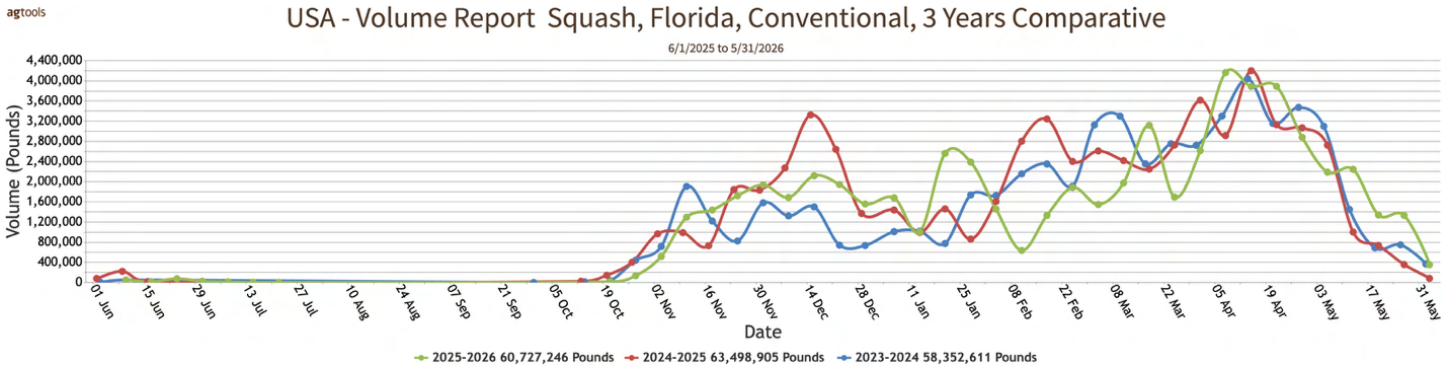
Looking at the market over the last three years, we can see that despite a massive 51.39% drop between the 2023–2024 and 2024–2025 seasons, the market experienced a slight rebound of 4.62% this past year. This increase snapped a five-year losing streak of consecutive volume declines. Even though overall volumes remain far from historical levels, the fact that most of the top supplying regions saw a turnaround is a clear sign of a mild market recovery for this product.

3-YEAR COMPARISON OF MEXICO SQUASH WEEKLY VOLUME IN THE U.S. MARKET



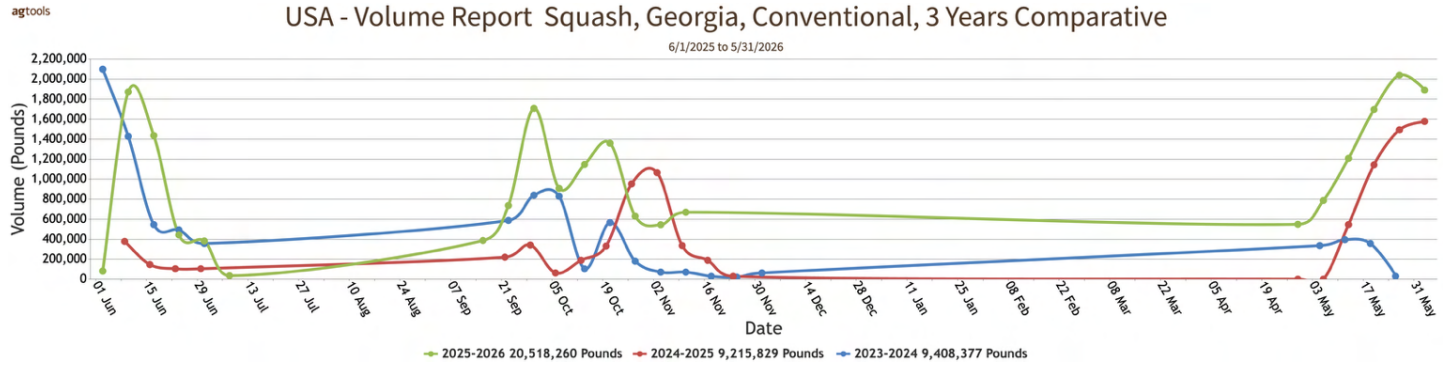
Mexico, the top-ranked region, has seen the sharpest volume decline over the last decade. Even with the slight volume increase mentioned earlier, this past year still ranked as its second-lowest volume season of the decade. This drop has been concentrated primarily from October through February, which represents the core winter shipping season.

3-YEAR COMPARISON OF FLORIDA SQUASH WEEKLY VOLUME IN THE U.S. MARKET



Florida, on the other hand—the largest producing region within the United States—saw a year-over-year decline, though its volume remained higher than that of the 2023–2024 season. This drop occurred primarily during February 2025 and was a direct result of a freeze that affected the region, causing monthly volumes to decrease significantly.

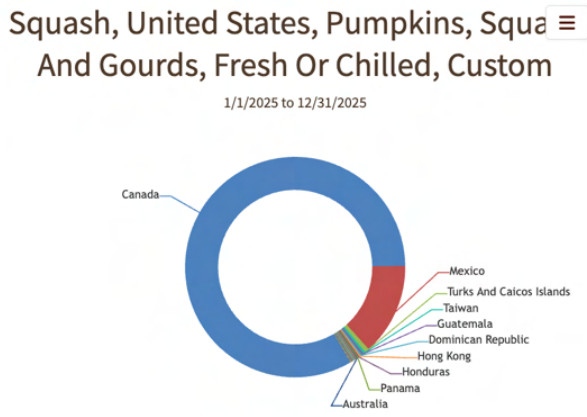
3-YEAR COMPARISON OF GEORGIA SQUASH WEEKLY VOLUME IN THE U.S. MARKET



Georgia showed a substantial increase this past year, effectively doubling the volumes it had handled over the previous two years. Rather than being concentrated in a specific window, this volume gain was steady throughout the entire period, as the 2025–2026 season consistently outpaced prior years in all but two weeks of the year.

MAJOR INTERNATIONAL DESTINATIONS FOR U.S. SQUASH SHIPMENTS (2025)

Country	Total Volume Price (USD)	Total Volume (Lb)
Canada	$22,117,202.00	43,368,828.28
Mexico	$3,605,122.00	7,455,138.58
Turks And Caicos Islands	$169,050.00	171,790.60
Guatemala	$75,824.00	91,121.35
Hong Kong	$56,120.00	70,206.12
Taiwan	$95,016.00	66,824.24
Dominican Republic	$63,137.00	63,199.84
Honduras	$50,000.00	47,745.46
Iceland	$13,800.00	41,887.78
Barbados	$21,147.00	37,317.60



When analyzing the top ten destinations for U.S. squash exports in 2025, Canada stands out as the absolute leader, accounting for 83.15% of total exports with a volume exceeding 43 million pounds. Mexico and the Turks and Caicos Islands complement the top three, recording 7.4 million and 171,790 pounds exported to these destinations, respectively. Meanwhile, Guatemala and Hong Kong round out the top five.

In conclusion, the squash market has experienced a significant long-term contraction over the last decade, marked by a massive 65.47% volume drop driven by a consistent decline in consumer demand. While the industry hit its lowest floor during the 2024–2025 season, this past year offered a glimmer of hope with a slight 4.62% rebound, snapping a five-year consecutive losing streak. This mild recovery was supported by widespread gains across most top supplying regions, highlighted by Georgia virtually doubling its prior volume with steady, year-round growth that offset a brief weather-related freeze in Florida. On the trade front, the U.S. squash export market remains heavily dependent on its North American neighbors, with Canada maintaining absolute dominance by absorbing over 83% of total exports.