Tomato Products: Navigating Global Markets, Consumer Insights and Product Dynamics

June 2024

15th World Processing Tomato Congress
&
17th ISHS Symposium on Processing Tomato

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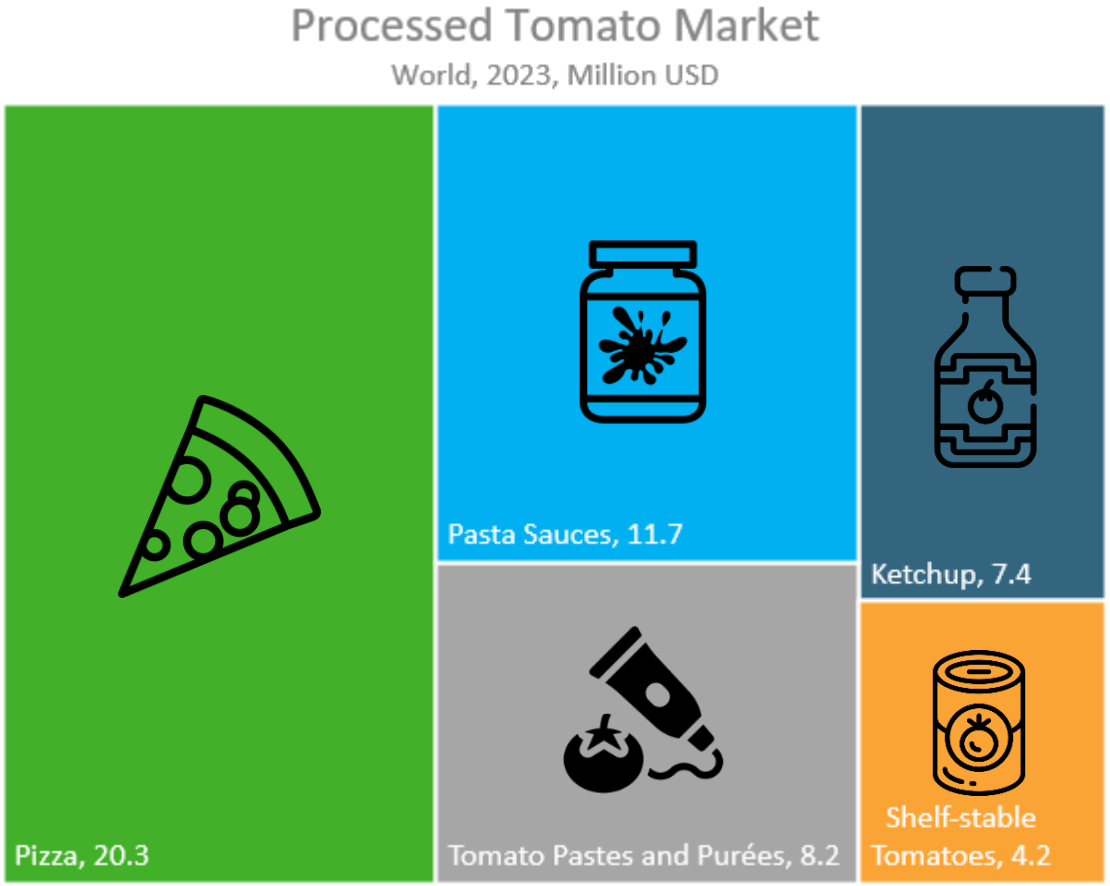
Processed Tomato market

51.8

Billion USD, 2023



Source: Euromonitor Passport

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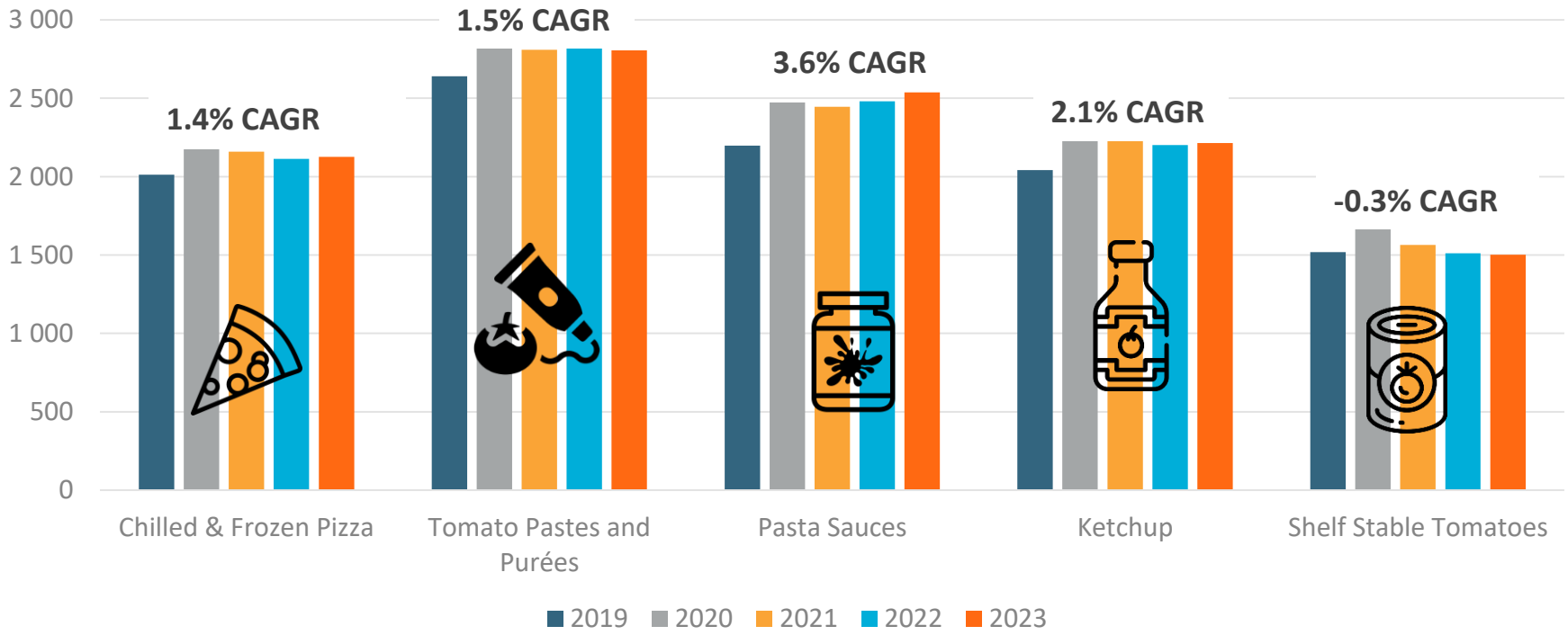
Processed tomato products volume growth worldwide

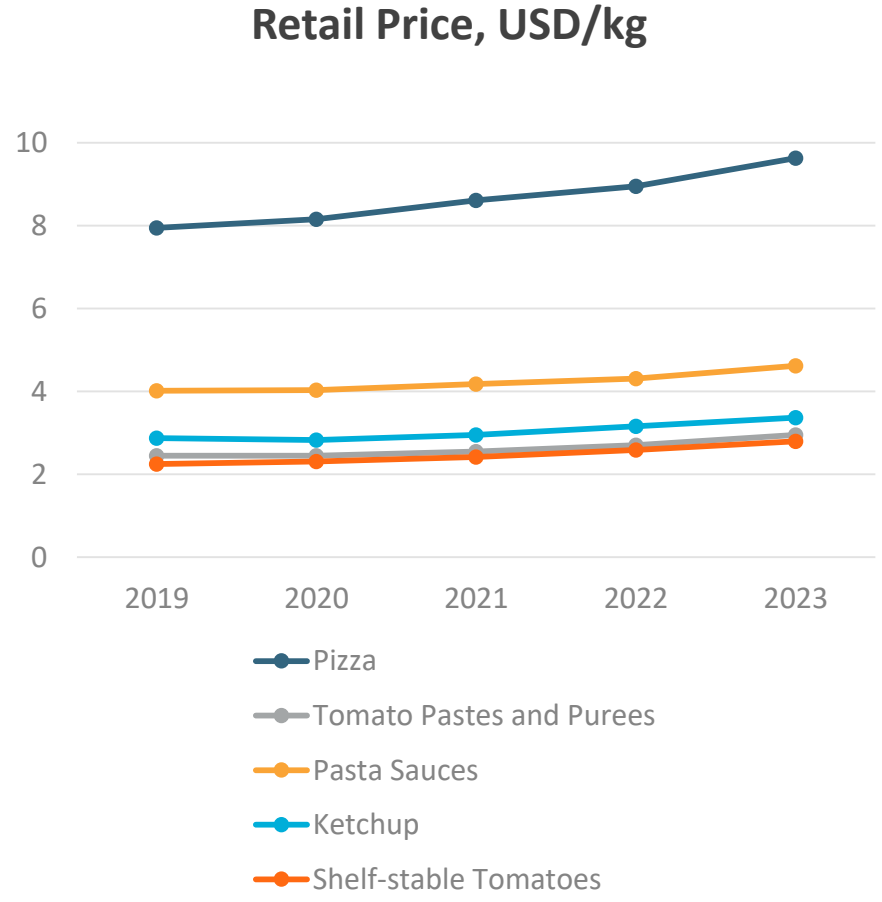


Source: Euromonitor Passport

Global Price Evolution

Prices for processed tomato products grew globally over 5 years – especially in 2022 and 2023

Pizza is the most expensive product with the highest price growth



Source: Euromonitor Passport

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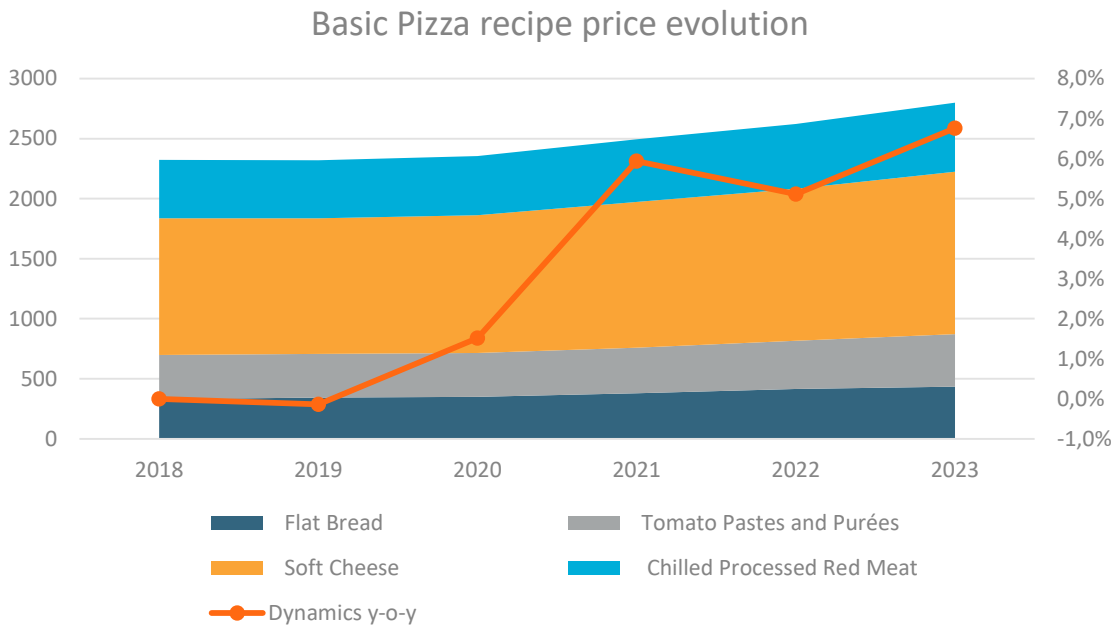
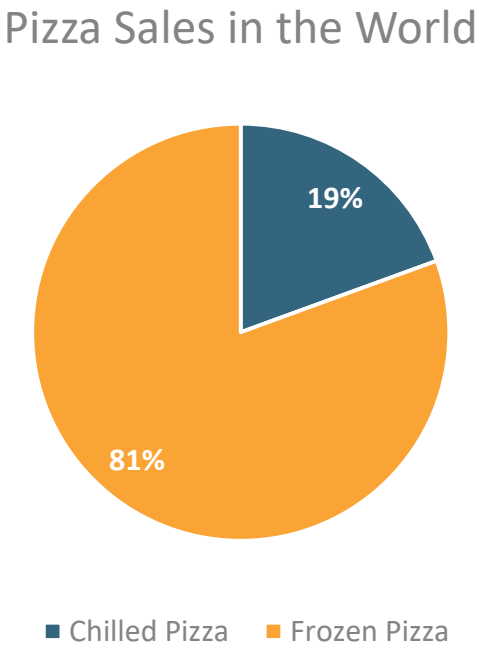
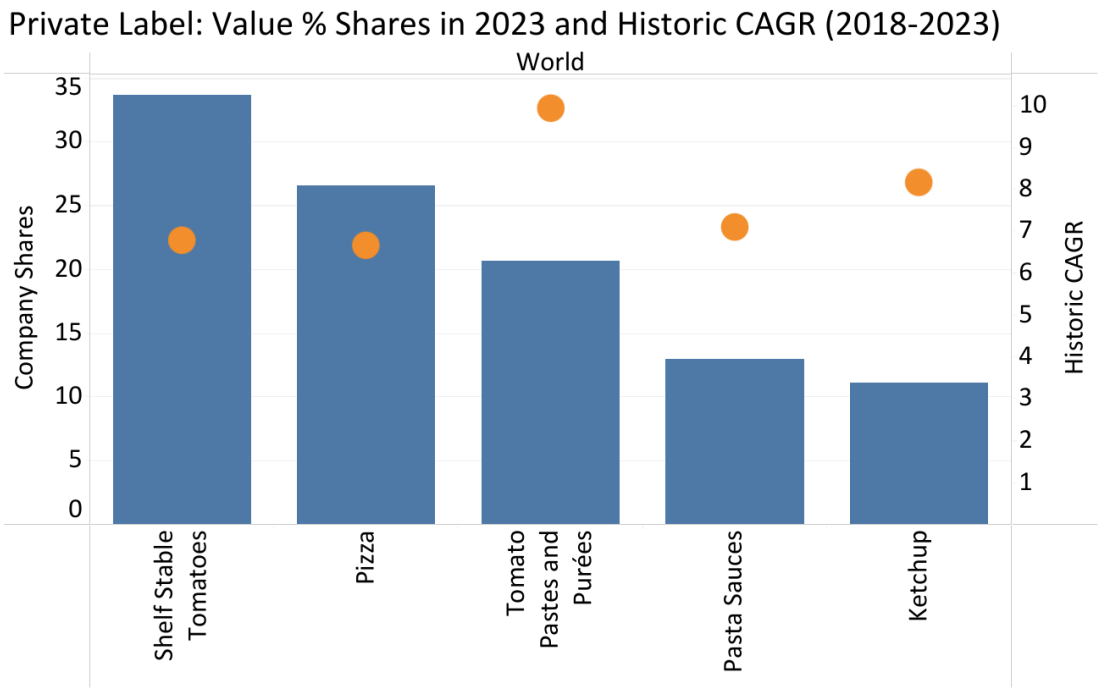
Pizza





Source: Euromonitor Passport

Private Label



33.7%

Of Shelf-stable tomatoes products are PL

10.4%

CAGR for Tomato Pastes and Purees over the last 5 years

26.1%

Of Pizza products are PL with positive CAGR (6.9%) over the last 5 years

Source: Euromonitor Passport

Key Industry Trends

1. Better for me claims
2. Clean labels
3. Plant-based
4. Sustainability

Dietary Preferences/Restrictions

37.5%

stated that they are trying to limit their intake of refined sugar

33.8%

stated that they are trying to limit their intake of salt

Source: Euromonitor International Voice of the Consumer, Health and Nutrition Survey 2023, n= 21323

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Health and Nutrition Preferences

52.1%

stated that they are trying to eat less processed food

33%

prefer products that are free from preservatives

29.7%

prefer products that are all natural

Source: Euromonitor International Voice of the Consumer, Health and Nutrition Survey 2023, n= 40691

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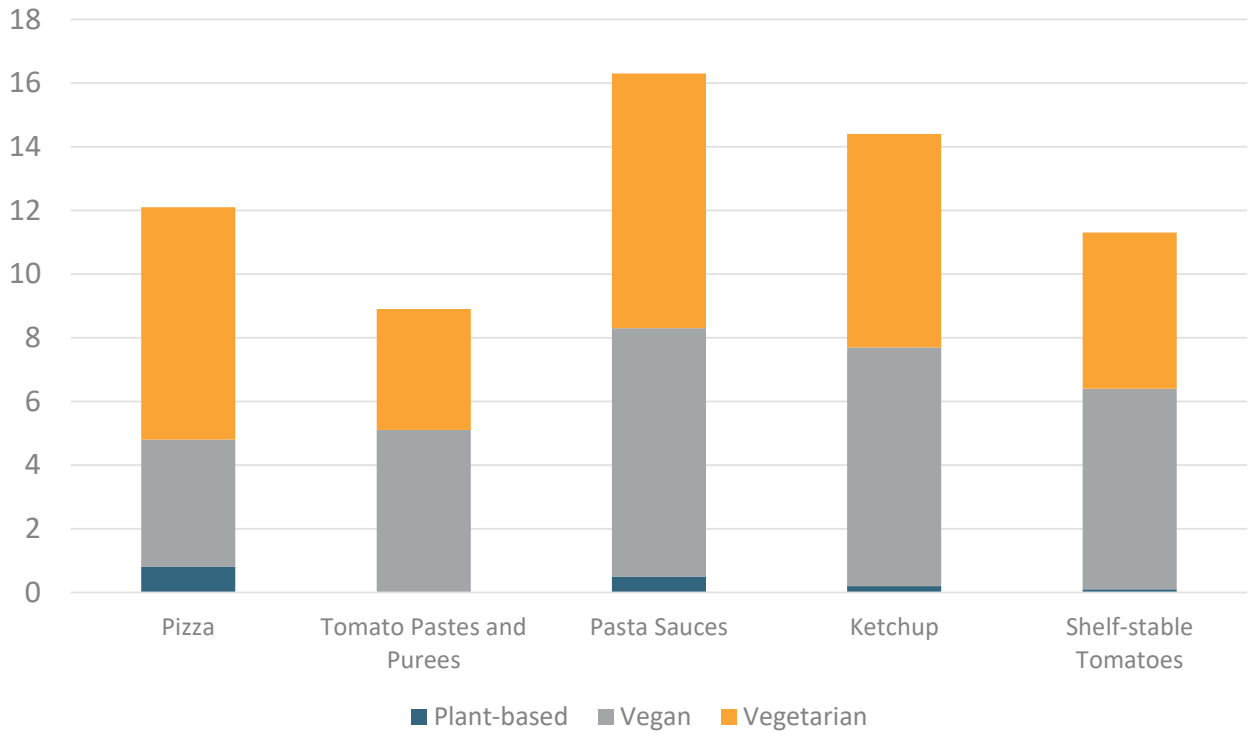
Share of Products with Plant-based-related Claims in Tomato Products

World, 2023



Source: Euromonitor Passport, Product Claims and Positionings 2023ed

To positively impact the environment or lead a more sustainable life…

42.6%

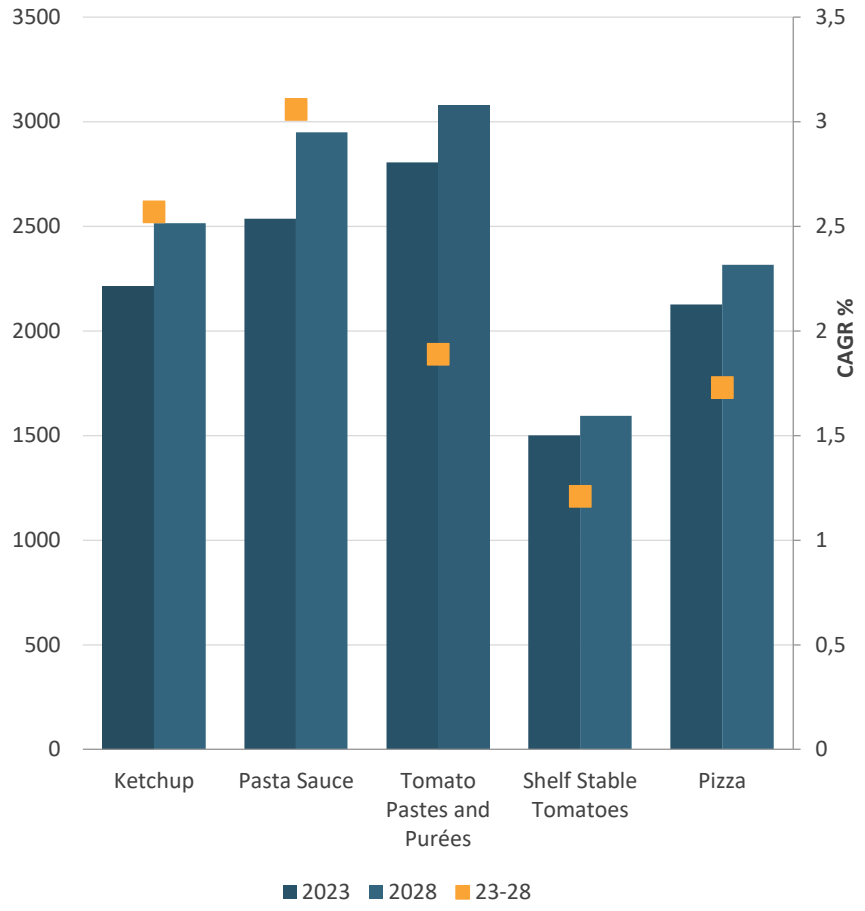
Try to use sustainable packaging (refillable, recyclable, biodegradable or compostable)

28.5%

Try buy sustainably-produced/sourced items

2.2%

global market retail volume CAGR forecast for processed tomato products (2023 - 2028, Retail volume (Tonnes))



Source: Euromonitor International

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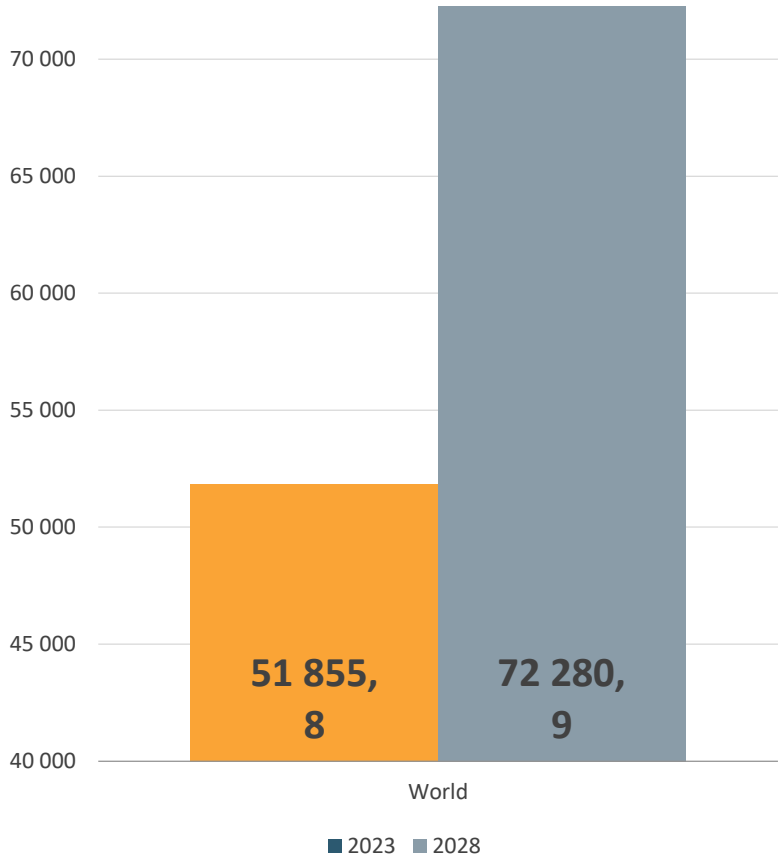
6.9%

global market value CAGR forecast for processed tomato products (2023 - 2028, Retail rsp US$ (curr/curr, fixed-exg-YrCur))



Source: Euromonitor Passport

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Key takeaways

Market growth	Historic and projected future growth
Private Label	Private Label takes over shares and follows the current trends
Health	Increasing health awareness among consumers to reshape the demand
Sustainability	Values matter in processed tomato products
Claims	Highly potential area for the development as it is something consumers seek for

Thank you!

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