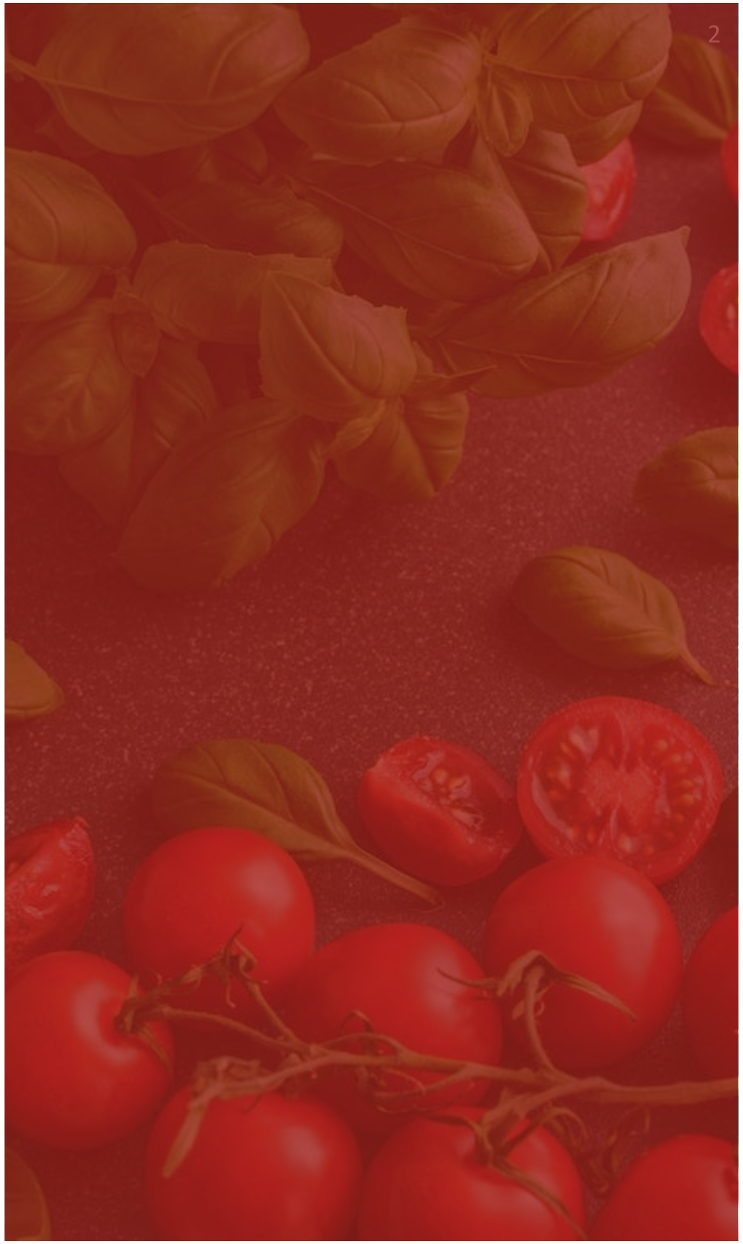
Global Market Report: Processed Tomatoes

Tomato News SAS

Contents



Introduction

Business objectives

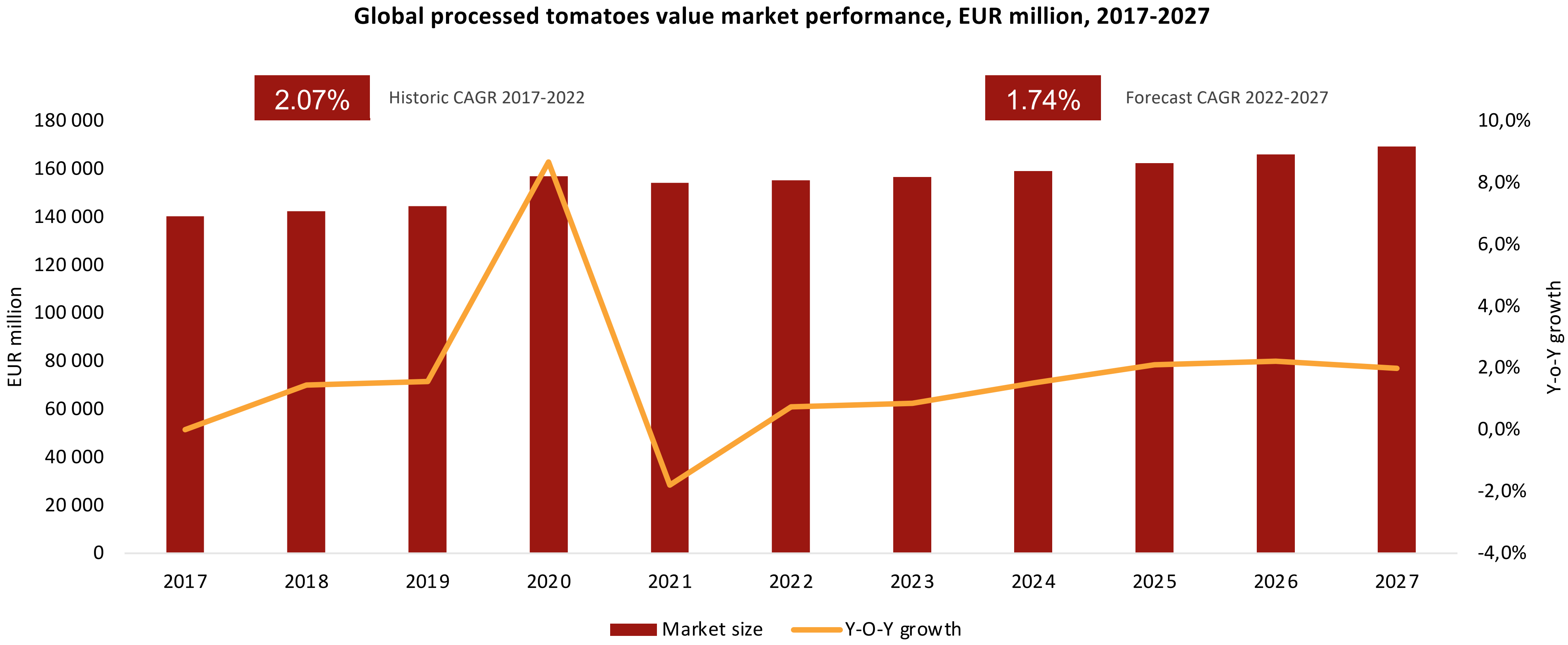
- To review and capture Euromonitor International's internationally and industry-recognised data and analysis on the processed tomato categories: globally and regionally.
- To compile a highly visual summary report of the global processed tomatoes industry data and insights: performance, outlook and key trends/drivers.

Research actions

- Euromonitor will build an insightful and actionable report that leverages our internal Passport data to help the WPTC and their target audience understand the market performance and potential opportunity areas in the processed tomatoes industry worldwide.
- The report is to be used by the WPTC in various publications, including its website "Tomatonews". Euromonitor International will be quoted as the source of data – please see slide 12 for more details on sharing or disclosing data externally.

Global Overview

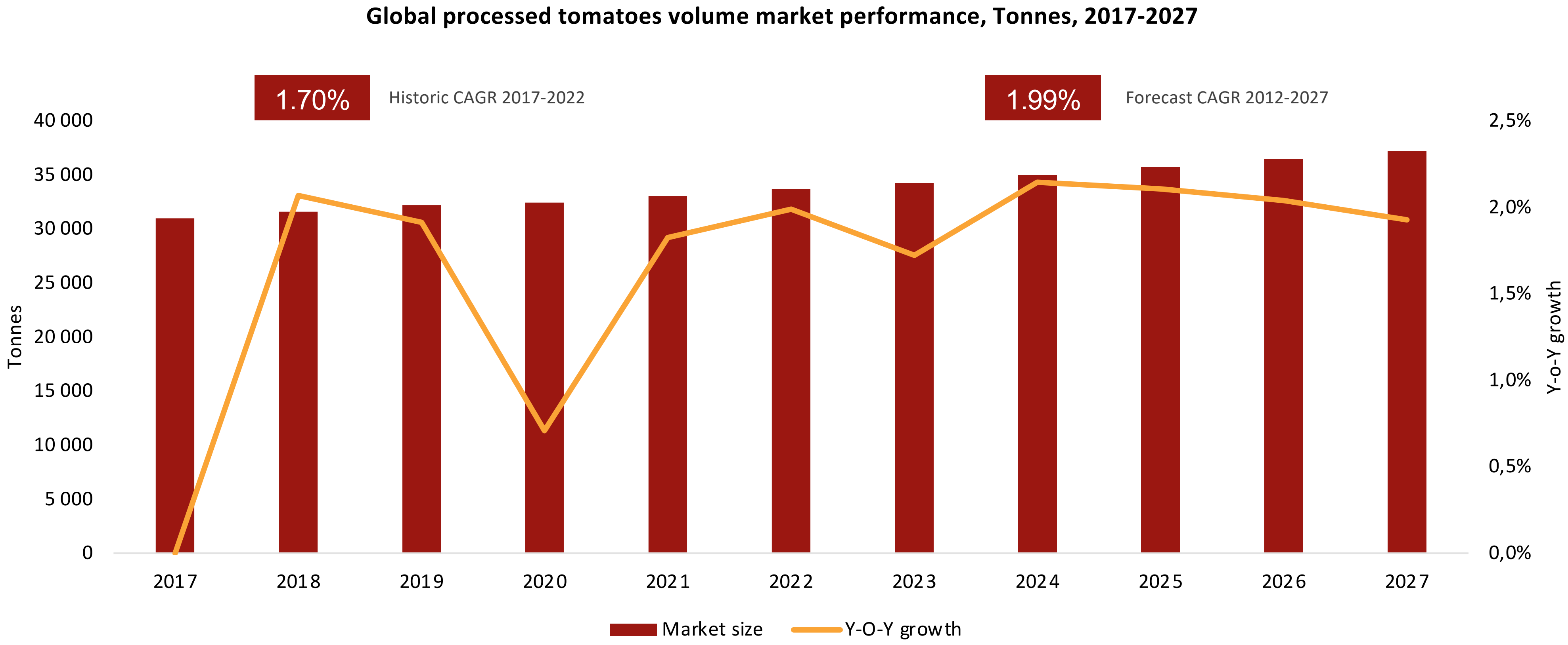
World market size of global processed tomatoes industry in value terms



Source: Passport

 Processed tomatoes includes Shelf stable tomatoes, Ketchup, Soup, Ready meals, Tomato paste and purees, Pizza, Liquid Sauce, Dry recipe sauces and pasta sauces

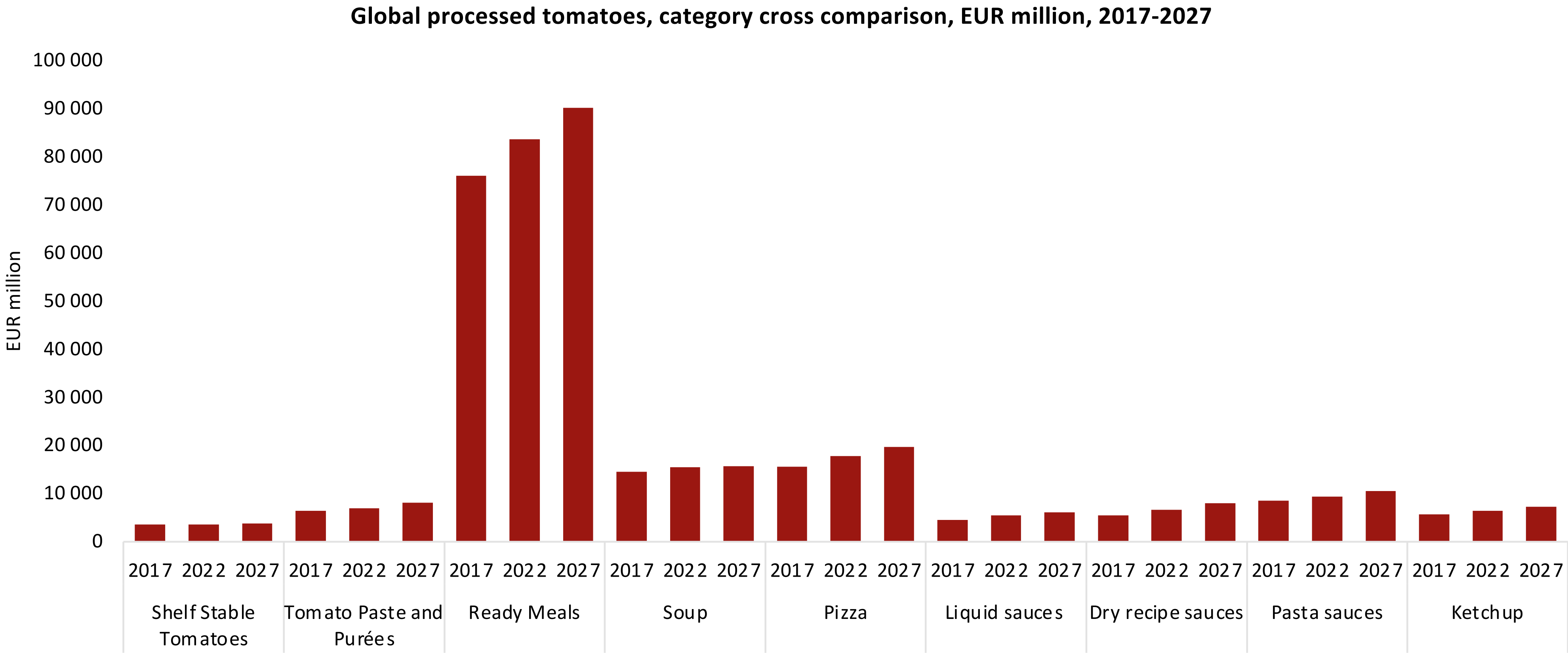
World market size of global processed tomatoes industry in volume terms



Source: Passport

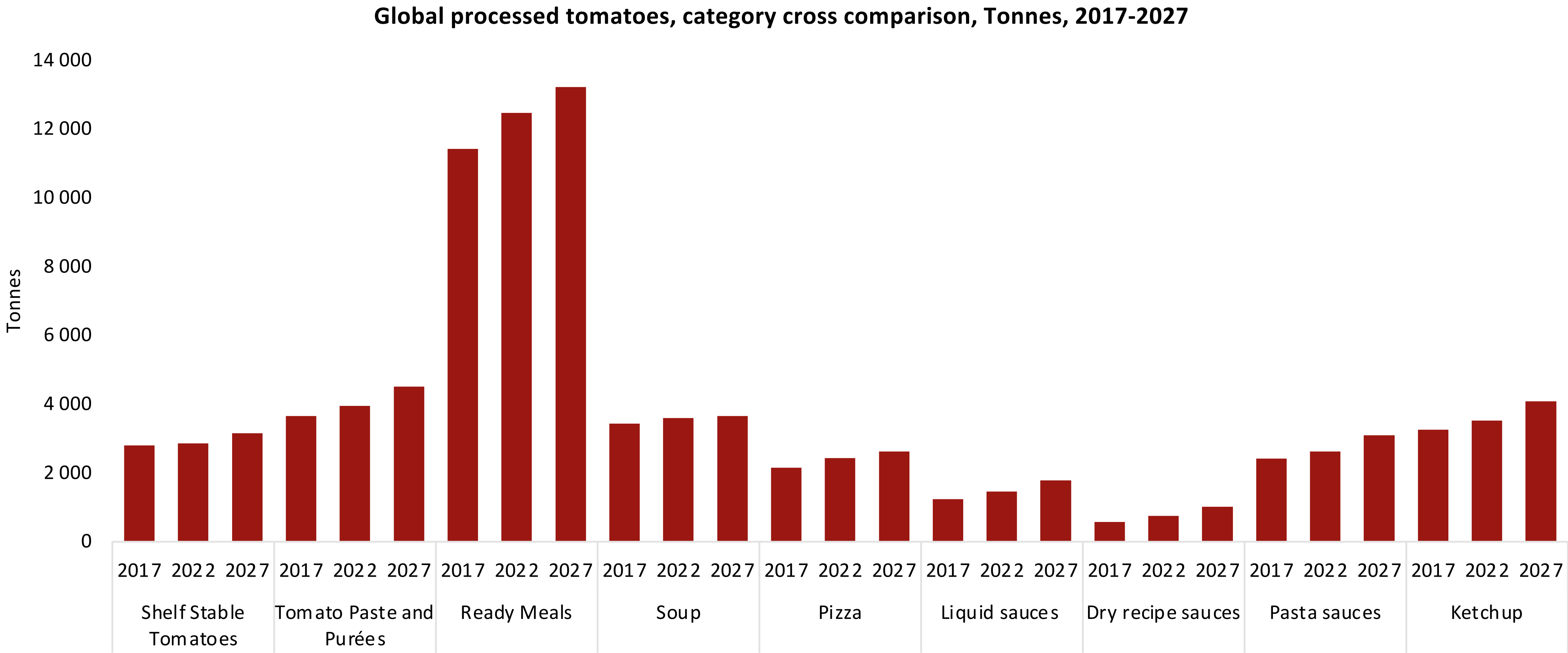
Processed tomatoes includes Shelf stable tomatoes, Ketchup, Soup, Ready meals, Tomato paste and purees, Pizza, Liquid Sauce, Dry recipe sauces and pasta sauces

Global Cross Category comparison of processed tomatoes in value terms



Source: Passport

Global Cross Category comparison of processed tomatoes in volume terms



Source: Passport

The Russia-Ukraine war forces the agriculture sector to adopt a new supply chain

The agriculture sector faces challenges due to conflicts driving up essential resource prices like fertilizers, with Russia, a key exporter, being affected. This situation impacts processed tomato production costs, potentially raising prices for consumers. Efforts to explore alternative trade routes aim to stabilize supplies for tomato processing industries. Governments are also considering actions to safeguard global food security, emphasising the importance of stable supplies for processing tomatoes and other essential agricultural products.

Rising labour and input costs are being passed on to consumers

Due to rising organic food prices, consumers switched from organic to conventional options, including fresh produce. Fresh fruits and vegetables faced competition from cheaper packaged alternatives. Similarly, processed tomatoes gained traction as an affordable and convenient choice, aligning with shifting consumer preferences and budget constraints. Highly processed foods, like ready meals and soups, were relatively less impacted due to longer supply chains, delaying the full transfer of price increases to end consumers.

Consumers are turning to private label to save money

Amidst escalating costs, consumers are economising by opting for affordable alternatives. In the realm of processed tomatoes, this shift translates to increased demand for budget-friendly private label tomato products. As shoppers prioritise thriftiness, they are embracing store brands, leveraging loyalty card perks, and frequenting discount retailers. Processed tomato sellers can seize this trend by offering competitively priced, quality options, aligning with consumers' cost-conscious choices.

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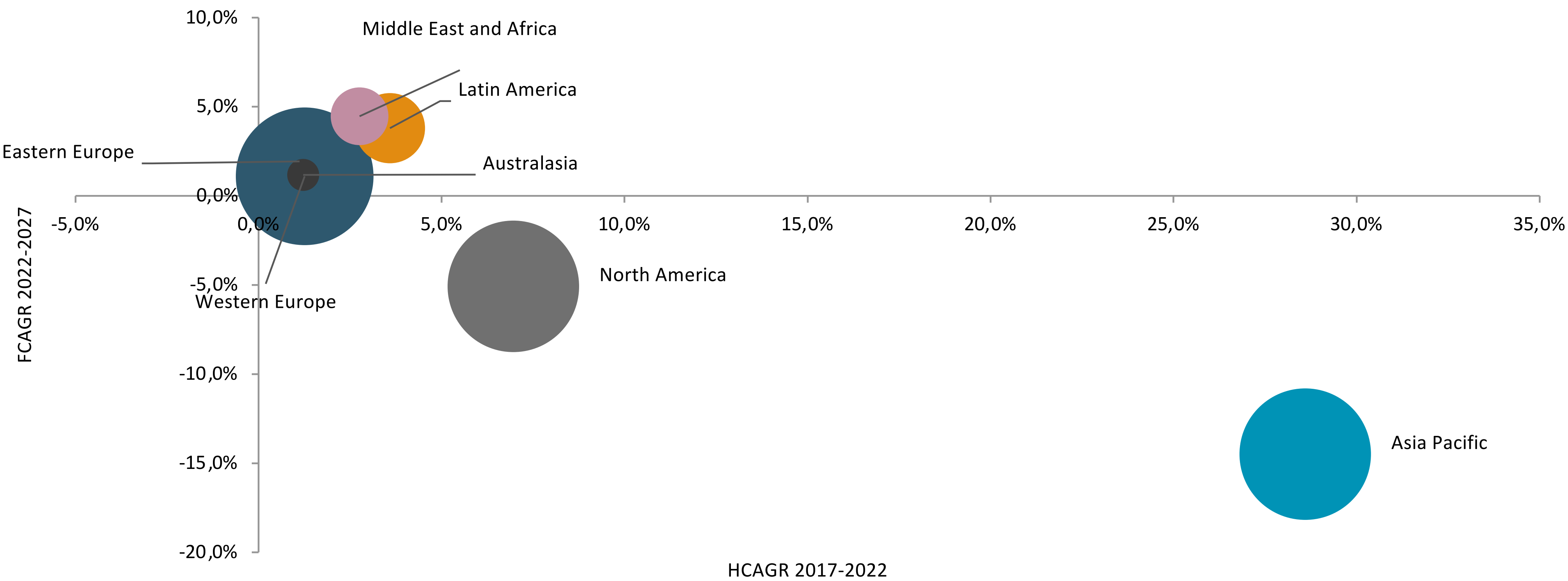
Regional Overview

Regional market size of global processed tomatoes industry, in volume terms

Global processed tomatoes by region, tonnes 2019-2027

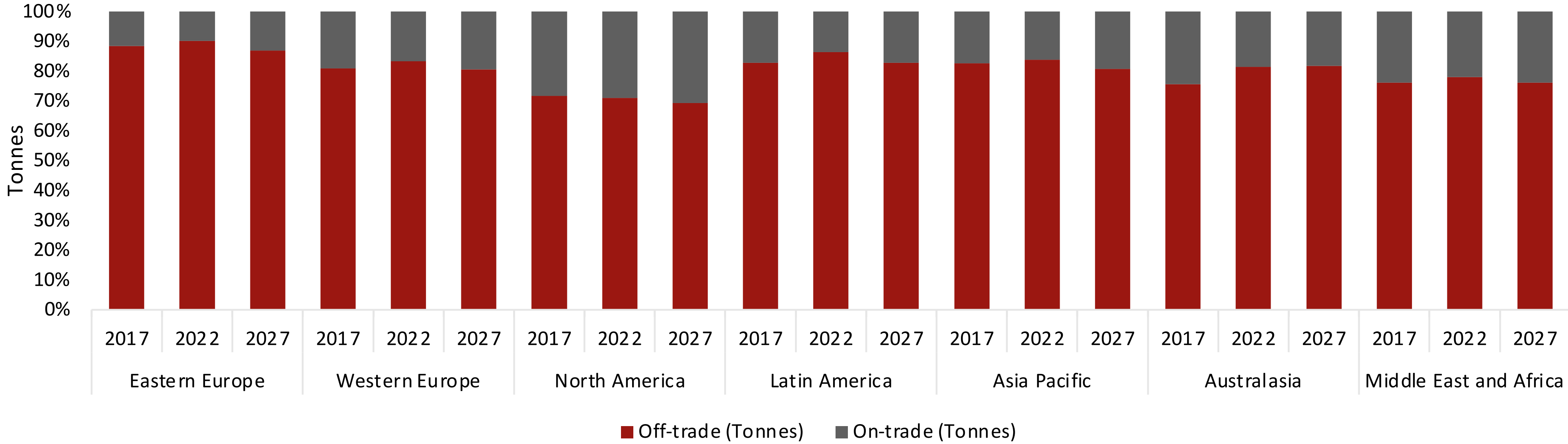


Bubbles indicate the Market Sizes in 2022, Tonnes

 Processed tomatoes includes Shelf stable tomatoes, Ketchup, Soup, Ready meals, Tomato paste and purees, Pizza, Liquid Sauce, Dry recipe sauces and pasta sauces

On trade vs off trade sales in volume terms over 2017-2022, regional comparison

Global processed tomatoes, On Trade vs Off trade channel, Tonnes, 2017-2027



- When compared to 2017, a decline in on-trade sales was witnessed in 2022 in most regions, as foodservice outlets faced closures and restrictions during the pandemic.
- Off-trade sales are expected to fall in 2027 across all regions, as inflation is expected to stabilise by then and people will have more disposable income to eat at foodservice outlets.

 Processed tomatoes includes Shelf stable tomatoes, Ketchup, Soup, Ready meals, Tomato paste and purees, Pizza, Liquid Sauce, Dry recipe sauces and pasta sauces

Regional cross-category comparison of processed tomatoes in value terms

Categories	Eastern Europe		Western Europe		North America		Latin America		Asia Pacific		Australasia		Middle East and Africa	
	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027
Shelf Stable Tomatoes	376.8	1.8%	1,221.2	1.1%	1,166.7	1.3%	107.2	2.9%	335.2	-0.1%	116.7	0.9%	247.4	3.9%
Tomato Paste and Purées	610.4	2.2%	2,214.7	0.4%	691.3	0.5%	1,151.6	3.8%	178.8	2.5%	88.3	1.4%	2,012.8	6.3%
Ready Meals	4,881.0	0.8%	16,926.0	1.2%	25,960.0	0.4%	1,642.5	5.1%	31,463.4	2.4%	1,668.9	3.1%	1,095.0	3.0%
Soup	838.6	1.5%	4,186.2	0.2%	5,623.5	-0.7%	835.9	1.3%	3,050.7	0.9%	349.6	-1.2%	582.8	3.1%
Pizza	413.8	3.3%	7,999.2	1.3%	7,501.9	2.6%	859.0	4.3%	643.2	-1.4%	227.9	1.7%	182.6	4.8%
Liquid sauces	173.6	3.8%	1,305.2	0.8%	872.6	0.3%	322.7	3.9%	2,487.5	3.5%	196.7	0.2%	76.5	3.8%
Dry recipe sauces	531.2	1.7%	1,054.5	0.4%	920.6	0.9%	84.9	1.2%	3,798.1	5.6%	68.2	-1.6%	219.2	4.7%
Pasta sauces	181.4	2.6%	3,183.7	1.8%	2,851.9	1.6%	1,732.2	5.5%	972.0	1.3%	279.8	0.8%	152.6	4.6%
Ketchup	967.9	0.7%	1,413.8	0.6%	1,185.9	-0.3%	883.2	5.2%	1,387.2	5.1%	110.0	0.0%	470.9	4.4%

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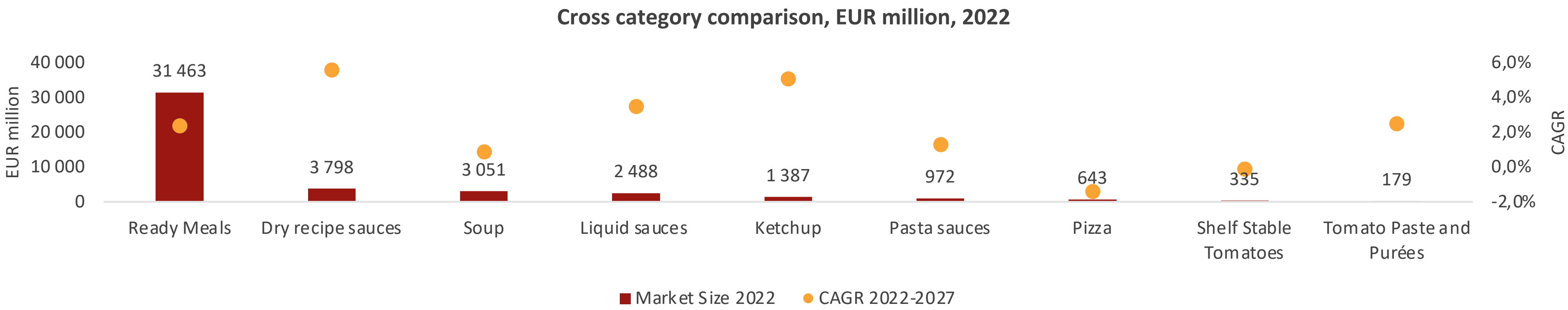
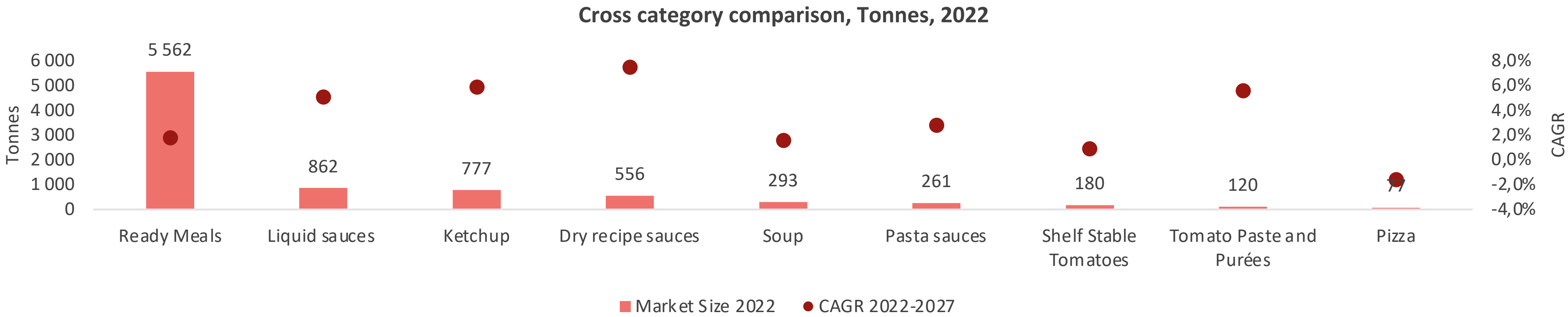
Cross category comparison in value and volume terms in Asia Pacific





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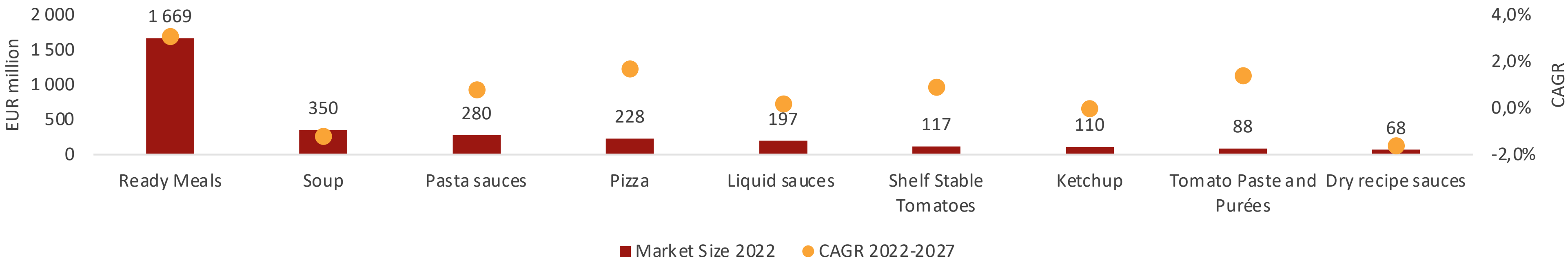
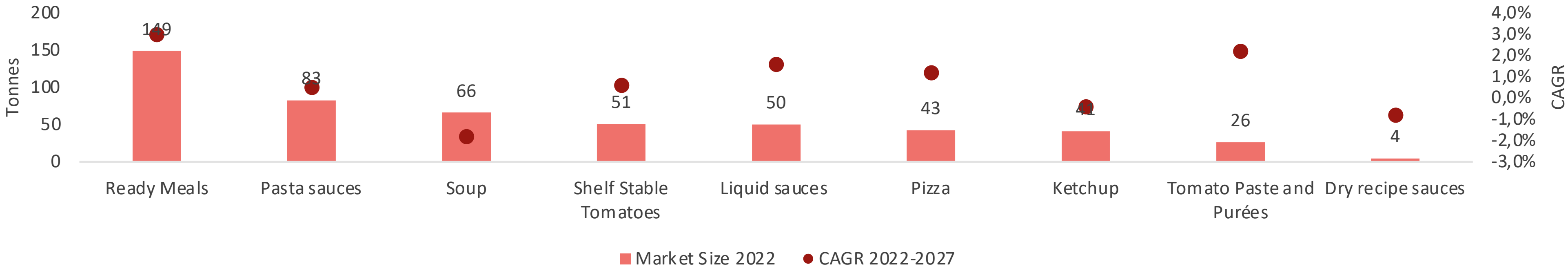
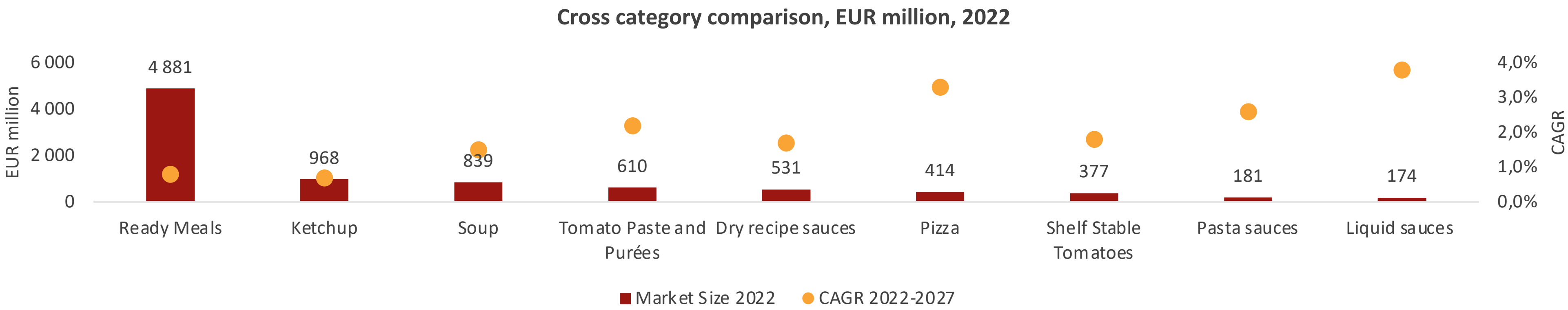
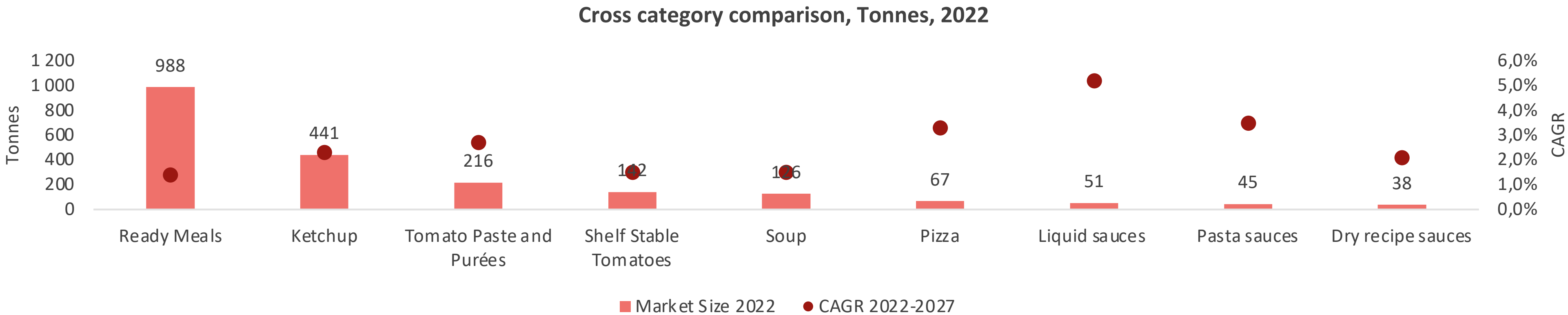
Cross category comparison in value and volume terms in Australasia



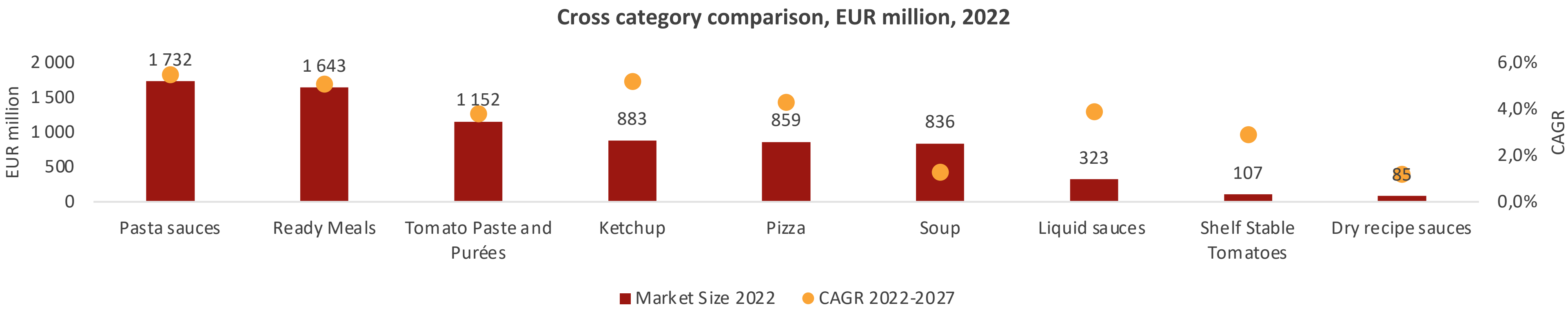


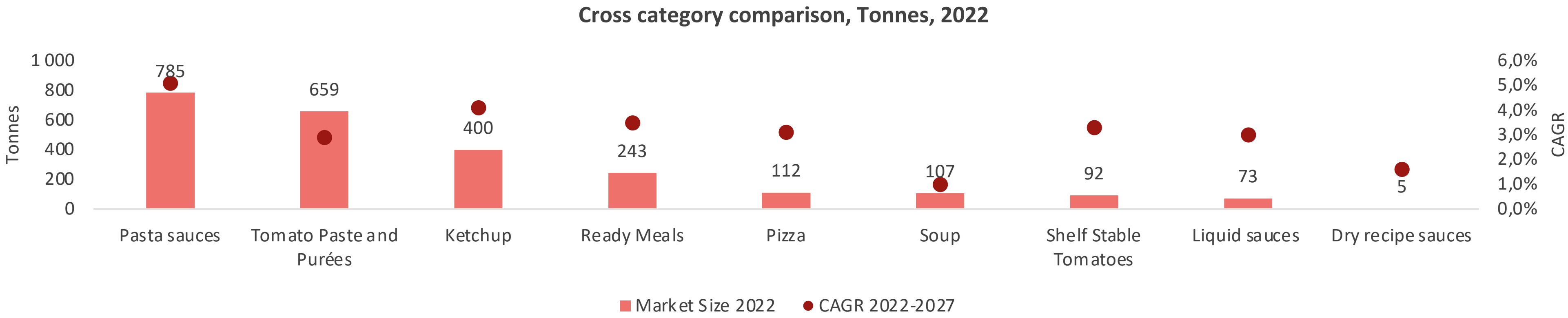
Cross category comparison in value and volume terms in Eastern Europe



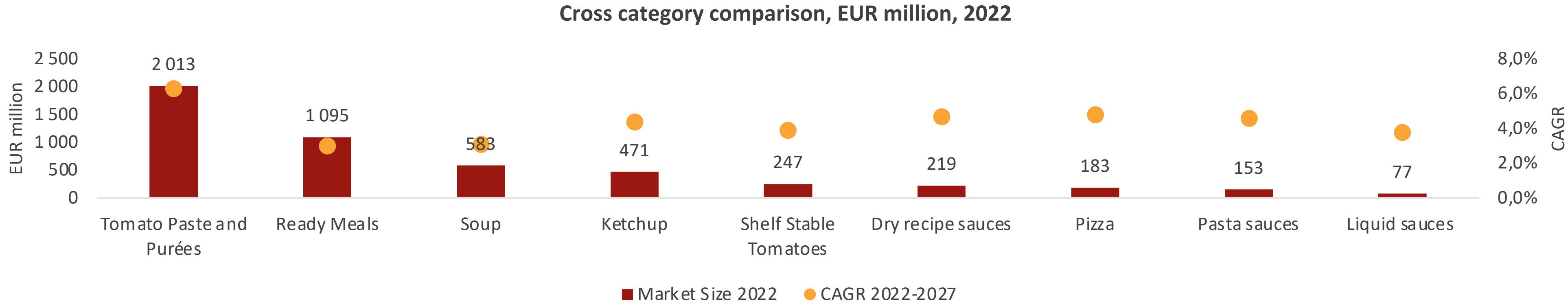


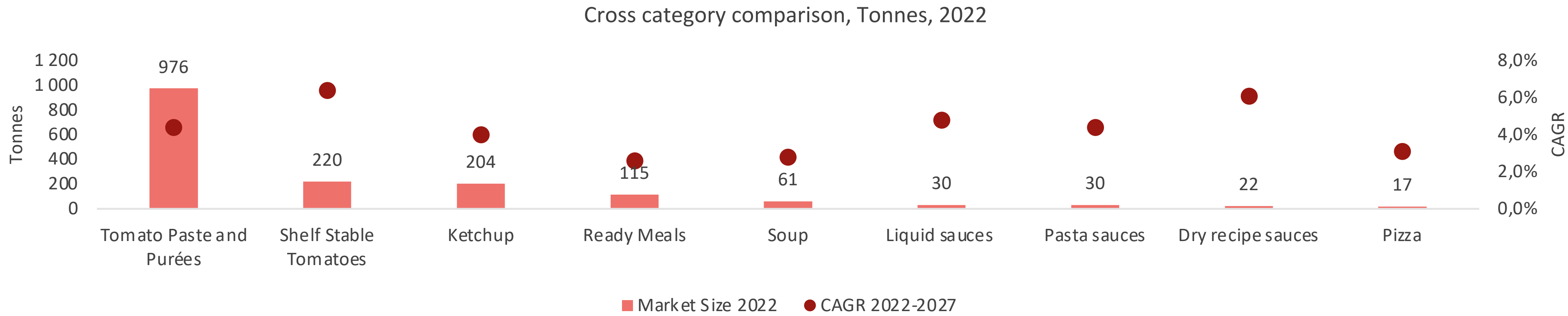
Cross category comparison in value and volume terms in Latin America



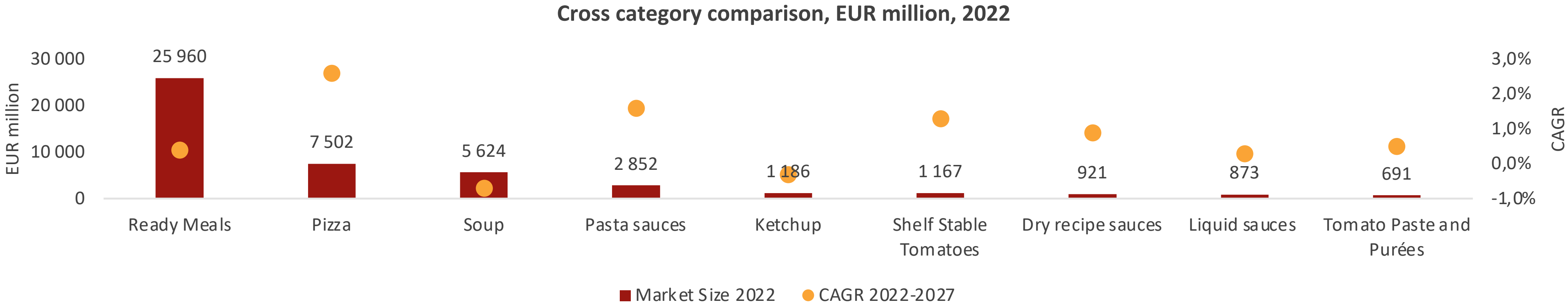


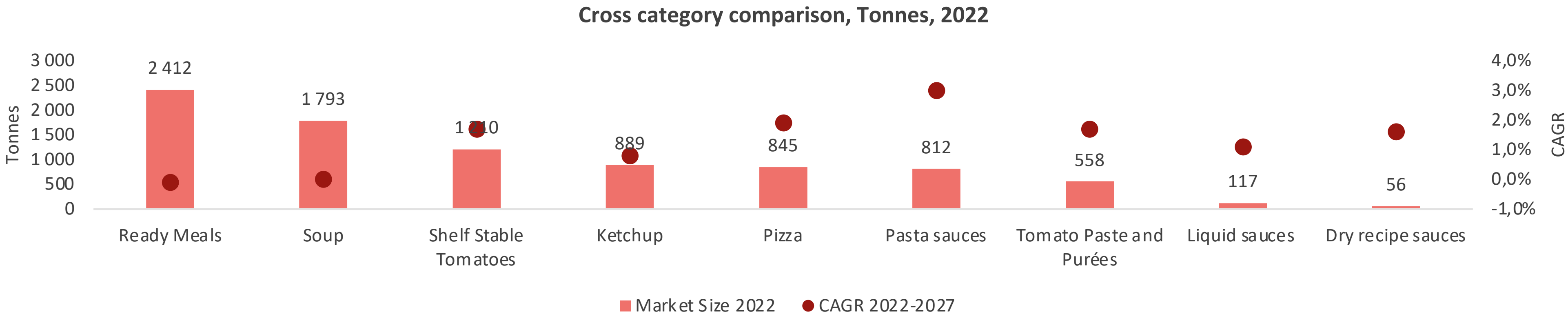
Cross category comparison in value and volume terms in Middle East and Africa



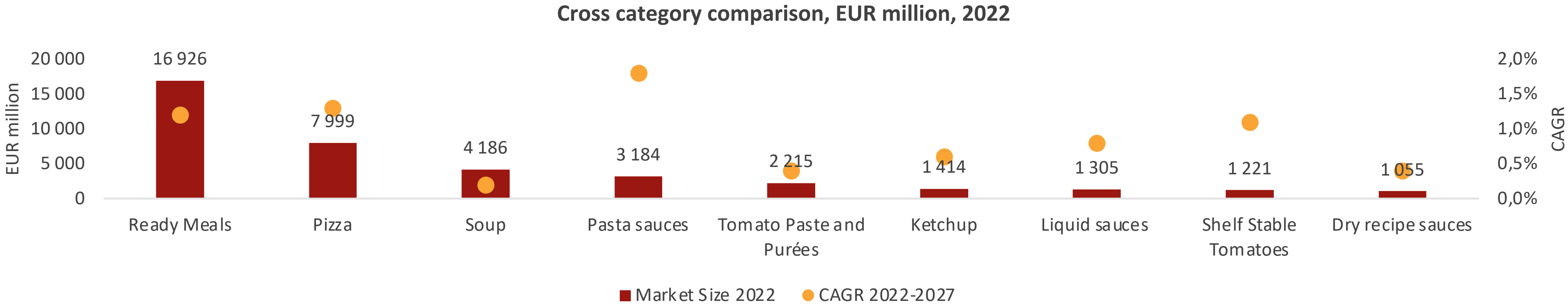


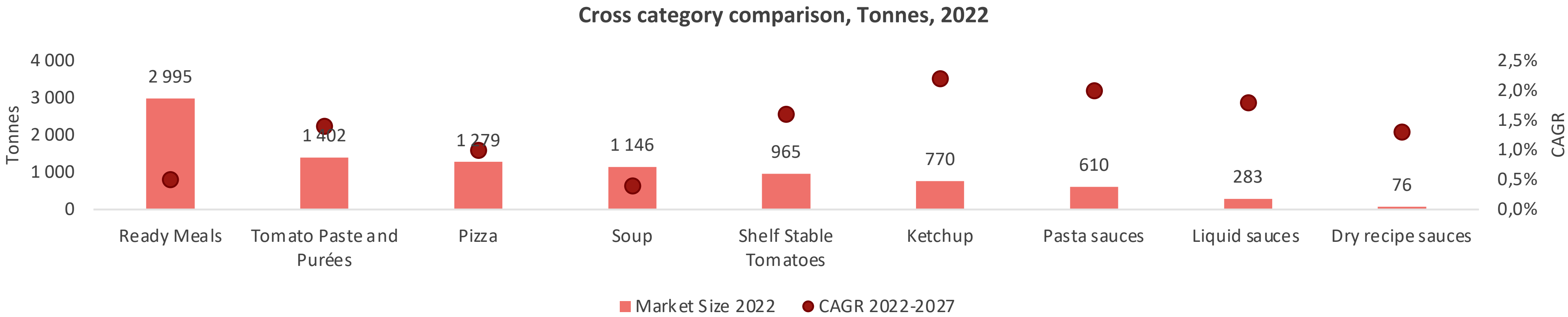
Cross category comparison in value and volume terms in North America





Cross category comparison in value and volume terms in Western Europe





Expected outlook in value terms: Western Europe and its key markets

Subcategories	Western Europe		Turkey		United Kingdom		Germany		France		Italy	
	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027
Shelf Stable Tomatoes	1,221.2	1.1%	1.5	0.8%	252.2	2.5%	112.6	-1.7%	107.7	1.4%	314.8	1.1%
Tomato Paste and Purées	2,214.7	0.4%	102.1	0.7%	90.9	0.9%	342.8	-2.9%	195.2	2.2%	715.1	2.0%
Ready Meals	16,926.0	1.2%	92.9	11.3%	4,359.1	1.1%	2,985.9	-1.0%	2,982.8	0.3%	1,017.2	3.3%
Soup	4,186.2	0.2%	88.1	4.2%	844.9	0.5%	529.1	-1.0%	582.0	-1.5%	408.9	2.7%
Pizza	7,999.2	1.3%	99.7	8.3%	1,528.0	1.4%	1,908.3	0.1%	994.4	0.9%	530.3	2.3%
Liquid sauces	1,305.2	0.8%	0.0	0.0%	591.7	0.6%	211.7	-0.1%	65.0	1.0%	16.1	2.0%
Dry recipe sauces	1,054.5	0.4%	29.6	4.7%	140.8	4.1%	327.1	0.3%	18.4	-1.6%	22.9	2.4%
Pasta sauces	3,183.7	1.8%	14.9	6.3%	550.4	-0.1%	573.0	-0.6%	639.4	1.4%	711.5	4.4%
Ketchup	1,413.8	0.6%	62.5	2.3%	325.2	1.2%	334.6	-1.2%	111.0	-0.9%	63.5	1.3%

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Expected outlook in volume terms: Western Europe and its key markets

Subcategories	Western Europe		Turkey		United Kingdom		Germany		France		Italy	
	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027
Shelf Stable Tomatoes	964.7	1.6%	0.8	3.7%	224.5	2.6%	116.3	0.7%	42.3	1.2%	286.9	1.3%
Tomato Paste and Purées	1,402.0	1.4%	219.3	2.7%	34.4	3.2%	191.5	-0.9%	100.2	2.2%	421.7	1.9%
Ready Meals	2,995.2	0.5%	21.5	9.5%	723.6	0.9%	943.3	-0.9%	393.9	-0.5%	128.4	2.1%
Soup	1,145.9	0.4%	23.0	2.8%	308.4	1.2%	97.0	0.2%	154.6	-2.1%	107.9	1.5%
Pizza	1,279.0	1.0%	25.6	5.6%	270.5	2.4%	399.2	-0.4%	133.4	0.3%	72.0	1.7%
Liquid sauces	282.9	1.8%	0	0.00%	120.3	3.1%	65.1	-0.3%	15.0	2.0%	2.1	1.8%
Dry recipe sauces	76.1	1.3%	5.3	4.3%	12.5	5.4%	28.6	1.0%	1.8	1.2%	0.6	2.2%
Pasta sauces	609.8	2.0%	3.6	6.0%	127.0	1.6%	105.3	-0.3%	127.8	2.3%	119.0	3.7%
Ketchup	769.9	2.2%	117.7	4.5%	177.6	3.6%	164.6	0.4%	58.6	0.5%	22.4	2.1%

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Expected outlook in value terms: Latin America and its key market

Subcategories	Latin America		Brazil	
	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027
Shelf Stable Tomatoes	107.2	2.9%	20.9	5.8%
Tomato Paste and Purées	1,151.6	3.8%	350.0	6.3%
Ready Meals	1,642.5	5.1%	884.9	6.6%
Soup	835.9	1.3%	330.3	1.1%
Pizza	859.0	4.3%	678.0	4.9%
Liquid sauces	322.7	3.9%	113.6	4.8%
Dry recipe sauces	84.9	1.2%	1.5	3.0%
Pasta sauces	1,732.2	5.5%	14,18.8	6.2%
Ketchup	883.2	5.2%	367.6	8.8%

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Expected outlook in volume terms: Latin America and its key market

Subcategories	Latin America		Brazil	
	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027
Shelf Stable Tomatoes	92.4	3.3%	7.0	1.5%
Tomato Paste and Purées	659.1	2.9%	197.7	4.3%
Ready Meals	243.2	3.5%	138.9	4.2%
Soup	106.8	1.0%	30.2	0.4%
Pizza	111.7	3.1%	89.2	3.6%
Liquid sauces	72.9	3.0%	24.4	3.6%
Dry recipe sauces	4.9	1.6%	0.1	0.2%
Pasta sauces	784.8	5.1%	696.4	5.5%
Ketchup	399.9	4.1%	158.5	7.1%

Expected outlook in value terms: Asia Pacific and its key markets

Subcategories	Asia Pacific		China		Japan	
	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027	Market size, 2022 (EUR million)	CAGR 2022-2027
Shelf Stable Tomatoes	335.2	-0.1%	0.0	0.0%	189.1	-2.4%
Tomato Paste and Purées	178.8	2.5%	0.0	0.0%	44.6	-1.6%
Ready Meals	31,463.4	2.4%	10,322.5	3.9%	16,402.6	1.0%
Soup	3,050.7	0.9%	69.8	-3.3%	1,981.9	-0.2%
Pizza	643.2	-1.4%	50.2	-2.1%	430.3	-2.7%
Liquid sauces	2,487.5	3.5%	1,225.1	6.1%	937.1	-0.5%
Dry recipe sauces	3,798.1	5.6%	18.9	7.4%	1,004.7	0.0%
Pasta sauces	972.0	1.3%	17.0	9.2%	568.5	-1.5%
Ketchup	1,387.2	5.1%	363.7	7.5%	197.3	-0.7%

Expected outlook in volume terms: Asia Pacific and its key markets

Subcategories	Asia Pacific		China		Japan	
	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027	Market size, 2022 (Tonnes)	CAGR 2022-2027
Shelf Stable Tomatoes	180.1	0.9%	0	0.00%	104.2	-0.6%
Tomato Paste and Purées	119.6	5.6%	36.5	10.3%	15.2	0.2%
Ready Meals	5,561.6	1.8%	2,706.4	2.4%	1,933.9	0.4%
Soup	293.4	1.6%	4.5	-1.2%	128.4	-0.4%
Pizza	76.7	-1.6%	4.2	0.6%	56.6	-2.5%
Liquid sauces	862.1	5.1%	686.6	6.1%	110.2	-1.3%
Dry recipe sauces	556.2	7.5%	4.4	6.8%	127.2	0.0%
Pasta sauces	260.6	2.8%	4.3	13.5%	126.6	-1.1%
Ketchup	776.9	5.9%	168.6	8.2%	82.5	0.1%

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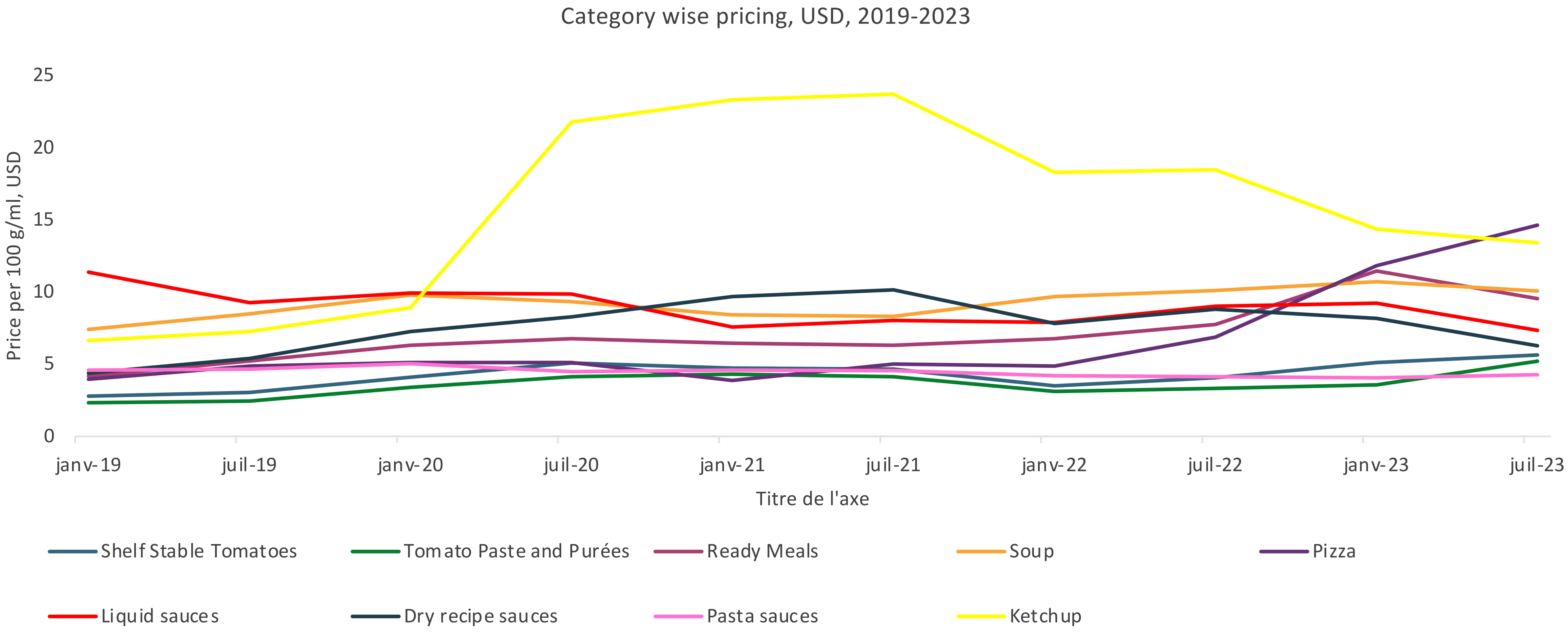
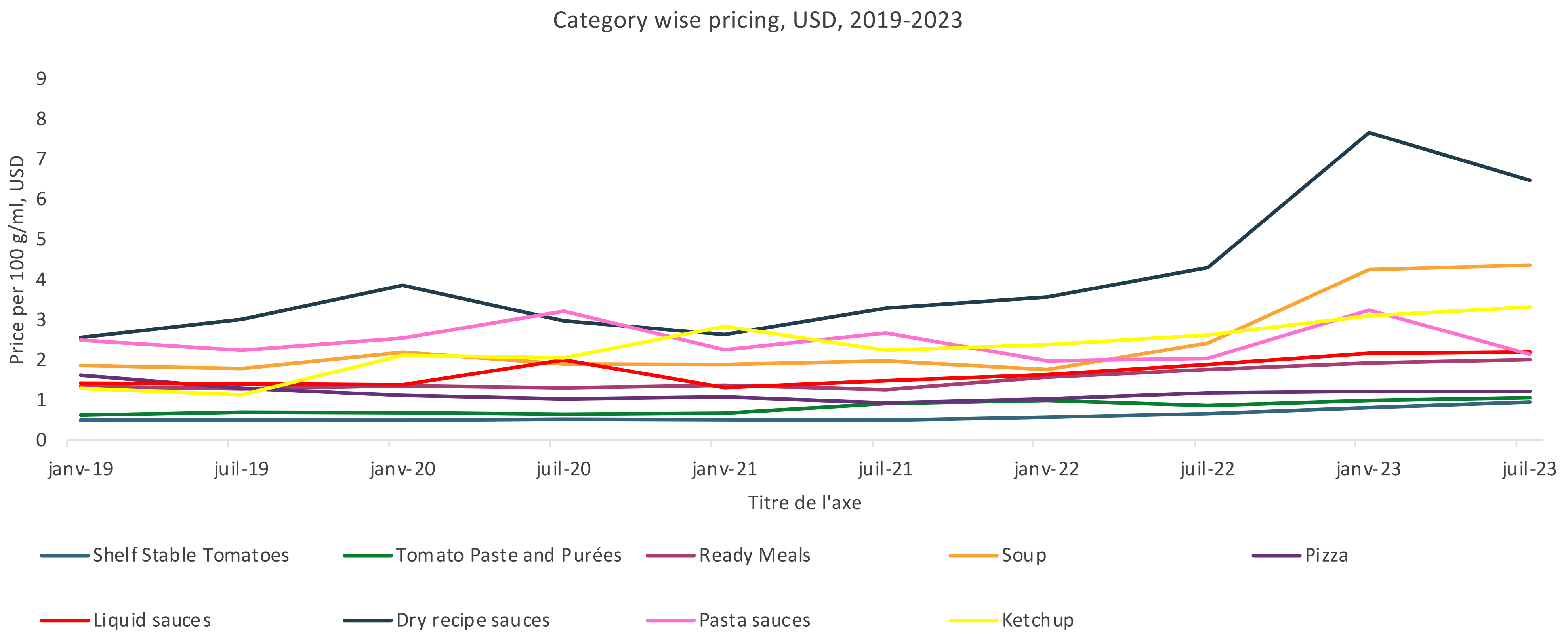
Pricing of processed tomatoes category-wise in Asia Pacific



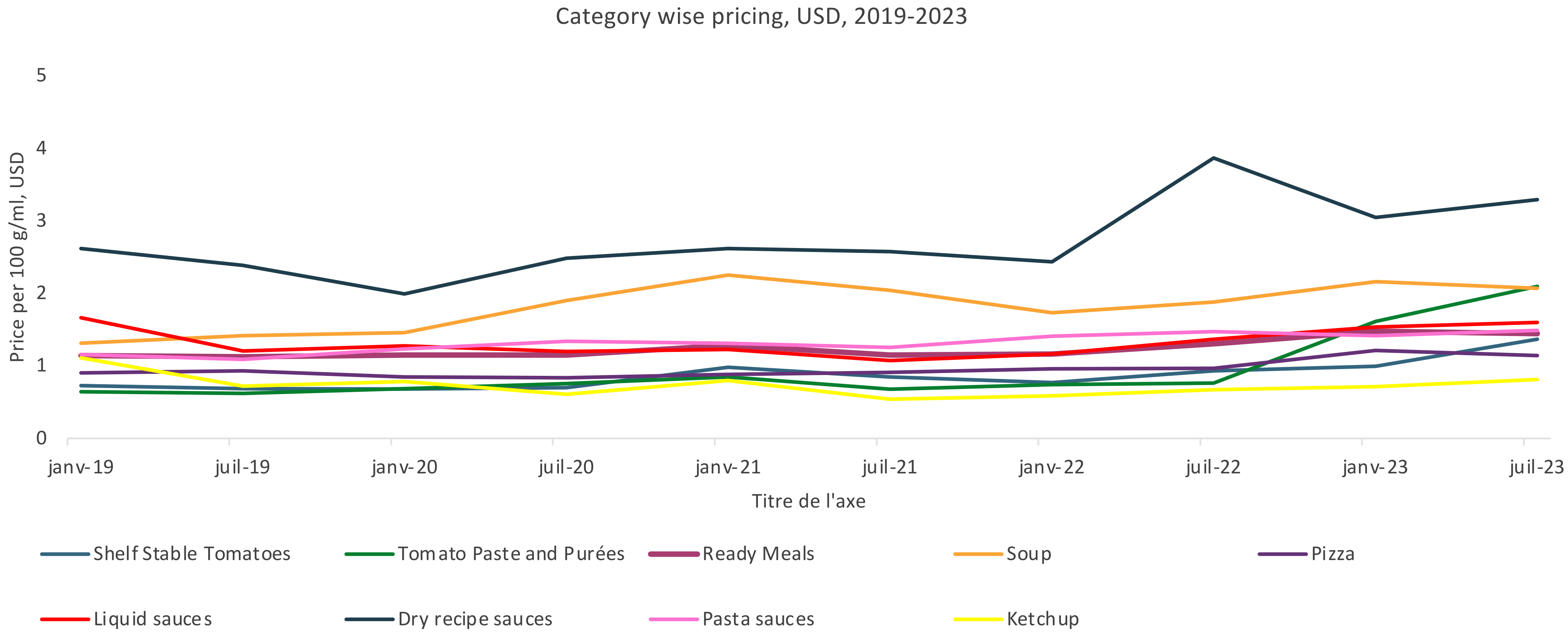
Source: VIA

Pricing of processed tomatoes category-wise in Australasia



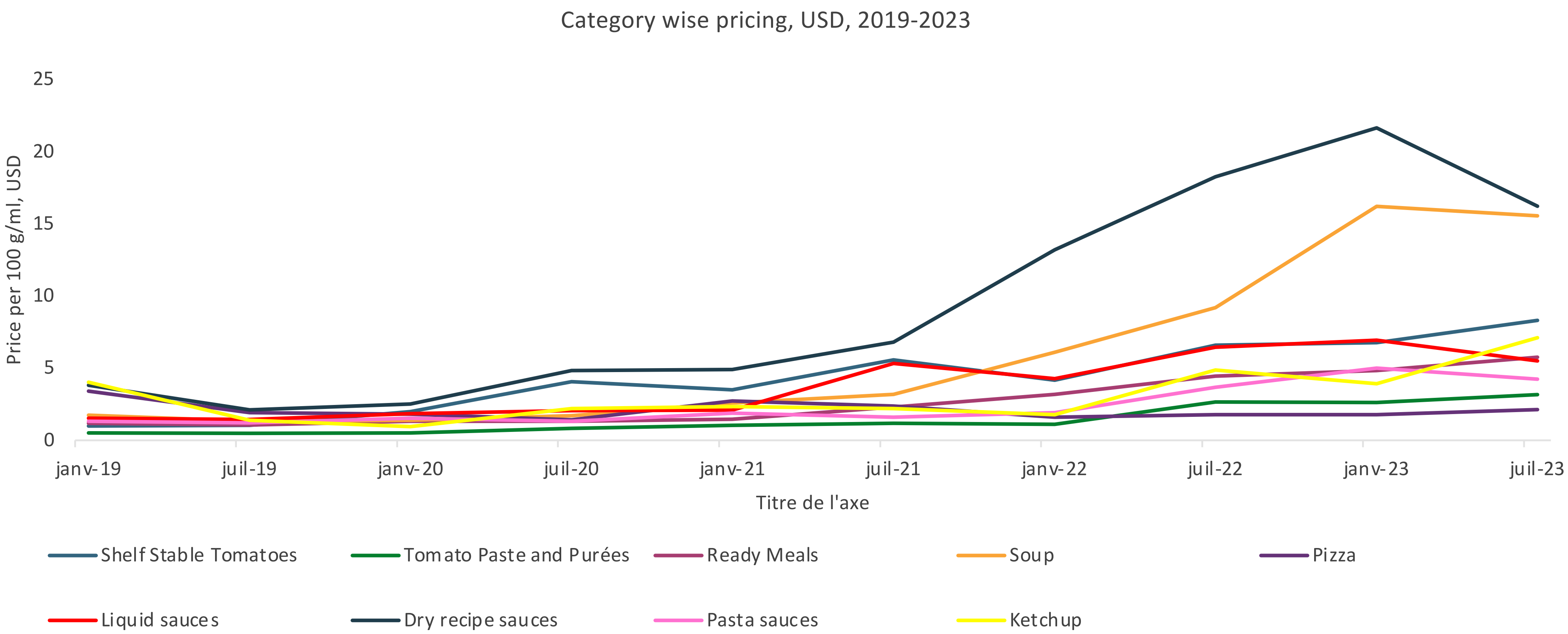
Source: VIA

Pricing of processed tomatoes category-wise in Eastern Europe



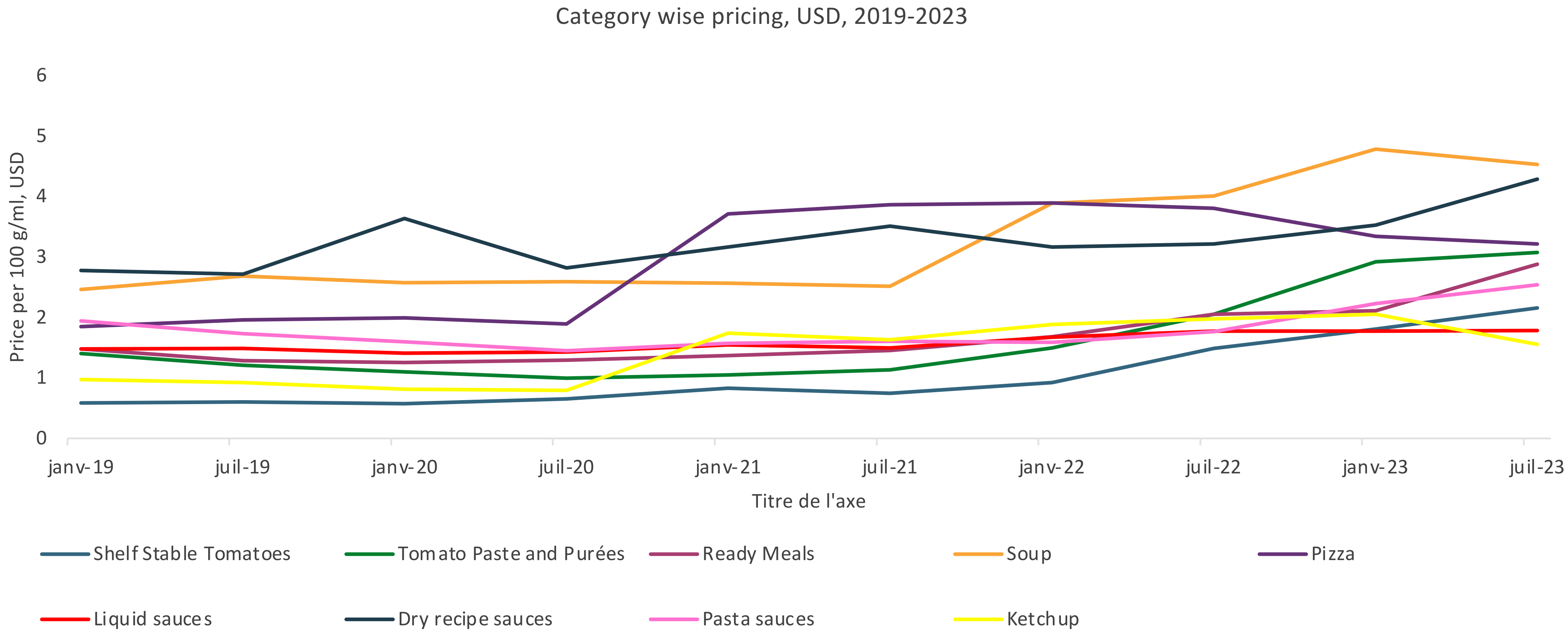
Source: VIA

Pricing of processed tomatoes category-wise in Latin America



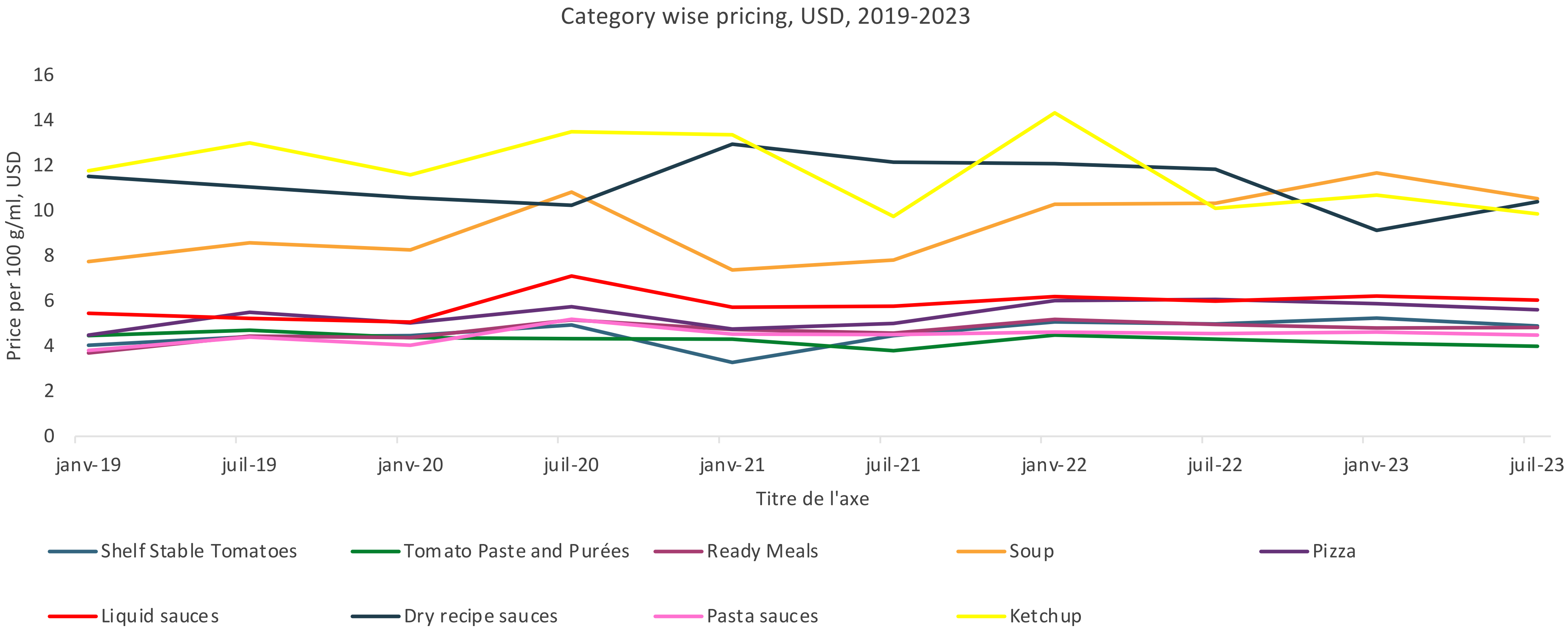
Source: VIA

Pricing of processed tomatoes category-wise in Middle East and Africa



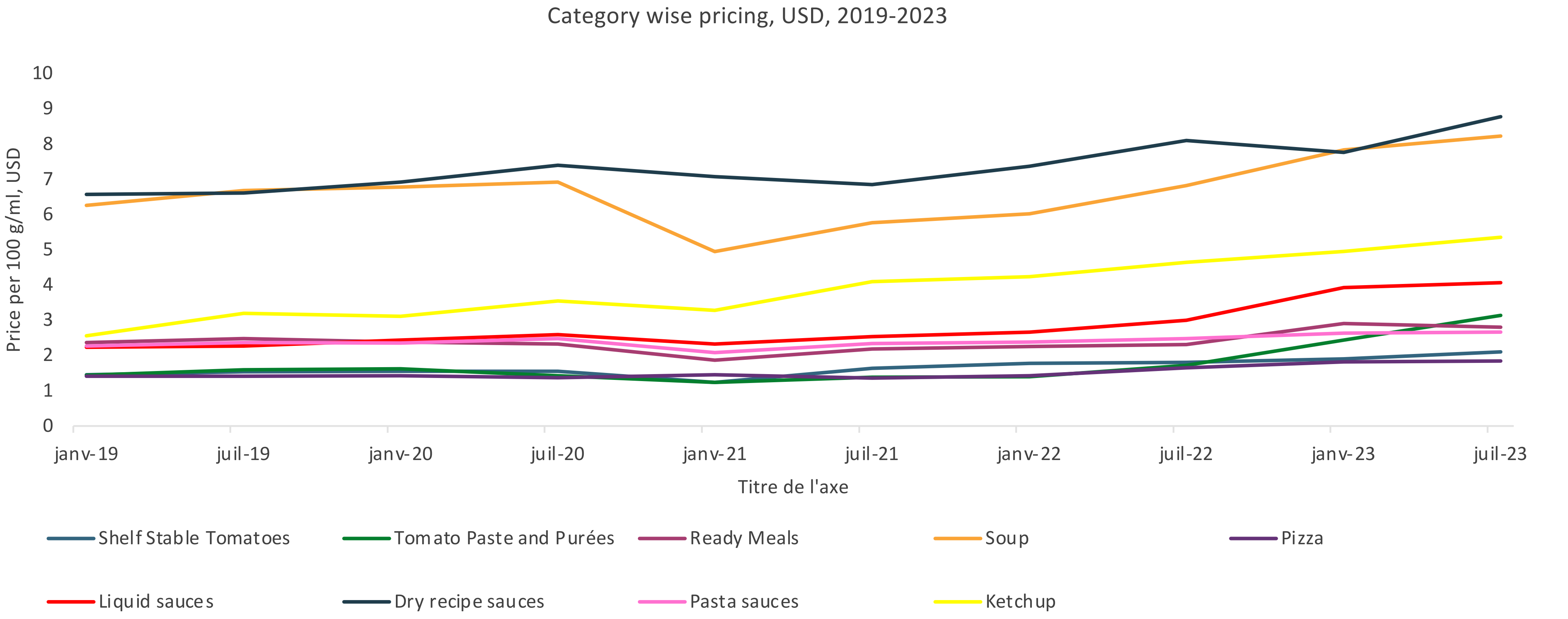
Source: VIA

Pricing of processed tomatoes category-wise in North America



Source: VIA

Pricing of processed tomatoes category-wise in Western Europe



Source: VIA

Conclusion

Inflation impacts consumer spending

As the world faces the effects of rising inflation and supply bottlenecks, the cost-of-living crisis is very much felt in the food industry. To address this, consumers are adopting cost-effective measures such as trading down within categories, which has increased demand for discounted or private label items, the latter experienced a notable 8.3% growth in the packaged food industry in 2022.

Focus on developing regions

Developing regions like Asia Pacific is the largest contributor to sales of cooking ingredients and meals and is predicted to see the second-highest CAGR over the forecast period, while the Middle East and Africa and Latin America are predicted to see the fastest growth over the forecast period. This signifies a rising interest in culinary diversity and international cuisines. Businesses can leverage this trend by investing in innovation, such as introducing new tomato-based products tailored to regional tastes.

Biggest gain from ready meals

Ready meals are the most popular subcategory in most regions. This is because they are convenient and time-saving, as people are spending more time outside their homes in 2023. Hence demand for tomatoes in ready meals is expected to remain high as ready meals are inspired by different international cuisines that often contain tomatoes as a key ingredient.

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