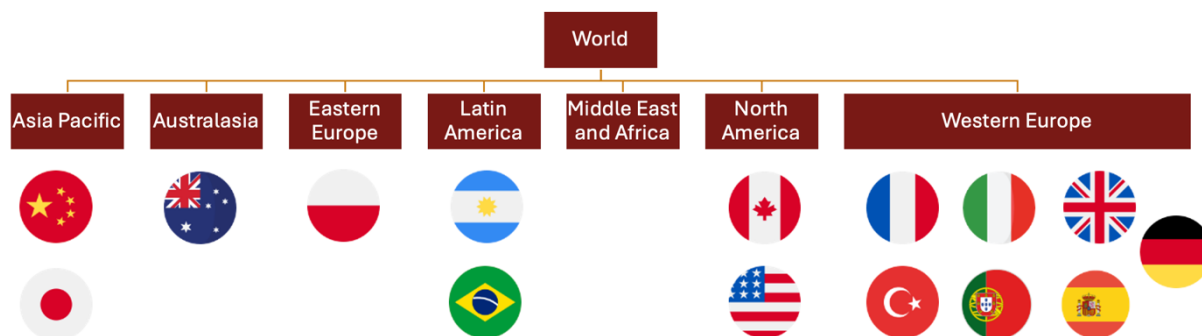


Euromonitor 2026: some complementary data

In the context of the 2026 Global Market Report Tomato News acquired from Euromonitor, the **countries** are and **regions** are detailed below:



Asia Pacific: China & Japan

Australasia: Australia

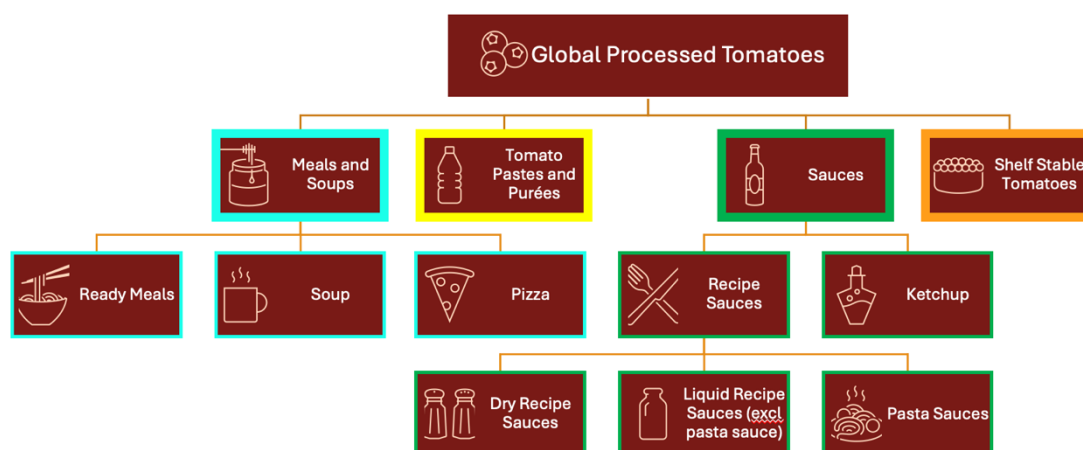
Eastern Europe: Poland

Latin America: Argentina, Brazil

North America: USA

Western Europe: France, Italy, United Kingdom, Germany, Spain, Portugal, Turkey

The **product categories** are detailed below:



Pasta Sauce

These pre-packaged/prepared sauces are either added directly to cooked pasta or heated up for a few minutes beforehand. Alternatively, they can be added to fresh ingredients (e.g. meat or vegetables), and then heated up to make a sauce which will then be added to cooked pasta. Pasta sauces include ambient or shelf-stable as well as chilled (in refrigerators) and frozen formats. Dehydrated pasta sauces which need

addition of water or wine are excluded and tracked in dry sauces. Product types include: Pesto, bolognese, carbonara, mushroom, vegetable, etc.

Canned Tomatoes

Ambient/shelf stable tomatoes typically sold in tins, glass jars, aluminium/retort packaging or brick liquid cartons such as Tetra Recart or Combisafe. This includes sun-dried tomatoes. Products with added seasoning (e.g. with chilli, garlic or herbs) are also included. Note that tomato pastes, passata and purées are all excluded and tracked within sauces, dressings and condiments.

Tomato pastes and Purées

Tomato paste, or tomato concentrate, consists of tomatoes that have been cooked for several hours, strained and reduced to a thick, rich concentrate. Tomato purée consists of tomatoes that have been cooked briefly and strained, resulting in a thick liquid. They typically only have 2-3 ingredients like water, tomatoes, salt or citric acid. They don't contain any other spices/seasonings that are typical in pasta sauces.

Pizza

Pizza covers both, chilled and frozen pizza, typically in a ready-to-heat format. Any type of packaged, ready-made pizza sold in chiller/refrigerator and retail freezer cabinets are included. Pizza made on site is excluded.

Liquid Recipe Sauces (excl. pasta sauces)

Liquid cooking sauces and pastes are convenience products added before or during cooking, such as marinades or bases for stir-frys and stews. Categorized by specific cuisines or recipes, they include liquid gravies and dish-specific spice mixes, like liquid masala. While they serve as the liquid counterpart to dry sauces, they exclude basic herbs and spices. Notably, this category includes liquid hot pot bases but excludes multipurpose "table sauces" like soy sauce, ketchup, or mayonnaise, which are tracked separately even if used during the cooking process.

Soup

Soups is the aggregation of dried (dehydrated formats), shelf stable and chilled and frozen soups. Includes: Ready-made, pre-packaged soup, regardless of format. Excludes: Liquid stocks and or stock/bouillon cubes. These are tracked in sauces, dressings and condiments, under cooking ingredients. Herbal soup mixes common in Asia are also excluded.

Ready Meals

This is the aggregation of shelf stable, dried, chilled and frozen ready meals. They have a high degree of readiness and convenience. In most instances they are ready-to-heat or ready-to-eat. Ready meals are generally accepted to be complete meals that require few or no extra ingredients. However, in the case of shelf stable ready meals, the term also encompasses meal 'centres'.

Dry Recipe Sauce

Dry sauces are recipe mixes in powdered formats ie products in this category are named as the dish itself. Requires the addition of boiling water or milk before consumption. Other powdered products not attached to a specific recipe should be excluded from dry sauces. Includes dry recipe powder mixes, dry recipe seasoning mixes (ie, fajita spice mix), hot pot sauce mixes in powder format, and dry powder marinades. It often goes by the name of the recipe/dish it makes. Liquid versions should be in cooking sauces. Other product types include: hollandaise sauce, white sauce, pepper sauce, sweet and sour sauce, spaghetti bolognese, satay sauce, etc.

Note: *Euromonitor’s forecasting methodology integrates quantitative econometric modeling with qualitative local expertise. At its core, the system utilizes regression-based frameworks to link historical sales data with key macroeconomic drivers—such as GDP, inflation, and disposable income—which are updated quarterly.*

Beyond statistical modeling, the approach incorporates structural factors like demographics and urbanization, while analysts apply an "expert layer" to account for industry-specific trends, innovation, and channel shifts. This hybrid model also allows for scenario and shock modeling, ensuring that projections remain market-realistic and adaptable to potential economic disruptions.

Source: Euromonitor