

# **Global Tomato Puree Market Size Study, by Nature (Conventional, Organic), by Packaging (Glass Jar, Tin, Others), by Application (Food and Beverage Industry, Food Service Industry, Retail), by Distribution Channel (Business-to-Business, Supermarkets/Hypermarkets, Convenience Stores, Departmental Stores, Online Sales Channels), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Tomato Puree Market is valued at approximately USD 5.32 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 4.21% over the forecast period 2024-2032. Tomato puree, a thick liquid or paste created by cooking and straining tomatoes to remove seeds and skins, offers the rich flavor and vibrant color of tomatoes in a concentrated form. This puree is used as a versatile base for sauces, soups, stews, and other culinary dishes, providing convenience and consistency in various food applications. The demand for tomato puree is driven by the growing preference for processed food, the rising health consciousness among consumers, and the versatile application of tomato puree in various culinary preparations.

The surge in demand for processed food significantly drives the market growth for tomato puree. For instance, Northeastern University's Network Science Institute reports that ultra-processed foods constitute 73% of the U.S. food supply, with adults obtaining over 60% of their daily calories from such foods. As lifestyles evolve, consumers increasingly prefer convenient and time-saving food options, making processed foods, which often contain tomato puree, an appealing choice. Tomato puree serves as a crucial ingredient in sauces, soups, ready-made meals, and snacks, enhancing flavor and nutritional content. This trend aligns with the health-conscious approach that encourages manufacturers to incorporate tomato puree into their products, catering to

the demand for both taste and nutritional benefits. However, the market faces challenges due to fluctuations in tomato prices, influenced by seasonal changes, unfavorable weather conditions, and global trade dynamics. For instance, the global average price of tomatoes ranged from \$79.0 to \$88.2 per metric ton between 2015 and 2021, reflecting these fluctuations. Such variations impact the production cost of tomato puree, affecting profit margins for manufacturers. Furthermore, opportunities abound with the increasing demand for organic tomato puree products. The U.S. Department of Agriculture's 2021 Organic Survey reported \$11.2 billion in organic product sales, reflecting a 13% increase from 2019. This demand drives producers to introduce organic and flavored varieties, tapping into consumer preferences for healthier and diverse food options.

The key regions considered for the Global Tomato Puree Market study include North America, Europe, Asia Pacific, Latin America, and the Middle East and Africa. North America accounted for a significant market share in 2023. This demand is driven by the widespread use of tomato-based products in cooking and food processing. Factors contributing to market growth include increasing consumer preference for convenience foods, the popularity of Italian and Mediterranean cuisines, and the rising demand for processed foods. Moreover, several major companies dominate the North American tomato puree market, including multinational food corporations and regional manufacturers. In addition, increasingly, consumers are purchasing tomato puree through online platforms, contributing to the market's growth in e-commerce channels. The Asia-Pacific region is projected to experience the highest growth rate during the forecast period 2024-2032.

Major market players included in this report are:

Neil Jones Food Company  
Stanislaus Food Products  
Kiril Mischeff Group  
Conserve Italia Group  
Sainsbury's  
Riviana Foods Inc.  
Conagra Brands Inc.  
Del Monte Foods, Inc.  
Heinz Wattie's Ltd.  
Ariza b.v.  
Nestle S.A.  
Campbell Soup Company  
Kagome Co., Ltd.  
Mutti S.p.A.

General Mills, Inc.

The detailed segments and sub-segment of the market are explained below:

By Nature:

Conventional

Organic

By Packaging:

Glass Jar

Tin

Others

By Application:

Food and Beverage Industry

Food Service Industry

Retail

By Distribution Channel:

Business-to-Business

Supermarkets/Hypermarkets

Convenience Stores

Departmental Stores

Online Sales Channels

By Region:

North America

U.S.

Canada

Europe

UK

Italy

Spain

Germany

France

Rest of Europe

Asia-Pacific

China  
India  
Japan  
South Korea  
Australia  
Rest of Asia-Pacific

Latin America  
Brazil  
Mexico  
Rest of Latin America

Middle East & Africa  
Saudi Arabia  
South Africa  
Rest of MEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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