

The World Market for Tomato Ketchup and Tomato Sauces: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for tomato ketchup and tomato sauces. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for tomato ketchup and tomato sauces for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Tomato ketchup and tomato sauces' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'tomato ketchup and tomato sauces' is 09842.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: TOMATO KETCHUP AND TOMATO SAUCES EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED TOMATO KETCHUP AND TOMATO SAUCES IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 BOTSWANA

3.1.3 DJIBOUTI

3.1.4 EGYPT

3.1.5 ESWATINI

3.1.6 GUINEA

3.1.7 KENYA

3.1.8 MOROCCO

3.1.9 SENEGAL

3.1.10 SOUTH AFRICA

3.1.11 THE REPUBLIC OF THE CONGO

3.1.12 TUNISIA

3.1.13 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDIA

3.2.5 INDONESIA

3.2.6 JAPAN

3.2.7 MALAYSIA

3.2.8 SINGAPORE

3.2.9 SOUTH KOREA

3.2.10 SRI LANKA

3.2.11 TAIWAN

3.2.12 THAILAND

3.2.13 THE PHILIPPINES

3.2.14 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELARUS

3.3.4 BELGIUM

3.3.5 BOSNIA AND HERZEGOVINA

3.3.6 BULGARIA

3.3.7 CROATIA

3.3.8 CYPRUS

3.3.9 DENMARK

3.3.10 ESTONIA

3.3.11 FINLAND

3.3.12 FRANCE

3.3.13 GEORGIA

3.3.14 GERMANY

3.3.15 GREECE

3.3.16 HUNGARY

3.3.17 IRELAND

3.3.18 ITALY

3.3.19 LATVIA

3.3.20 LITHUANIA

3.3.21 LUXEMBOURG

3.3.22 MACEDONIA

3.3.23 MALTA

3.3.24 NORWAY

3.3.25 POLAND

3.3.26 PORTUGAL

3.3.27 ROMANIA

3.3.28 RUSSIA

- 3.3.29 SLOVAKIA
- 3.3.30 SLOVENIA
- 3.3.31 SPAIN
- 3.3.32 SWEDEN
- 3.3.33 SWITZERLAND
- 3.3.34 THE CZECH REPUBLIC
- 3.3.35 THE NETHERLANDS
- 3.3.36 THE UNITED KINGDOM
- 3.3.37 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 CHILE
- 3.4.5 COLOMBIA
- 3.4.6 COSTA RICA
- 3.4.7 ECUADOR
- 3.4.8 EL SALVADOR
- 3.4.9 GUATEMALA
- 3.4.10 HONDURAS
- 3.4.11 MEXICO
- 3.4.12 PERU
- 3.4.13 URUGUAY

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 CANADA
- 3.5.3 JAMAICA
- 3.5.4 THE DOMINICAN REPUBLIC
- 3.5.5 THE UNITED STATES
- 3.5.6 TRINIDAD AND TOBAGO

3.6 OCEANIA: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF TOMATO KETCHUP AND TOMATO SAUCES IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 ARMENIA
- 3.7.3 IRAN
- 3.7.4 ISRAEL
- 3.7.5 KUWAIT
- 3.7.6 LEBANON
- 3.7.7 OMAN
- 3.7.8 PAKISTAN
- 3.7.9 SAUDI ARABIA
- 3.7.10 SYRIA
- 3.7.11 THE UNITED ARAB EMIRATES
- 3.7.12 TURKEY

4 IMPORTS

4.1 AFRICA: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BENIN
- 4.1.4 BOTSWANA
- 4.1.5 CAMEROON
- 4.1.6 CAPE VERDE
- 4.1.7 COTE D'IVOIRE
- 4.1.8 EGYPT
- 4.1.9 ETHIOPIA
- 4.1.10 GUINEA
- 4.1.11 MADAGASCAR
- 4.1.12 MALAWI
- 4.1.13 MAURITANIA
- 4.1.14 MAURITIUS
- 4.1.15 MOROCCO
- 4.1.16 MOZAMBIQUE
- 4.1.17 NAMIBIA
- 4.1.18 NIGERIA
- 4.1.19 RWANDA
- 4.1.20 SENEGAL
- 4.1.21 SIERRA LEONE
- 4.1.22 SOUTH AFRICA
- 4.1.23 TANZANIA

- 4.1.24 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.25 UGANDA
- 4.1.26 ZAMBIA
- 4.1.27 ZIMBABWE
- 4.2 ASIA: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 BRUNEI
 - 4.2.3 CHINA
 - 4.2.4 HONG KONG
 - 4.2.5 INDIA
 - 4.2.6 INDONESIA
 - 4.2.7 JAPAN
 - 4.2.8 MACAU
 - 4.2.9 MALAYSIA
 - 4.2.10 MONGOLIA
 - 4.2.11 NEPAL
 - 4.2.12 SINGAPORE
 - 4.2.13 SOUTH KOREA
 - 4.2.14 SRI LANKA
 - 4.2.15 TAIWAN
 - 4.2.16 THAILAND
 - 4.2.17 THE MALDIVES
 - 4.2.18 THE PHILIPPINES
 - 4.2.19 VIETNAM
- 4.3 EUROPE: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ALBANIA
 - 4.3.3 ANDORRA
 - 4.3.4 AUSTRIA
 - 4.3.5 BELARUS
 - 4.3.6 BELGIUM
 - 4.3.7 BOSNIA AND HERZEGOVINA
 - 4.3.8 BULGARIA
 - 4.3.9 CROATIA
 - 4.3.10 CYPRUS
 - 4.3.11 DENMARK
 - 4.3.12 ESTONIA
 - 4.3.13 FINLAND
 - 4.3.14 FRANCE

- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE

4.4 LATIN AMERICA: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024

- 4.4.1 EXECUTIVE SUMMARY
- 4.4.2 ARGENTINA
- 4.4.3 BELIZE
- 4.4.4 BOLIVIA
- 4.4.5 BRAZIL
- 4.4.6 CHILE
- 4.4.7 COLOMBIA
- 4.4.8 ECUADOR
- 4.4.9 EL SALVADOR

4.4.10 GUATEMALA

4.4.11 GUYANA

4.4.12 HONDURAS

4.4.13 MEXICO

4.4.14 NICARAGUA

4.4.15 PANAMA

4.4.16 PARAGUAY

4.4.17 PERU

4.4.18 SURINAME

4.4.19 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ANTIGUA AND BARBUDA

4.5.3 ARUBA

4.5.4 BARBADOS

4.5.5 BERMUDA

4.5.6 CANADA

4.5.7 GREENLAND

4.5.8 JAMAICA

4.5.9 ST. LUCIA

4.5.10 THE BAHAMAS

4.5.11 THE DOMINICAN REPUBLIC

4.5.12 THE UNITED STATES

4.6 OCEANIA: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FIJI

4.6.4 FRENCH POLYNESIA

4.6.5 NEW CALEDONIA

4.6.6 NEW ZEALAND

4.6.7 PALAU

4.6.8 THE SOLOMON ISLANDS

4.6.9 TONGA

4.7 THE MIDDLE EAST: TOMATO KETCHUP AND TOMATO SAUCES IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

- 4.7.4 BAHRAIN
- 4.7.5 ISRAEL
- 4.7.6 JORDAN
- 4.7.7 KUWAIT
- 4.7.8 LEBANON
- 4.7.9 OMAN
- 4.7.10 PAKISTAN
- 4.7.11 QATAR
- 4.7.12 TURKEY
- 4.7.13 YEMEN

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