

Tomato Ketchup Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global tomato ketchup market reached a value of US\$ 18.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 22.5 Billion by 2027, exhibiting a CAGR of 3.4% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Tomato ketchup, or table sauce, refers to a cold condiment manufactured from soft red tomatoes that can be consumed with both hot and cold food products. It has a sweet and tangy flavor and is often used with snacks and appetizers to enhance the flavor of the dish. Tomato ketchup is prepared by blending ripe blanched tomatoes with vinegar, sugar and various seasonings and herbs. The vinegar acts as a preserving agent and the sugar aids in managing the tanginess of the sauce. Ketchup also includes onion, allspice, coriander, clove, cumin, garlic, mustard, salt and additional natural and artificial sweeteners to enhance the flavor of the final product. It is commonly served on the side with sandwiches, burgers, fries and grilled or fried meat in homes, restaurants, cafés and quick serving restaurants (QSRs) and is also used as a base sauce for various curries and soups. It improves the overall flavor and consistency of the dish and is also a rich source of essential antioxidants, vitamins and lycopene that have various health benefits. Tomato ketchup is currently available in regular and flavored variants, which are stored and distributed in pouches and plastic and glass bottles.

Global Tomato Ketchup Market Trends:

Rising Popularity of Ready-to-Eat (RTE) Food Products

The market is primarily being driven by the increasing demand for ready-to-eat (RTE)

fast foods, especially among millennials, across the globe. Tomato ketchup is widely used to improve the flavor of fritters, pizzas, sandwiches, burgers and French fries. The changing lifestyles, increasing expenditure capacities and shifting dietary preferences of the consumers are further providing a thrust to the market growth. Consumers prefer food and beverages that require minimal time to prepare and can be consumed on-the-go. Due to the increasing working population and hectic schedules, the consumption of readily available and convenience food products has escalated, thereby positively impacting the demand for condiments, such as tomato ketchup. The canned, bottled and pouch packaging of tomato ketchup also adds to the convenience, thereby increasing its overall demand.

Significant Growth in the Food and Beverage Industry

The increasing demand for tomato ketchup is further supported by significant growth in the food and beverage industry across the globe. Hotels, cafes and quick serving restaurant (QSR) chains are offering a wide variety of multi-cuisine foods that pair well with tomato ketchup. They are also using flavored tomato ketchup, including sweet and spicy, chili, barbeque, chipotle, curry, garlic, olive and jalapeno, to improve the flavor profile of the dish and offer unique culinary experiences to the diners.

Shifting Preference Toward Organic Product Variants

The rising health consciousness among the masses has led to the increasing demand for healthier and organic variants of tomato ketchup manufactured using natural ingredients. Consumer preference is rapidly shifting towards homegrown brands that produce ketchup using insecticide-free, pesticide-free and non-genetically modified organism (non-GMO)-based tomatoes. Organic tomato ketchup is also made using tomato concentrate consisting of a blend of red ripe organic tomatoes, distilled vinegar and naturally-sourced sugar, salt, onion powder, spices and flavorings. These variants have higher nutritional content and are also sustainable for the environment as they do not contain any artificial chemicals and preservatives.

Proliferating Online Retail Channels and Aggressive Promotional Activities

The market is further driven by aggressive promotional activities by product manufacturers on various social media platforms through the Internet. In line with this, millennials are among the largest consumers of RTE and fast-food products and are highly influenced by social media personalities. Product vendors are using innovative marketing strategies to promote these condiments through influential celebrities and sports personalities to reach and attract a broader consumer base. They are also using attractive packaging to grab the consumer's attention and provide them with an authentic and luxurious experience through their high-quality products. Through online

retail platforms, consumers are now able to place orders from the convenience of their homes and the product manufacturers and vendors are able to reach the audiences present in remote locations. They can also operate with minimal expenses and are increasingly investing in research and development (R&D) activities.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global tomato ketchup market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on type, packaging, distribution channel and application.

Breakup by Type:

- Flavored
- Regular
- Others

Breakup by Packaging:

- Pouch
- Bottle
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Online Stores
- Others

Breakup by Application:

- Household
- Commercial
- Others

Breakup by Region:

- North America

United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The report has also analyzed the competitive landscape of the market, with some of the key players being Bolton Group S.r.l., Campbell Soup Company, Conagra Brands Inc, Del Monte Food Inc., General Mills Inc., Lee Kum Kee Company Limited, Nestlé S.A., Premier Foods plc, Sky Valley & Organicville (Litehouse Inc.), Tate & Lyle plc, The Kraft Heinz Company and Unilever Plc.

Key Questions Answered in This Report

1. What was the size of the global tomato ketchup market in 2021?
2. What is the expected growth rate of the global tomato ketchup market during 2022-2027?
3. What are the key factors driving the global tomato ketchup market?
4. What has been the impact of COVID-19 on the global tomato ketchup market?
5. What is the breakup of the global tomato ketchup market based on the type?
6. What is the breakup of the global tomato ketchup market based on the packaging?

7. What is the breakup of the global tomato ketchup market based on the distribution channel?
8. What are the key regions in the global tomato ketchup market?
9. Who are the key players/companies in the global tomato ketchup market?

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