

# **Tomato Ketchup Market Report by Type (Flavored, Regular, and Others), Packaging (Pouch, Bottle, and Others), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Stores, and Others), Application (Household, Commercial, and Others), and Region 2023-2028**

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## **Abstracts**

The global tomato ketchup market size reached US\$ 18.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 23.2 Billion by 2028, exhibiting a growth rate (CAGR) of 3.5% during 2022-2028. The increasing consumer demand for convenience food, rapid globalization of cuisines, growing brand loyalty and strategic marketing initiatives, recent technological advancements in supply chain management, and growing expenditure capacities of consumers are some of the major factors propelling the market.

Tomato ketchup refers to a condiment derived primarily from ripe tomatoes, sugar, vinegar, and various seasonings. Its manufacturing process involves washing, sorting, and crushing tomatoes to obtain a puree, followed by cooking, mixing, and pasteurization to ensure longevity and safety. Tomato ketchup is widely used in burgers, hot dogs, fries, sandwiches, grilled meats, eggs, pasta, and sauces. It is a cost-effective, versatile, and delicious product that offers excellent flavor, long shelf life, ease of storage, compatibility with different cuisines, and suitability for various dietary preferences, such as vegan or gluten-free.

The growing demand for low-sugar and organic tomato ketchup, owing to the heightened health consciousness among individuals, is propelling the market growth. Furthermore, the recent technological advancements in supply chain management, which enable better inventory control and distribution, ensuring that ketchup reaches consumers in optimal condition, are acting as another growth-inducing factor.

Additionally, the growing expenditure capacities, especially in emerging economies, which allow a larger portion of the population to purchase branded and premium products, are contributing to the market growth. Besides this, the widespread product utilization in gourmet recipes due to emerging trends of culinary experimentation is catalyzing the market growth. Moreover, the rapid proliferation of food service outlets, including hotels and restaurants, that are using ketchup as a table condiment and an ingredient in culinary preparations is favoring the market growth.

#### Tomato Ketchup Market Trends/Drivers:

##### The increasing consumer demand for convenience foods

The escalating consumer demand for convenience foods is a prominent driver in the growth of the tomato ketchup market. People are increasingly looking for quick and hassle-free dining options, such as fast food outlets, ready-to-eat (RTE) meals, and home-delivered foods. Tomato ketchup is often the go-to condiment to accompany these food choices, enhancing flavor and providing a sense of familiarity. Furthermore, the proliferation of convenience foods is fueled by urbanization and the growth in dual-income households, where time is often a limited resource. Moreover, fast-food chains often offer ketchup as the default condiment, which ingrains its use in consumer behavior. Along with this, manufacturers are capitalizing on the emerging convenience food trend by producing easy-to-use ketchup packets and squeeze bottles designed for on-the-go consumers, thereby synergizing with the overarching demand for convenience.

##### The rapid globalization of cuisines

The rapid globalization of cuisines is a major driver for the tomato ketchup market growth. Barriers between countries are continuously diminishing owing to the advent of digital technology and the unprecedented mixing of culinary traditions. In line with this, Western fast-food culture, comprising burgers, fries, and hot dogs, has permeated diverse geographies, bringing with it the widespread adoption of tomato ketchup. Additionally, this globalization effect is further amplified by media and the ease with which recipes and food trends are shared online. Television shows, food blogs, and social media platforms are increasingly contributing to the global palate, making regional dishes and their accompanying condiments popular across the globe. Furthermore, tomato ketchup manufacturers are capitalizing on this trend by creating region-specific flavors to cater to localized tastes while maintaining the ketchup's essential characteristics.

##### The growing brand loyalty and strategic marketing initiatives

Brand loyalty and strategic marketing initiatives are significantly impacting the tomato ketchup market growth. Brand loyalty is often built through effective marketing campaigns that create an emotional connection with the consumer or position the brand as a trusted, high-quality option. Besides this, companies invest substantially in

advertising, sponsorships, and even community events to keep their brand at the forefront of consumers' minds. In addition, the advent of digital marketing allows for highly targeted campaigns that reach the ideal customers effectively. Moreover, the incorporation of innovative packaging designs, collaborations with celebrities or influencers, and limited-time promotions are some of the tactics used by companies to engage customers and maintain brand loyalty. Through these well-strategized marketing efforts, tomato ketchup brands not only retain their customers but also attract new consumers, thus driving the market forward.

Tomato Ketchup Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global tomato ketchup market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on type, packaging, distribution channel and application.

Breakup by Type:

Flavored

Regular

Others

Regular dominates the market

The report has provided a detailed breakup and analysis of the market based on type. This includes flavored, regular, and others. According to the report, regular represented the largest segment.

Regular tomato ketchup is an incredibly versatile condiment that pairs well with a wide variety of foods. It can be used as a dip, a topping, a marinade, or an ingredient in various recipes owing to its sweet and tangy flavor profile that appeals to a diverse range of taste preferences, including both children and adults. In addition, its taste complements a wide array of dishes, including burgers, fries, hot dogs, and eggs. Additionally, regular tomato ketchup is widely available in various packaging formats that are easy to use and portable, such as bottles, squeeze containers, and single-serve packets. Besides this, it is a common ingredient in many recipes, such as barbecue sauces, salad dressings, and meatloaf. Moreover, several consumers prefer regular tomato ketchup because it is perceived as a healthier choice compared to its alternatives.

Breakup by Packaging:

Pouch

Bottle

Others

Bottle hold the largest share in the market

A detailed breakup and analysis of the market based on packaging has also been provided in the report. This includes pouch, bottle, and others. According to the report,

bottle represented the largest segment.

Bottles are convenient for dispensing ketchup, as they offer precise control over the amount of ketchup that is poured, making it easy for consumers to use just the right amount. Additionally, they provide ample surface area for labeling, branding, and product information, which makes it easier for consumers to identify their preferred ketchup brand and variant on store shelves. Besides this, consumers are familiar with using and handling ketchup bottles, which can contribute to their preference for this packaging. Furthermore, ketchup is a condiment that can be sensitive to light and air exposure, which can lead to spoilage or flavor degradation. Bottles, especially those made of glass, provide better protection against these factors compared to other packaging types, such as pouches or jars.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Others

Supermarkets and hypermarkets hold the largest share in the market

A detailed breakup and analysis of the market based on distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, online stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets offer a diverse range of products, including various brands, flavors, and sizes of tomato ketchup. This extensive product assortment caters to a broad spectrum of consumer preferences, allowing shoppers to choose the ketchup product that best suits their needs. Furthermore, they provide consumers with a one-stop shopping experience where they can purchase not only ketchup but also other grocery items, condiments, and related products in a single visit. This convenience encourages consumers to buy ketchup while doing their regular grocery shopping. Additionally, supermarkets and hypermarkets have the purchasing power to negotiate competitive pricing with ketchup manufacturers and suppliers, which they pass on to consumers, making it an attractive destination for cost-conscious shoppers. Moreover, they frequently run promotions, discounts, and special offers on ketchup products, which can influence purchasing decisions.

Breakup by Application:

Household

Commercial

Others

A detailed breakup and analysis of the market based on application has also been provided in the report. This includes household, commercial, and others.

Tomato ketchup is an incredibly versatile condiment that is widely used in households for burgers, hot dogs, fries, sandwiches, and more. Its broad appeal makes it a staple in many households, as it can be enjoyed by individuals of all ages. Furthermore, it is considered a family-friendly condiment, making it a common choice for households with children. Its mild and slightly sweet flavor profile appeals to kids and adults alike. Tomato ketchup is widely used in commercial spaces, such as restaurants, fast-food chains, cafeterias, and other eateries. It is a staple condiment in the food service industry and can be used on a wide range of dishes, such as fries, burgers, and hot dogs. The sheer volume of food served in the commercial food service sector drives substantial demand for ketchup. Besides this, fast-food chains, in particular, are large-scale users of ketchup due to their high customer traffic and the popularity of ketchup as a condiment for their menu items.

#### 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

North America exhibits a clear dominance, accounting for the largest tomato ketchup market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

Ketchup has long been a staple condiment in North American cuisine, and it is commonly used on a wide variety of foods, including burgers, hot dogs, fries, and more. This cultural preference for ketchup has driven high levels of consumption in the region. Furthermore, the region hosts some of the most well-established and iconic ketchup brands, which have a long history and strong brand recognition, contributing to their dominance in the market. Besides this, North America has a thriving food service industry, including fast-food chains, restaurants, and diners, which use ketchup extensively as a condiment. Apart from this, ketchup is used in various culinary applications beyond traditional condiment use. It serves as a base for sauces, marinades, and dressings in North American cuisine, further increasing its consumption. Moreover, top ketchup brands in North America have invested heavily in marketing and advertising campaigns, contributing to their brand visibility and consumer loyalty.

#### Competitive Landscape:

Leading companies are continuously innovating to offer new flavors, variants, and healthier options to cater to changing consumer tastes. This includes introducing organic, low-sugar, and no-sugar-added ketchup products to meet health-conscious consumer demands. Furthermore, they are focusing on sustainability initiatives, such as reducing plastic packaging, using recyclable materials, and implementing environmentally friendly production processes. They are also working on reducing food waste through packaging innovations, such as squeeze pouches and upside-down bottles. Besides this, several key producers are investing in marketing and branding activities, such as advertising campaigns, promotions, and partnerships with food-related events or organizations, to maintain and strengthen their market presence. Additionally, they are focusing on reducing sodium content and eliminating artificial additives from their ketchup products to meet rising consumer demand for healthier products.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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  
Unilever Plc

#### Recent Developments:

In November 2021, The Kraft Heinz Company launched a new tomato ketchup, called the Marz Edition Ketchup, which is made from tomatoes growing in Martian soil conditions.

In August 2023, Campbell Soup Company announced its plan to acquire tomato sauce group Sovos Brands Inc. in a deal valued at \$2.7 Billion.

In November 2021, Hunt's, a brand of Conagra Brands Inc., launched a limited edition Hunt's Uranus Ketchup.

#### Key Questions Answered in This Report

1. What was the size of the global tomato ketchup market in 2022?
2. What is the expected growth rate of the global tomato ketchup market during 2023-2028?
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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