

Brazil Tomato & Processed Tomato Market- Trend Analysis & Forecast to 2030

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Abstracts

Brazil Tomato & Processed Tomato Market Overview

Brazil produced 3.92 million tonnes of tomatoes in 2023, with 49% allocated to the processing industry for the production of various tomato-based products, including extracts, purees, sauces, paste, and ketchup. The country ranks as the eighth-largest producer and the seventh-largest processor of tomatoes globally, with 1.63 million tonnes processed in 2022. Brazil holds a crucial position in the global tomato market due to its large agricultural land base, favorable climate, and advanced farming techniques.

As a major player in the global tomato supply chain, Brazil's significance is reinforced by its strong production capacity and export volumes. In 2022, the country exported processed tomato products worth \$3.5 billion and tomato ketchup & sauces valued at \$4 billion, with major shipments directed to American markets.

Primary Areas/ Elements of Research & Analysis

The report provides comprehensive and valuable insights into the supply and demand dynamics of the Brazil tomato & processed tomato market. Below are the variables considered and analyzed in the report:

Supply-demand trends, market growth, and trade (exports & imports)

Market structure, conduct, and performance analysis

Historical and forecasted market size (volume & value)

Trade analysis, including key partners, quantities, values, and price trends

Supply chain mapping, pricing, and regulatory framework

Competitive landscape profiling major players

Factors influencing market performance, including sustainability trends

Report Coverage

The report provides historical market data (2010-2023) with projections to 2030, covering supply & demand analysis, trade patterns, and competitive dynamics. It also assesses key barriers, technological advancements, and industry evolution within the Brazil tomato & processed tomato market.

Market Growth Factors

Several factors contribute to the market's growth. The country benefits from diverse climate conditions, allowing for year-round cultivation in regions like S?o Paulo, Minas Gerais, and Goi?s. The adoption of modern agricultural technologies, including greenhouse farming, precision irrigation, and high-yield seed varieties, has boosted productivity. Additionally, the rising demand for processed tomato products, driven by urbanization, changing consumer preferences, and the expansion of fast-food chains, has strengthened domestic and international market prospects. Brazil's competitive pricing and adherence to quality standards further enhance its export potential, with key buyers including the U.S., the European Union, and Latin American nations.

Market Challenges

Challenges such as price volatility, input cost fluctuations, and global competition from leading tomato processors like China, the U.S., Italy, and Spain pose risks to the Brazilian tomato industry. Brazilian tomato prices (3A AT Salad type) increased at a CAGR of 17% from 2020 to 2023 in S?o Paulo, reflecting market uncertainties. To remain competitive, Brazilian producers must optimize supply chain efficiencies, differentiate product offerings, and explore strategic trade agreements.

Competitive Landscape

The market landscape features strong competition among key players, with companies like Predilecta Alimentos, Cargill Agricola S.A., Agropel Agroindustrial Perazzoli Ltda, H.J. Heinz Company, Fugini Alimentos LTDA, Cep?ra Alimentos, and Atl?ntica Foods playing a vital role in processing and exporting. These companies focus on enhancing production efficiency, maintaining high-quality standards, and strengthening their distribution networks.

Outlook

Looking ahead, Brazil's tomato processing industry is expected to experience steady growth, supported by technological advancements, increasing global demand for processed tomato products, and ongoing investments in infrastructure. Maintaining price stability, strengthening international market access, and improving efficiency across the supply chain will be critical for sustaining Brazil's position as a leading producer and exporter in the global tomato industry.

Scope of the Report:

Historical Years: 2010-2022

Base Year: 2023

Forecast Period: 2024-2030

Units: Value (US\$ Million) and Volume (Tonnes)

Report Coverage: Production, Consumption, Export, and Import

Segments Covered: By Type (Table Consumption and Processed (Canned Tomatoes, Paste, Puree) and By Application

Companies Profiled: The market players include Predilecta Alimentos, Cargill Agricola S.A., Agropel Agroindustrial Perazzoli Ltda, H.J. Heinz Company, Fugini Alimento LTDA, Cep?ra Alimentos, and Others.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

- 2.1. Objectives & Scope of the Study
- 2.2. Definitions & Economic Importance
- 2.3. Research Methodology
- 2.4. Factors and Decision Matrix Analysis
- 2.5. Limitations & Challenges

3. PRODUCT/ MARKET OVERVIEW

- 3.1. Evolution/ Origin & Geographic/Agronomic Suitability
- 3.2. Tomato Crop Seasonality
- 3.3. Processing & Grading
- 3.4. Tomato & Processed Tomato Uses & Application Areas
- 3.5. Regulatory Analysis

4. BRAZIL: COUNTRY PROFILE

5. BRAZIL TOMATO & PROCESSED TOMATO MARKET GROWTH FACTORS ANALYSIS

- 5.1. Drivers and Restraints Analysis
- 5.2. Challenges and Opportunities Analysis
- 5.3. Brazil Tomato & Processed Tomato Industry SWOT Analysis
- 5.4. Brazil Tomato & Processed Tomato PESTEL Analysis
- 5.5. Brazil Tomato & Processed Tomato Market Porter's Five Forces analysis

6. BRAZIL TOMATO & PROCESSED TOMATO MARKET: SUPPLY ANALYSIS

- 6.1. Tomato Area and Production Analysis
- 6.2. Tomato Area and Production Analysis, by Type (Fresh/Table Purpose & Processing)

7. BRAZIL TOMATO & PROCESSED TOMATO MARKET: DEMAND ANALYSIS

7.1. Domestic Tomato Demand, by Type

7.1.1. Domestic Consumption (Fresh/Table Purpose)

7.1.2. Processing

7.2. Domestic Processed Tomato Products Demand

7.2.1. Domestic Consumption (Canned Tomatoes, Paste, and Puree)

7.2.2. Exports (Canned Tomatoes, Paste, Puree, and Ketchup& Sauces)

7.3. Tomato Processing Industry Supply Chain Analysis

8. BRAZIL TOMATO & PROCESSED TOMATO MARKET: TRADE (EXPORT & IMPORT) ANALYSIS

8.1. Tomato & Processed Tomato Export Trend Analysis

8.2. Top 10 Export Destinations of Brazil Tomato & Processed Tomato

9. BRAZIL TOMATO & PROCESSED TOMATO MARKET: PRICE TREND ANALYSIS

9.1. Domestic Price Trend

9.2. Export Price Trend

9.3. Price Seasonality & Price Pattern Analysis

9.4. Price Events Analysis

10. COMPETITIVE ANALYSIS

10.1. Tomato & Processed Tomato Market Mapping

10.1.1. List of Key Companies Supplying Processed Tomato Products from Brazil

10.1.2. Tomato and Processed Tomato Products Market, Key Competitors in Global Market

10.2. Company Profiles

10.2.1. Frooty A?a?

10.3.1. Predilecta Alimentos

10.3.2. Cargill Agricola S.A.

10.3.3. Agropel Agroindustrial Perazzoli Ltda

10.3.4. H.J. Heinz Company

10.3.5. Fugini Alimento LTDA

10.3.6. Cep?ra Alimentos

11. CONCLUSION

12. APPENDIX

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