

North America Tomato Market Report and Forecast 2024-2032

Market Report | 2023-11-21 | 180 pages | EMR Inc.

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Report description:

North America Tomato Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the North America tomato market grew significantly in 2023. Aided by the growing demand for fresh produce and the increasing production of tomatoes, the market is expected to grow by 2032.

Tomatoes, being one of the most versatile fruits, are a staple ingredient in many recipes across diverse cuisines. They are rich in vitamins C, potassium, and are notably known for their high lycopene content, a type of antioxidant that is beneficial for heart health and cancer prevention. Besides their nutritional benefits, tomatoes are widely used in numerous industries due to their taste-enhancing properties, including the food and beverage, cosmetics, and pharmaceutical sectors.

The increasing consumer preference for healthy food choices is propelling the North America tomato market growth. As the awareness of the health benefits of consuming tomatoes rises, there is a growing shift towards diets that include this nutrient-rich fruit. Moreover, the growing trend of home cooking and gardening, amplified by the COVID-19 pandemic, has led to an increase in the demand for fresh tomatoes.

The wide-ranging applications of tomatoes in different industries also contribute to the North America tomato market expansion. In the food and beverage industry, tomatoes are used as a key ingredient in the production of various products like sauces, soups, juices, ketchup, and salads. The cosmetic industry leverages the antioxidant properties of tomatoes in the formulation of skincare products. The pharmaceutical industry, on the other hand, makes use of the health benefits of tomatoes in the production of health supplements and medicines.

Furthermore, the increased focus on organic farming and sustainable agricultural practices is boosting the demand for organic tomatoes. With the rise in environmental consciousness and health awareness, more consumers are opting for organic and locally grown tomatoes, positively impacting the North America tomato market outlook.

The tomato processing industry is another significant factor influencing the market dynamics. The increased consumption of processed tomato products such as canned tomatoes, tomato paste, tomato juice, and tomato sauce, especially in the foodservice industry, is stimulating the expansion of the tomato market.

Moreover, advancements in agricultural technology, including controlled environment agriculture (CEA) like greenhouse and vertical farming, have resulted in year-round availability of tomatoes, fuelling the North America tomato market demand. These

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techniques provide controlled environments that enable the growth of tomatoes irrespective of weather conditions, leading to increased productivity and efficiency.

Market Segmentation

The market can be divided based on type, end use, and country.

Market Breakup by Type

- Organic

- Conventional

Market Breakup by End Use

- Processing Industry

- Retail and Institutional

- Others

Market Breakup by Country

- United States

- Canada

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the North America tomato market. Some of the major players explored in the report by Expert Market Research are as follows:

- Del Monte Foods, Incl

- Lipman Family Farms

- Mastronardi Produce Limited

- Village Farms Fresh

- Windset Farms

- Others

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Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary

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- 5.1 Overview
- 5.2 Key Drivers
- 5.3 Key Developments
- 5.4 Competitive Structure
- 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Industry Opportunities and Challenges
- 8 North America Tomato Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 North America Tomato Historical Production (2018-2023)
 - 8.3 North America Tomato Production Forecast (2024-2032)
 - 8.4 North America Tomato Historical Consumption (2018-2023)
 - 8.5 North America Tomato Consumption Forecast (2024-2032)
 - 8.6 North America Tomato Market by Type
 - 8.6.1 Organic
 - 8.6.1.1 Market Share
 - 8.6.1.2 Historical Trend (2018-2023)
 - 8.6.1.3 Forecast Trend (2024-2032)
 - 8.6.2 Conventional
 - 8.6.2.1 Market Share
 - 8.6.2.2 Historical Trend (2018-2023)
 - 8.6.2.3 Forecast Trend (2024-2032)
 - 8.7 North America Tomato Market by End Use
 - 8.7.1 Processing Industry
 - 8.7.1.1 Market Share
 - 8.7.1.2 Historical Trend (2018-2023)
 - 8.7.1.3 Forecast Trend (2024-2032)
 - 8.7.2 Retail and Institutional
 - 8.7.2.1 Market Share
 - 8.7.2.2 Historical Trend (2018-2023)
 - 8.7.2.3 Forecast Trend (2024-2032)
 - 8.7.3 Others
 - 8.8 North America Tomato Market by Country
 - 8.8.1 Market Share
 - 8.8.1.1 United States
 - 8.8.1.2 Canada
- 9 Regional Analysis
 - 9.1 United States
 - 9.1.1 Historical Trend (2018-2023)
 - 9.1.2 Forecast Trend (2024-2032)
 - 9.2 Canada
 - 9.2.1 Historical Trend (2018-2023)
 - 9.2.2 Forecast Trend (2024-2032)
- 10 Market Dynamics
 - 10.1 SWOT Analysis
 - 10.1.1 Strengths
 - 10.1.2 Weaknesses

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- 10.1.3 Opportunities
- 10.1.4 Threats
- 10.2 Porter's Five Forces Analysis
 - 10.2.1 Supplier's Power
 - 10.2.2 Buyer's Power
 - 10.2.3 Threat of New Entrants
 - 10.2.4 Degree of Rivalry
 - 10.2.5 Threat of Substitutes
- 10.3 Key Indicators for Demand
- 10.4 Key Indicators for Price
- 11 Trade Data Analysis (HS Code - 0702)
 - 11.1 Major Importing Countries
 - 11.1.1 By Volume
 - 11.1.2 By Value
 - 11.2 Major Exporting Countries
 - 11.2.1 By Volume
 - 11.2.2 By Value
- 12 Price Analysis
- 13 Competitive Landscape
 - 13.1 Market Structure
 - 13.2 Company Profiles
 - 13.2.1 Del Monte Foods, Incl
 - 13.2.1.1 Company Overview
 - 13.2.1.2 Product Portfolio
 - 13.2.1.3 Demographic Reach and Achievements
 - 13.2.1.4 Certifications
 - 13.2.2 Lipman Family Farms
 - 13.2.2.1 Company Overview
 - 13.2.2.2 Product Portfolio
 - 13.2.2.3 Demographic Reach and Achievements
 - 13.2.2.4 Certifications
 - 13.2.3 Mastronardi Produce Limited
 - 13.2.3.1 Company Overview
 - 13.2.3.2 Product Portfolio
 - 13.2.3.3 Demographic Reach and Achievements
 - 13.2.3.4 Certifications
 - 13.2.4 Village Farms Fresh
 - 13.2.4.1 Company Overview
 - 13.2.4.2 Product Portfolio
 - 13.2.4.3 Demographic Reach and Achievements
 - 13.2.4.4 Certifications
 - 13.2.5 Windset Farms
 - 13.2.5.1 Company Overview
 - 13.2.5.2 Product Portfolio
 - 13.2.5.3 Demographic Reach and Achievements
 - 13.2.5.4 Certifications
 - 13.2.6 Others

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14 Industry Events and Developments

List of Figures and Tables

1. North America Tomato Market: Key Industry Highlights, 2018 and 2032
2. North America Tomato Historical Market: Breakup by Type (MMT), 2018-2023
3. North America Tomato Market Forecast: Breakup by Type (MMT), 2024-2032
4. North America Tomato Historical Market: Breakup by End Use (MMT), 2018-2023
5. North America Tomato Market Forecast: Breakup by End Use (MMT), 2024-2032
6. North America Tomato Historical Market: Breakup by Country (MMT), 2018-2023
7. North America Tomato Market Forecast: Breakup by Country (MMT), 2024-2032
8. Major Exporting Countries by Value
9. Major Importing Countries by Value
10. Major Exporting Countries by Volume
11. Major Importing Countries by Volume
12. North America Tomato Market Structure

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