

North America Tomato Market Report and Forecast 2025-2034

Market Report | 2025-07-21 | 148 pages | EMR Inc.

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Report description:

The North America tomato market reached a volume of about 12.18 MMT in 2024. The market is expected to be driven by the increasing production of tomatoes as a result of expanding small vegetable farms and greenhouse cultivation in the region.

Popularity of Canned Tomato Products, Awareness about the Nutritional Values, and Emergence of Greenhouse Tomato Production to be the Key Trends in the Tomato Market

The tomato is the edible part of the *Solanum Lycopersicum* plant. The berries are a source of umami flavour and are used as an ingredient during the preparation of different cuisines or as a side dish. It can be consumed raw or cooked. There are different varieties of tomatoes that are cultivated in temperate climates across the globe.

- Tomatoes are widely used as an ingredient in various dishes and drinks. The rising popularity of canned tomato products, such as tomato paste and sauces in North American cuisines to enhance their taste and flavour is aiding the market growth.
- The growing awareness about the nutritional value of tomatoes, like vitamin C, vitamin A and antioxidants, is resulting in their incorporation into the North American diet.
- The rising number of small vegetable farms producing superior quality tomatoes for the local market and the expanding commercial production with methods like the greenhouse cultivation are likely to support the market.

North America Tomato Market Segmentation

"North America Tomato Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Breakup by Type

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- Organic
- Conventional

Breakup by End Use

- Processing Industry
- Retail and Institutional
- Others

Breakup by Region

- United States
- Canada

Organic and Conventional are the Major Types in the North America Tomato Market

There is a rising consumer demand for organic tomatoes in North America owing to growing awareness about the benefits of bioactive compounds present in organically produced tomato fruits, the emerging need to protect the environment and crops from harmful chemicals, and the heightened inclination towards healthier produce with better quality. The extensive use of technologies like agricultural robots for weed control and other crop operations in order to grow tomatoes with increased yields per acre is benefitting the market.

The conventional cultivation of tomatoes offers a high yield, thereby helping in meeting the increasing demand at a lower cost. Also, the advances in biotechnology, such as the regeneration of tomato cells and the isolation, cloning, and engineering of genes result in the development of new tomato varieties that meets consumer expectations in terms of aroma and flavour.

Rising Utilisation of Tomatoes in Processing Industries to Aid the North America Tomato Market Growth

The rising demand for tomato processed products, such as tomato paste from restaurants and fast-food chains is resulting in the increased use of tomatoes in the processing industry. The improved living standards and the availability of a variety of tomato processed foods that meet the evolving taste of consumers are supporting the market expansion. There is expanding cultivation of tomatoes with bright red colour in regions like Ontario to obtain desired thickness for products such as ketchup. The integration of state-of-the-art technologies in the processing industries to produce superior quality products is likely to aid the North America tomato market.

The organised retail sector in the region is witnessing a rapid growth. There are increasing sales of tomatoes in the fresh produce segment, representing one of the major vegetables with high demand due to its versatility. There is a rise in popularity of new and healthy snacking varieties with tomatoes, especially among the consumers with busy lifestyles. The retailers are making efforts for setting up displays highlighting different types and uses of tomatoes, thereby attracting consumers and bolstering sales. Also, the adoption of innovative packaging of tomatoes in the retail sector that draws consumer interest is providing impetus to market expansion.

Competitive Landscape of North America Tomato Market

The comprehensive EMR report offers an extensive assessment of the market on the basis of Porter's five forces model, along with giving a SWOT analysis. The North America Tomato market report gives a detailed analysis of the following key players, covering

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their competitive landscape and latest developments like mergers and acquisitions, investments, and expansion plans, among others.

Del Monte Foods, Inc

Del Monte Foods, Inc is a United States-based food production company that distributes and markets branded processed food for the U.S. retail market. The company aims to deliver superior quality products to its consumers in order to make meals more delicious.

Lipman Family Farms

Lipman Family Farms is a United States-based company that offers a variety of fresh vegetables and fruits cultivated by eco-conscious farmers with care and expertise. The company grows nutritious products on their farms and greenhouses across North America.

Mastronardi Produce Limited

Mastronardi Produce Limited is a fresh fruits and vegetable company that offers speciality tomatoes under the SUNSET brand. The company uses innovative technologies in their land-efficient greenhouses to produce products with superior taste.

Village Farms Fresh

Village Farms Fresh was established in 1989 and is listed on NASDAQ with the symbol VFF. The company has a strong presence across North America and intends to feed the planet with sustainable greenhouse farming.

Windset Farms

Windset Farms offers delicious wholesome products that are nutritious and non-GMO. They have greenhouses across Delta and Abbotsford, BC, Santa Maria, and Fraser Valley. The company uses state-of-the-art technology and sustainable growing practices and is one of the largest fresh product suppliers in North America.

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