

Vegetable & Fruits

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PROCESSED TOMATO PRODUCTS
STEADILY RISING WITH "METABOLIC-SYNDROME PREVENTIVE
EFFECT"

The tomato-flavored seasoning and product market has been rising under the influence of the tomato boom in 2012. Last February, tomato juice ran short all at once after the TV broadcast of "prevent metabolic-syndrome with tomato juice." Together with the juice, fresh tomato and tomato products (whole, cut) also brought a special procurement demand. This year, the number fell year on year, but it grew compared to the figure 2 years ago. Tomato-flavored seasonings and products such as ketchup and tomato soup also affected by the boom are making a steady rise in demand. The industry is evaluating this boom as a "raise in tomato." There are expectations for tomato-flavored hot pot soup and seasonings for specialized dishes as fall and winter come along.

Tomato processed products are divided into 2 categories: tomato seasonings such as ketchup or tomato sauce and materials such as whole tomatoes, and beverages such as tomato juice or vegetable juice containing tomatoes. Especially in the tomato-seasoning category, there are many seasonings for specialized dishes such as tomato stew and stir sold from each company, which is adding to the demand.

On the other hand, Dr. Teruo Kawada from the University of Kyoto announced last February that tomatoes help burn fat inside the body. It was largely broadcasted by TV, "tomatoes are effective for metabolism-syndrome prevention." As a result, in addition to scarcity of tomato juice, it caused a clear special procurement demand of fresh tomatoes and tomato materials with low level of processing. There was some influence with seasonings such as ketchup. After the boom settled down, ketchup demand returned to the same level as the previous year. But it is also true that this stopped the downward trend, and led to a steady raise of tomato seasonings such as soup, hot pot soup, and seasonings for specialized dishes.

Table 1 Change in Market Size of Tomato-related Products

Unit: t, 100million yen, %

	2009	2010	2011	2012	Y/Y
Tomato seasoning total	321	330	326	324	99
Tomato ketchup	206	169	194	187	96
Whole tomato	58	62	61	65	106
Tomato sauce	17	17	17	18	108
Tomato puree	6	6	6	6	102
Salsa	1	1	1	1	102
Pizza sauce	25	24	23	27	114
Others (hot pot soup)	7	24	24	20	83
Tomato juice	125	123	116	250	216
Sauce total	255	226	225	213	95

Sources: Shokuhin Sangyo Shimbun

Table 1 shows the change in market size of tomato-related products. There is a significant rise in tomato juice in 2012. Whole tomato, tomato sauce, and pizza sauce also made a firm growth. On the other hand, ketchup slightly dropped. The "other" category including hot pot soup and seasonings for specialized dishes fell overall. Also, ketchup, the main product of processed tomato products, fell slightly on value basis. Products with low calories and sodium, which each company has been working on since last year, are gaining a fixed evaluation, and there are expectations for the future.

Import Trends of Tomato Products

The import trends of tomato related products are as seen in Table 2. The total import volume of "paste, puree" and "adjusted tomatoes," which become the ingredient of tomato products, went up 15% last year. During the first half of this year, it maintained a 4.1% rise. This is one factor that proves the raise in the market.

On the other hand, there are concerns about the import price. The price per kilogram went up over 20% because of Europe's abolition of tomato subsidy, China's decrease in harvest caused by the cropping fee, and the recent weakening of yen. In addition, since the price of the main force, ketchup, is weakening, manufacturers are standing in a tough position.

Table 2 Change in Import Volume of Tomato Products

Unit: t, 1 million yen, %

		2010	2011	2012	Jan-Jun, 2013	Y/Y
Paste / puree	Quantity	98,380	115,115	142,585	79,029	101.3
	Value	10,162	10,310	12,605	8,748	126.0
Adjusted tomato	Quantity	102,066	106,148	112,365	60,805	107.8
	Value	10,324	9,900	10,798	7,080	129.1
Tomato ketchup	Quantity	6,153	7,054	6,034	3,130	112.6
	Value	624	663	586	351	126.2
Tomato sauce	Quantity	581	515	935	431	80.5
	Value	63	59	96	49	88.1
Tomato juice	Quantity	426	1,087	2,963	1,104	84.7
	Value	31	75	214	144	170.4
Vegetable juice	Quantity	1,947	4,167	5,072	2,164	120.4
	Value	463	978	1,067	591	158.4
Total	Quantity	209,553	234,086	269,954	146,663	104.2
	Value	21,667	21,986	25,366	16,963	128.3

Sources: Shokuhin Sangyo Shimibun

The keywords that consumers are mostly attracted to when purchasing tomatoes and ketchup products are as follows: "high in lycopene" in terms of nutrition and "rich sweetness of tomato," "richness of tomato," and "flavor of tomato" in terms of flavor. The key for marketing in the future is to add values by promoting the healthy sides of the product.