

Global Tomato Juice Market 2026

Market size, segmentation, competitive landscape and outlook

2021-2031

Moving forward, together



Every one of us has, at some point, heard the line from *Alice in Wonderland*: “It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast.” Cliché as the quote has become, our world is changing at extraordinary speed. And yet, to my mind, it matters not only to run fast, but — more importantly — to know where you are running.

We see ourselves as the navigator, ready at the right moment to point out the correct course. By providing current, timely information for the decisions that matter, we aim to protect our clients from missteps and to help them find new opportunities.

It matters to us that you are satisfied with the work we have done. If you have any questions about this report, we will be glad to answer them.

ANDREY SHEVCHENKO, Managing Partner

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Market at a glance

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Indicator	Value
Market size (2025)	USD 3.4 bn
Forecast (2031)	USD 4.8 bn
CAGR (2021-2031)	5.7%
Study period	2021-2031
Largest region	Asia-Pacific · 32.6%
Fastest-growing region	Asia-Pacific · 6.8%
Market concentration	Moderate
Licence	Individual / Company

The global tomato juice market reached USD XXX billion in 2025 and is forecast to generate USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of base-year revenue, supported by high household penetration in Japan and expanding vegetable-beverage demand across China and South Korea. Pure tomato juice remained the principal product category with a XX% share, while organic, reduced-sodium and functional formulations generated the strongest pricing and innovation momentum. Supply conditions remain influential: the World Processing Tomato Council recorded XXX tonnes of processing tomatoes in 2024 and forecast a XX% production contraction for 2025.

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Executive summary

The global tomato juice market reached USD XXX billion in 2025 and is forecast to generate USD XXX billion by 2031, advancing at a XX% CAGR. Asia-Pacific accounted for XX% of base-year revenue, supported by high household penetration in Japan and expanding vegetable-beverage demand across China and South Korea. Pure tomato juice remained the principal product category with a XX% share, while organic, reduced-sodium and functional formulations generated the strongest pricing and innovation momentum. Supply conditions remain influential: the World Processing Tomato Council recorded XXX tonnes of processing tomatoes in 2024 and forecast a XX% production contraction for 2025.

Indicator	Value
Market size 2025	XXX
Forecast 2031	XXX
CAGR	XXX
Largest region	XXX
Fastest region	XXX

Key findings

- Global tomato juice revenue totaled USD XXX billion in 2025 and will reach USD XXX billion in 2031.
- The market expands at a XX% CAGR between 2025 and 2031, adding USD XXX billion in annual revenue.
- Asia-Pacific led with XX% of 2025 market value and is also the fastest-growing region at a XX% CAGR.
- Pure XX% tomato juice represented XX% of market value in 2025, anchored by habitual consumption and strong recognition of its lycopene content.
- Cartons held the largest packaging share at XX%, while PET bottles are forecast to post the fastest packaging CAGR at XX%.
- Supermarkets and hypermarkets generated XX% of sales, but online retail is growing fastest at an XX% CAGR.
- Organic tomato juice accounted for XX% of 2025 revenue and is forecast to grow at XX% through 2031.
- The World Processing Tomato Council reported XXX tonnes of processing-tomato production in 2024 and forecast XXX tonnes for 2025.

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Market size and forecast

Market value by year, USD bn

Indicator	2026	2027	2028	2029	2030	2031	CAGR
Market value, USD bn	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Market volume	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Production	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Imports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Exports	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Apparent consumption	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Year-over-year value change

Indicator	2027	2028	2029	2030	2031	CAGR
Market value	X%	X%	X%	X%	X%	X%
Production	X%	X%	X%	X%	X%	X%
Imports	X%	X%	X%	X%	X%	X%
Exports	X%	X%	X%	X%	X%	X%

Source: XXX

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Global Tomato Juice Market Trends and Growth Drivers

Tomato juice occupies a distinctive position between traditional juice, vegetable nutrition and savory adult beverages. Demand is supported by a recognizable ingredient, ambient shelf life and an established association with lycopene, potassium and vegetable intake, but growth depends on improving taste accessibility and increasing consumption beyond breakfast.

The supply side is unusually exposed to agricultural concentration. Beverage producers compete with paste, sauce and ketchup manufacturers for processing tomatoes, so crop conditions in California, China, Italy, Spain, Portugal and Turkey directly affect concentrate availability, procurement timing and gross margins.

Category development is moving toward sharper product ladders. Mainstream cartons and cans deliver household volume, while organic glass bottles, seasonal straight juice, functional single-serves and premium cocktail bases create higher-margin propositions for distinct consumer occasions.

Growth drivers

Convenient daily vegetable intake

Tomato juice converts a familiar vegetable into a shelf-stable, portion-controlled beverage that fits breakfast, commuting and workplace routines. The proposition is strongest among older consumers and time-constrained households seeking savory alternatives to fruit juice.

Lycopene and cardiovascular positioning

Tomato-derived lycopene gives the category a distinctive antioxidant platform, while potassium-rich and unsalted formulations support cardiovascular marketing. Japanese functional-food positioning demonstrates how clinical evidence, compliant claims and habitual consumption can raise both penetration and purchase frequency.

Low-sodium product reformulation

Reduced-sodium and no-added-salt variants broaden the addressable audience without abandoning the category's savory identity. Improved tomato varieties, higher soluble-solids content and balanced seasoning systems are narrowing the taste gap with traditional salted products.

Packaging-led occasion expansion

Resealable PET bottles, compact cartons and multipacks extend tomato juice beyond the traditional breakfast can. Portable packaging increases trial among younger consumers and supports controlled daily intake, while larger family packs retain favorable unit economics.

Organic and provenance premiumization

Organic certification, named growing regions and seasonal harvest claims allow suppliers to differentiate an otherwise mature beverage. The strongest premiums accrue to straight juice with transparent farm

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sourcing and minimally processed positioning.

Digital access for specialist brands

Direct-to-consumer and marketplace channels reduce listing barriers for organic, cold-pressed and functional tomato beverages. Subscription packs improve repeat purchasing and give producers first-party information on flavor, pack-size and replenishment preferences.

Restraints

Processing-tomato supply volatility

Heat, drought, water restrictions and acreage shifts produce sharp changes in processing-tomato availability and concentrate pricing. Smaller beverage brands face the greatest exposure because they lack multi-year grower contracts and diversified sourcing.

Polarizing savory taste profile

Tomato juice competes in a beverage environment dominated by sweet, lightly flavored and carbonated products. Its acidity, viscosity and savory aroma constrain recruitment among younger consumers unless brands introduce smoother blends or occasion-specific positioning.

Sodium and nutrition scrutiny

Traditional salted tomato juice and cocktail formulations can conflict with sodium-reduction objectives. Reformulation protects the health proposition but may increase ingredient costs and weaken taste acceptance among established users.

Substitution by adjacent functional drinks

Green juices, mixed vegetable beverages, kombucha and vitamin-enhanced waters compete for the same health-oriented consumer and chilled-shelf space. These substitutes often offer broader flavor choice and more contemporary branding than conventional tomato juice.

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Tomato Juice Market Driver and Restraint Impact on the Forecast

Drivers — impact on forecast

Driver	Impact on CAGR	Geography	Horizon
Convenient daily vegetable intake	XXX	XXX	XXX
Lycopene and cardiovascular positioning	XXX	XXX	XXX
Low-sodium product reformulation	XXX	XXX	XXX
Packaging-led occasion expansion	XXX	XXX	XXX
Organic and provenance premiumization	XXX	XXX	XXX
Digital access for specialist brands	XXX	XXX	XXX

Source: XXX

Restraints — impact on forecast

Restraint	Impact on CAGR	Geography	Horizon
Processing-tomato supply volatility	XXX	XXX	XXX
Polarizing savory taste profile	XXX	XXX	XXX
Sodium and nutrition scrutiny	XXX	XXX	XXX
Substitution by adjacent functional drinks	XXX	XXX	XXX

Source: XXX

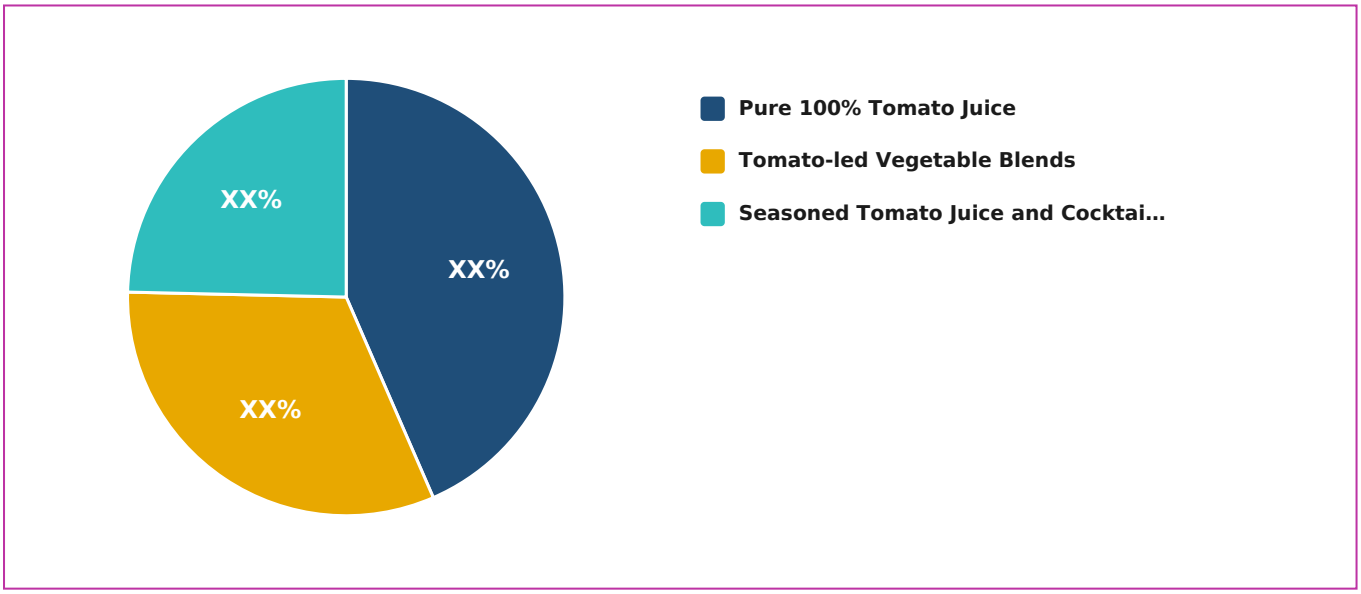
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Tomato Juice Market Segmentation Analysis

By Product Type

Pure tomato juice remains the category's core because it delivers an unambiguous vegetable and lycopene proposition across salted and unsalted variants. Tomato-led vegetable blends recruit consumers seeking a smoother flavor and broader nutrient message, while seasoned juice and cocktails retain strong foodservice and adult-mixer usage. Blends will grow fastest as manufacturers soften acidity and introduce functional ingredients without losing tomato's recognizable identity.

Value share by product Type, 2025



Source: XXX

Value by product Type, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Pure 100% Tomato Juice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Tomato-led Vegetable Blends	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Seasoned Tomato Juice and Cocktails	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Nature

Conventional tomato juice dominates through broad retail coverage, established concentrate supply and lower unit prices. Organic products command higher revenue per liter and attract ingredient-conscious households through certified sourcing, short ingredient lists and premium packaging. Organic growth is strongest in Western Europe and North America, with online retail improving access beyond natural-food stores.

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Value by nature, USD bn

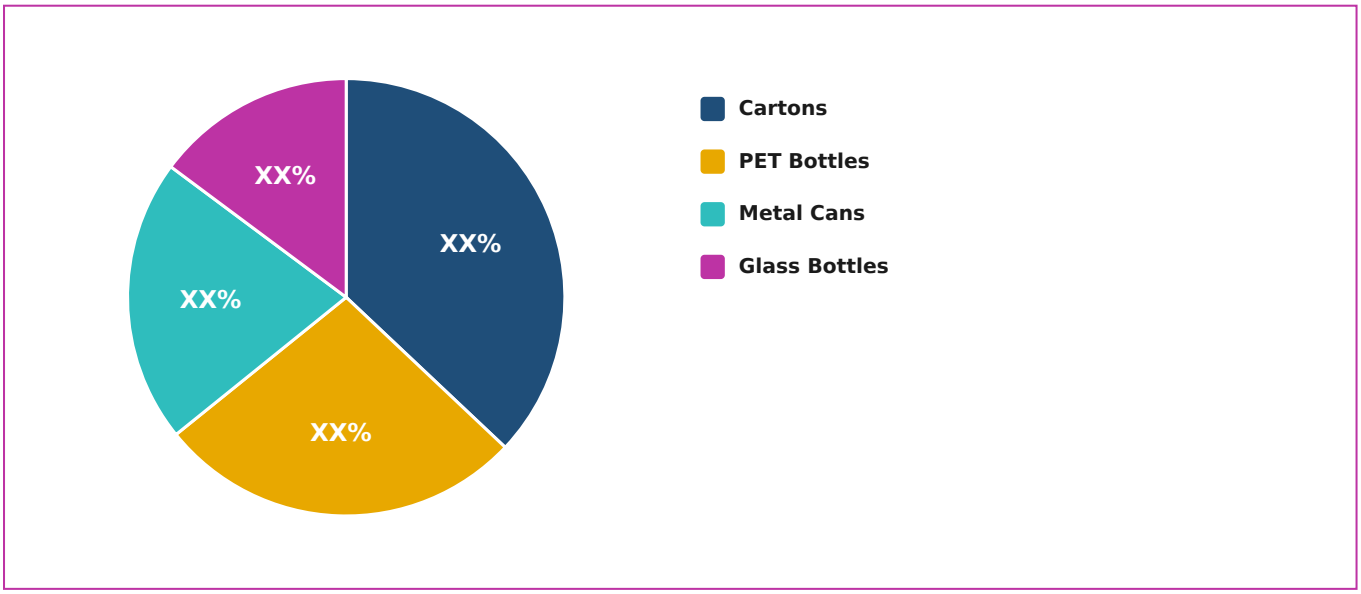
Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Conventional	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Organic	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Packaging

Cartons combine efficient transport, light weight and suitability for ambient distribution, making them the leading format across household and multipack purchases. PET gains from resealability, visibility and compatibility with both single-serve and family sizes. Metal cans remain important in North America and foodservice, while glass holds a premium position among organic and minimally processed brands.

Value share by packaging, 2025



Source: XXX

Value by packaging, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Cartons	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
PET Bottles	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Metal Cans	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Glass Bottles	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

By Distribution Channel

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Supermarkets remain the principal channel because shelf-stable juice benefits from routine grocery missions, multipacks and private-label participation. Convenience stores support chilled single-serve formats, particularly in East Asia, while foodservice demand centers on breakfast, aviation, hospitality and cocktail preparation. Online retail has the highest growth rate as subscriptions and case packs improve repeat economics for premium and specialist brands.

Value by distribution Channel, USD bn

Segment	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Supermarkets and Hypermarkets	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Convenience Stores	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Foodservice	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Online Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Specialty and Other Retail	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

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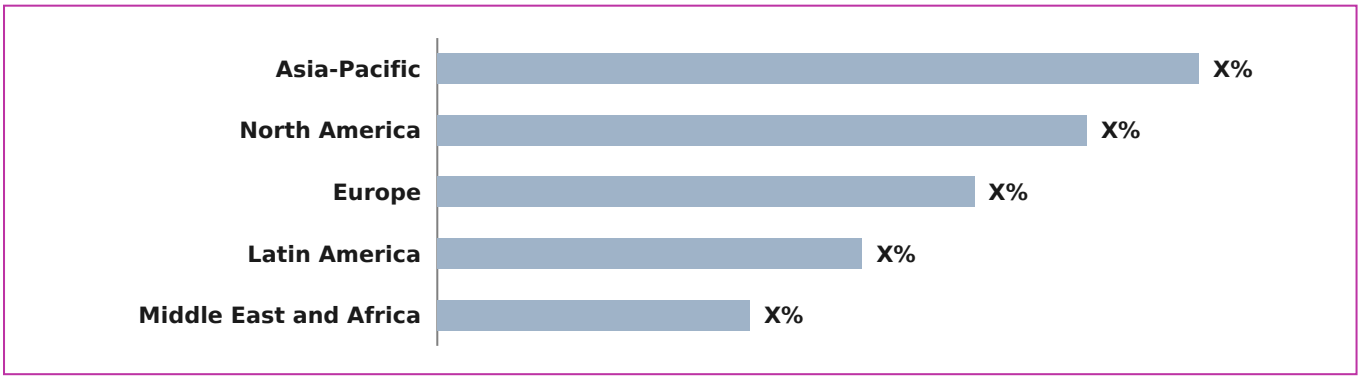
Tomato Juice Market Regional Analysis and Country Outlook

Asia-Pacific generated XX% of global revenue in 2025 and will expand at a XX% CAGR through 2031. Japan remains the region's most established tomato-juice market, supported by habitual consumption, functional-health communication and the scale of Kagome and ITO EN. China contributes the largest incremental opportunity as modern retail, e-commerce and domestic vegetable-beverage manufacturing widen availability beyond major cities.

North America accounted for XX% of market value, with the United States anchored by V8, Campbell's Tomato Juice, Sacramento, private labels and Clamato-style products. Growth is shifting toward low-sodium juice, organic offerings and tomato-based cocktail mixers, while established canned formats retain strong household and foodservice distribution. Canada and Mexico over-index in seasoned tomato cocktails and social drinking occasions.

Europe represented XX% of revenue and contains a fragmented combination of multinational juice groups, private labels and country specialists. Germany and the United Kingdom lead regional value, while Spain, Italy and Turkey benefit from proximity to major processing-tomato supply bases. Latin America and the Middle East and Africa remain smaller but gain from urban retail development, local tomato processing and demand for affordable shelf-stable nutrition.

Growth rate by region, 2025-2031



Source: XXX

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Market value by region, USD bn

Region	2026	2027	2028	2029	2030	2031	Share 2025	CAGR
Asia-Pacific	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
North America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Europe	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Latin America	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX
Middle East and Africa	XXX	XXX	XXX	XXX	XXX	XXX	XXX	XXX

Source: XXX

Market value by leading country, USD bn

Country	2025	2031	Share 2025	CAGR
United States	XXX	XXX	XXX	XXX
Germany	XXX	XXX	XXX	XXX
United Kingdom	XXX	XXX	XXX	XXX
Belgium	XXX	XXX	XXX	XXX
Netherlands	XXX	XXX	XXX	XXX
Japan	XXX	XXX	XXX	XXX
China	XXX	XXX	XXX	XXX
Mexico	XXX	XXX	XXX	XXX

Source: XXX

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Tomato Juice Market Competitive Landscape and Company Share

The global tomato juice market is moderately concentrated: the ten largest branded suppliers held XX% of 2025 value. Kagome leads through its commanding Japanese franchise, tomato research capabilities and vertically coordinated procurement, while Campbell's benefits from the V8 platform and broad North American distribution. Keurig Dr Pepper occupies a distinct position in seasoned tomato cocktails through Clamato.

Competition increasingly turns on functional credibility, sodium management, raw-material control and pack architecture rather than basic product availability. Large suppliers defend shelf space with multipacks and portfolio breadth, while organic specialists such as Biotta and Lakewood Organic compete through certification, ingredient simplicity and premium glass packaging.

Recent investment is directed toward seasonal straight juice, higher-value regional sourcing, high-pressure processing and digital-first product launches. Crop variability also strengthens the bargaining position of processors with contracted acreage, concentrate inventories and sourcing across California, the Mediterranean, China and South America.

Leading companies

Company	HQ	Est. revenue 2025	Market share 2025	YoY
Kagome Co., Ltd.	XXX	XXX	XXX	XXX
The Campbell's Company	XXX	XXX	XXX	XXX
Keurig Dr Pepper Inc.	XXX	XXX	XXX	XXX
Del Monte Foods, Inc.	XXX	XXX	XXX	XXX
Red Gold, LLC	XXX	XXX	XXX	XXX
ITO EN, Ltd.	XXX	XXX	XXX	XXX
Biotta AG	XXX	XXX	XXX	XXX
Lakewood Organic	XXX	XXX	XXX	XXX
James White Drinks Ltd.	XXX	XXX	XXX	XXX
Podravka d.d.	XXX	XXX	XXX	XXX

Source: XXX

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Tomato Juice Market Forecast and Commercial Opportunities

The market will add USD XXX billion between 2025 and 2031, with more than two-fifths of incremental revenue originating in Asia-Pacific. Base-case growth assumes sustained functional-beverage demand, moderate real price increases and normalization of processing-tomato supply after the sharp 2025 crop correction.

The strongest value creation will occur at the intersection of health substantiation and sensory improvement. Unsalted juice with richer tomato flavor, organic straight juice, functional single-serve packs and premium cocktail bases will outgrow standard large-format salted products.

Winning suppliers will combine agricultural resilience with consumer-facing innovation. Contract farming, heat- and disease-tolerant varieties, water-efficient cultivation and flexible concentrate sourcing will protect margins, while localized claims, pack sizes and flavor profiles will determine commercial conversion.

Opportunities

- Reduced-sodium formulations with stronger sensory performance
- Functional tomato beverages targeting blood-pressure and antioxidant positioning
- Cold-pressed and high-pressure-processed premium products
- Shelf-stable single-serve formats for workplace and travel consumption
- Tomato-based mocktail mixers and adult non-alcoholic beverages
- Locally sourced seasonal ranges with farm and varietal provenance

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