

Understanding different trends of tomato prices across regions

WHITE PAPER, OCT 2021

Introduction

Knowing prices in different markets can be challenging for producers or traders since the values vary across nations. Knowing market demand and local whole sale prices gives stakeholders benchmark prices when negotiating with counter parties. This kind of information can also help producers or traders remain competitive in such a dynamic market.

Key Takeaways

2020 saw a decrease in global trade value as well as converse wholesale price trends between importing and exporting markets.

- **Cherry tomato offer prices varied between countries. Israel prices started to consistently rise in August 2021. Thailand prices declined towards June and remained at lower levels in August. In export markets such as Spain, cherry tomato prices began to decline significantly in July.**
- **France is the only major exporter whose value fell significantly in 2020.**
- **Tomato trade between Mexico and the US strengthened in 2020.**

01 Understanding the latest market landscape - Weakening global tomato trade in 2020

Mexico dominates the world tomato market while **France** is the only major exporter experiencing a decline. Despite frequent growth in most of the major importers, the value of global tomato imports continued to decrease due to significant declines from the **UK** and **Russia**.

02 Tomato prices in the import market are starting to improve towards August

Tomato prices in **Germany** (Dutch Beefsteak & Round), **UK**, and **Israel** (Cherry Varieties) improve ahead of August.

03 Tomato prices in export markets declined

Poland (Raspberry Varieties), **US** (Grape Varieties), **Mexico** (Saladette Varieties), and **Spain** (Cherry Varieties) were the markets that showed lower values in August.

04 What to know more about the tomato industry in 2021?

World consumption of tomatoes is expected to increase in line with price fluctuations in the global market.

KEY TAKEAWAYS

2020 saw a decrease in global trade value as well as converse wholesale price trends between importing and exporting markets.

- Cherry tomato offer prices varied between countries. Israel, an import market, saw volatile prices until **August 2021** when it started to consistently rise. **Thailand** prices declined towards June and remained at lower levels in **August**. In export markets such as **Spain**, cherry tomato prices began to decline significantly in **July**.
- **France** is the only major exporter whose value fell significantly in **2020**. The COVID-19 crisis in **France** disrupted the tomato value chain causing some importers including **Germany**, the **UK**, and **Italy** to significantly cut their demand.
- Tomato trade between **Mexico** and the **US** strengthened in **2020**. The Roma plum tomato from **Mexico** gained popularity amongst customers in the **US** market and saw high volumes of import in **July** with a slight decrease in **August**.



LOCAL NEWS

Cada vez se cultiva menos tomate en España y se importa más de Marruecos

25/10/2021

Image courtesy of agrodigital.com

LOCAL NEWS

Less and less tomato is grown in Spain and more is imported from Morocco

Cada vez se cultiva menos tomate en España y se importa más de Marruecos

[Local news - Tridge.com](#)

In 2020, the global tomato export value reached approx. 8.8B USD, down 4% from last year, which stood at 9.2B USD.

Trade values within the tomato industry hit an all-time high in 2018 when both the global export and import value reached 9.5B USD. It has concerned producers and traders that the total trade value in the 2 years following has gradually decreased. Stakeholders are unsure if prices will stabilize or continue to fluctuate.

The 2020 global tomato export value fell to 8.8B USD, down from the 9.2B USD of the previous year. This was largely due to France cutting their exports by more than half, from 385.04M USD in 2019 to 184.02M USD in 2020. However, other major exporters did not experience a decline. The Netherlands and Spain stayed at the same value as the previous year. Mexico increased their export value to 2.6B USD and took more than 85% of the US market. Canada, Belgium, and China also experienced growth in 2020.

The global tomato import value also fell since the UK and Russia's demand declined significantly. In contrast, two major importers, the US and Germany, increased their imports by more than 20% and 5%, respectively.

HOW TRIDGE CAN HELP YOU

Tridge offers wholesale prices that can be used as a reference by producers and traders and to help identify key price trends.

Throughout 2021, tomato prices have been fluctuating. Tridge offers wholesale prices that producers and traders can use to benchmark prices in major markets.

As wholesale prices change throughout the year, Tridge's wholesale price data and food price collections can provide key insights into major markets for current traders as well as anyone who wants to enter the industry. Knowing domestic wholesale prices and the factors that can influence price can help producers and traders benchmark prices in competing supplier countries as well as buyer countries and use that information to remain competitive in the market.

Tridge provides accurate, independent, and transparent wholesale prices for major tomato specifications from the main producing regions including **Mexico**, the **Netherlands**, and **Canada** and key import markets like the **US** and **Germany**. The prices are sourced via robust methodology, including industry expert consultation, big data processing and strong quality assurance procedures.



HOW TRIDGE CAN HELP YOU

In addition to understanding the market landscape with our export/import data, Tridge's domestic wholesale prices can give you up-to-date trends and implications. Our tomato prices are updated by day or by week and span multiple years.

Our coverage of the top tomato exporters includes,

- Mexico (Saladette Variety) and the Netherlands (Beefsteak & Round Varieties) since the year 2020
- Turkey (Beefsteak & Round Varieties) since the year 2017
- Canada since the year 2021
- Spain (Cherry Variety) since the year 2020

Our coverage of the top tomato importers includes,

- US (Plum & Roma (Heirloom) Varieties) since the year 2021
- Germany (Beefsteak & Round Varieties) since the year 2020
- UK (Beefsteak & Round Varieties) since the year 2019



01. Understanding the latest market landscape - Weakening global tomato trade in 2020

In 2020, the total export value amounted to 8.8B USD, down 400M USD from the previous year. Mexico dominated the global market, growing more than 20% from last year, and maintaining their number one status. Spain also grew slightly, showing +3.57% YoY growth while the Netherlands' export value remained the same. France was the only major exporter that saw a downturn.

The top tomato exporting country in 2020 was Mexico, with an export value of 2.6B USD. Mexican tomato export to the US is the largest value trade flow, with a value of 2.4B USD. The second largest trade flow was from the Netherlands to Germany with a total value of 957.2M USD. The third is exports from Canada to the US increasing from 374.8M USD to 455.4M USD in 2020. Other top trade flows typically involve a major exporter to Canada or the UK.

Trade Data by Country

TYPE: ANNUAL EXPORT VALUE. PERIOD: 2016-2020

EXPORTER	EXPORT VALUE 2016	EXPORT VALUE 2017	EXPORT VALUE 2018	EXPORT VALUE 2019	EXPORT VALUE 2020
World	\$8.7B	\$9.2B	\$9.5B	\$9.2B	\$8.8B
1 Mexico	\$2.1B	\$2.0B	\$2.2B	\$2.2B	\$2.6B
2 Netherlands	\$1.7B	\$2.0B	\$1.9B	\$1.9B	\$1.9B
3 Spain	\$1.1B	\$1.1B	\$1.1B	\$1.0B	\$1.1B
4 Canada	\$373.1M	\$414.7M	\$413.5M	\$379.3M	\$459.4M
5 Morocco	\$570.1M	\$634.6M	\$726.6M	\$805.5M	\$434.4M
6 Belgium	\$213.7M	\$302.3M	\$293.5M	\$300.2M	\$329.3M
7 United States	\$352.3M	\$334.0M	\$325.3M	\$292.0M	\$312.8M
8 China	\$171.5M	\$217.0M	\$207.5M	\$200.7M	\$274.2M
9 Azerbaijan	\$94.2M	\$151.6M	\$177.4M	\$189.3M	\$201.4M
10 France	\$355.4M	\$406.5M	\$369.5M	\$385.4M	\$184.0M

Table 1. Top Exporters of HS Code 070200 (Tomato - Fresh or Chilled)

Trade Data by Tradeflow

TYPE: ANNUAL EXPORT VALUE. PERIOD: 2016-2020

EXPORTER	EXPORT VALUE 2016	EXPORT VALUE 2017	EXPORT VALUE 2018	EXPORT VALUE 2019	EXPORT VALUE 2020
World	\$8.7B	\$9.2B	\$9.5B	\$9.2B	\$8.8B
Mexico to USA	\$2.1B	\$2.0B	\$2.2B	\$2.2B	\$2.6B
Netherlands to Germany	\$862.3M	\$948.5M	\$925.5M	\$923.2M	\$957.2M
Canada to USA	\$369.6M	\$409.9M	\$408.5M	\$374.8M	\$455.4M
Spain to Germany	\$324.1M	\$326.1M	\$298.3M	\$273.8M	\$325.0M
USA to Canada	\$340.4M	\$321.7M	\$315.3M	\$283.6M	\$299.7M
Netherlands to UK	\$255.7M	\$310.0M	\$333.9M	\$303.2M	\$281.5M
Azerbaijan to Russia	\$93.9M	\$151.2M	\$176.3M	\$188.6M	\$197.4M
China to Hong Kong	\$61.3M	\$81.6M	\$102.0M	\$88.6M	\$179.4M
Spain to UK	\$152.2M	\$154.8M	\$143.9M	\$130.9M	\$138.0M
Spain to France	\$133.7M	\$141.8M	\$152.9M	\$136.5M	\$132.9M

Table 2. Top Export Trade Flows for HS Code 070200 (Tomato - Fresh or Chilled)

Despite major importers, like the US, Germany, the Netherlands, Canada, Poland, Spain, and Italy increasing imports in 2020, it was not enough to offset the significant drop in demand seen in the UK and Russia, leading the global tomato import value to decrease. The question to ask then becomes - how will the 2021 market price be affected by such declines.

Trade Data by Countries

TYPE: ANNUAL IMPORT VALUE. PERIOD: 2016-2020

IMPORTER	IMPORT VALUE 2016	IMPORT VALUE 2017	IMPORT VALUE 2018	IMPORT VALUE 2019	IMPORT VALUE 2020
World	\$8.88B	\$9.2B	\$9.5B	\$9.1B	\$8.6B
1 USA	\$2.4B	\$2.3B	\$2.5B	\$2.4B	\$2.9B
2 Germany	\$1.3B	\$1.5B	\$1.5B	\$1.4B	\$1.5B
3 UK	\$613.7M	\$671.8M	\$700.3M	\$648.6M	\$622.5M
4 Netherlands	\$299.3M	\$5338.5M	\$311.9M	\$308.1M	\$335.0M
5 Canada	\$350.9M	\$5333.0M	\$371.5M	\$304.8M	\$319.1M
6 Russia	\$510.9M	\$582.7M	\$645.2M	\$649.7M	\$313.4M
7 Poland	\$162.2M	\$202.9M	\$243.6M	\$246.0M	\$268.7M
8 France	\$605.6M	\$704.1M	\$703.3M	\$705.7M	\$244.3M
9 Spain	\$113.8M	\$133.7M	\$149.3M	\$170.9M	\$1742M
10 Italy	\$119.0M	\$156.4M	\$146.2M	\$166.1M	\$142.1M

Table 3. Top Importers of HS Code 070200 (Tomato - Fresh or Chilled) to World Total

02. Tomato prices in the import market are starting to improve towards August

The price for Dutch Beefsteak & Round tomatoes in the German (Berlin) wholesale market declined gradually from a high price of 3.3 USD per KG March 2021 to only 0.83 USD per KG by the third week of June 2021. In contrast, tomatoes imported from Belgium were priced much higher, at 1.09 USD per KG in the same period.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 18, 2021, AUG 18, 2020

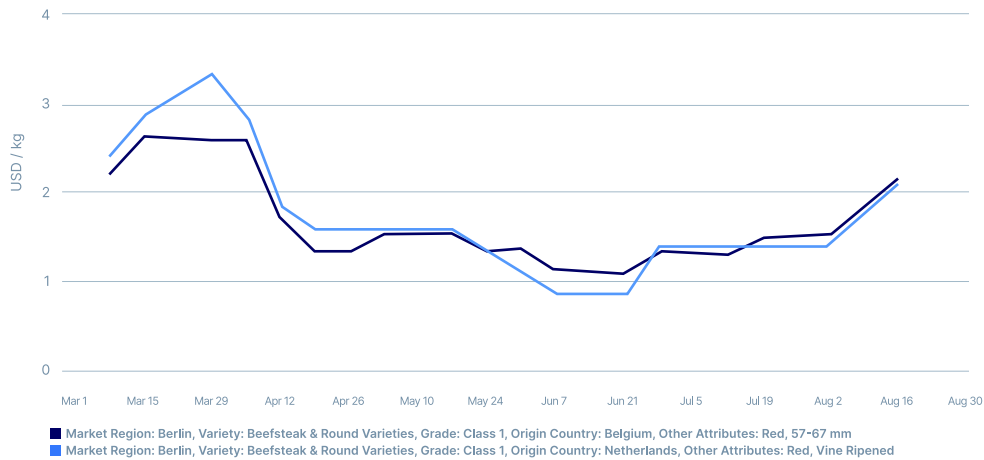


Chart 1. Tomato Wholesale Prices in Germany

Prices in the UK wholesale market, which had been low from April to July 2021, started to improve in the third week of August 2021 when it stood at 1.66 USD per KG. Price continued to rise in following weeks to 2.19 USD per KG.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 23, 2021, AUG 23, 2020



Chart 2. Tomato Wholesale Prices in the UK

Prices across different importing countries have been quite varied. Cherry tomato prices in Israel had decreased going into the second week of July 2021 but rebounded to 2.48 USD per KG in early August 2021. The price jumped further to 3.75 USD per KG in September and remained at a higher level until the second week of October, but stalled at 3.16 USD per KG last week of the month.

In contrast, prices in Asian markets like Thailand and Hong Kong were cheaper and showed more stability compared to Israel. Cherry tomato prices in Thailand just started to rise significantly by the end of October and stalled at 2.12 USD per KG. The Hong Kong wholesale market was stable until the first week of September, staying around 1.41 USD per KG on October, 25, 2021.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 31, 2021, AUG 31, 2020

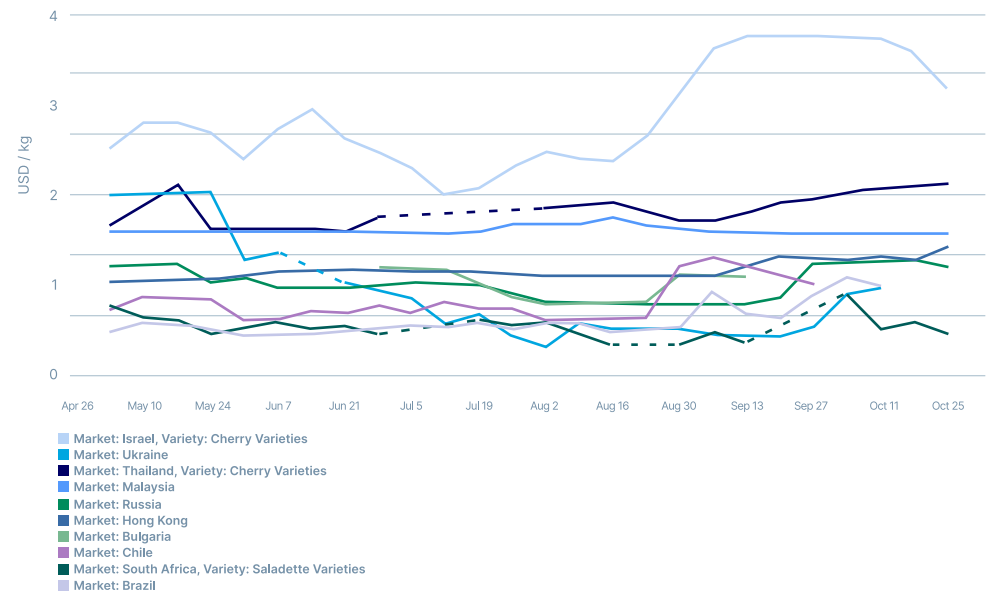


Chart 3. Tomato Wholesale Prices in Top Importing Countries

The price for Mexican Plum-Roma tomatoes in the US wholesale market has been fairly volatile in 2021. The prices began lower at 1.23 USD per KG in the third week of April 2021, but increased around June to 2 USD/KG and above. However, before August, the price dropped suddenly to 1.65 USD per KG, but still remained higher than prices in the first quarter of the year.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 31, 2021, AUG 31, 2020

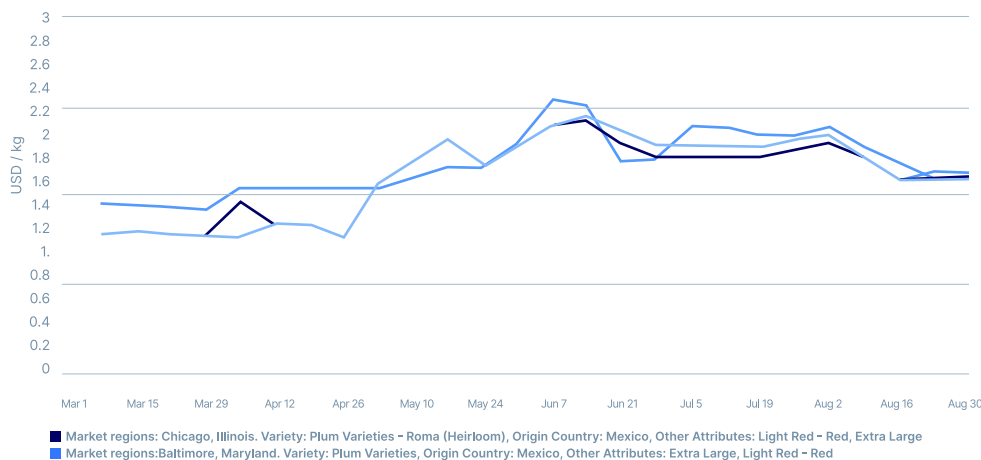


Chart 4. Tomato Wholesale Prices in the US

The price for Moroccan tomatoes jumped back and forth in the Ireland wholesale market. The value jumped from only 1.41 USD per KG last April to 1.66 USD per KG in the first week of May 2021. However, the value dropped back down two weeks later to 1.42 USD per KG.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM MAY 17, 2021, MAY 17, 2020

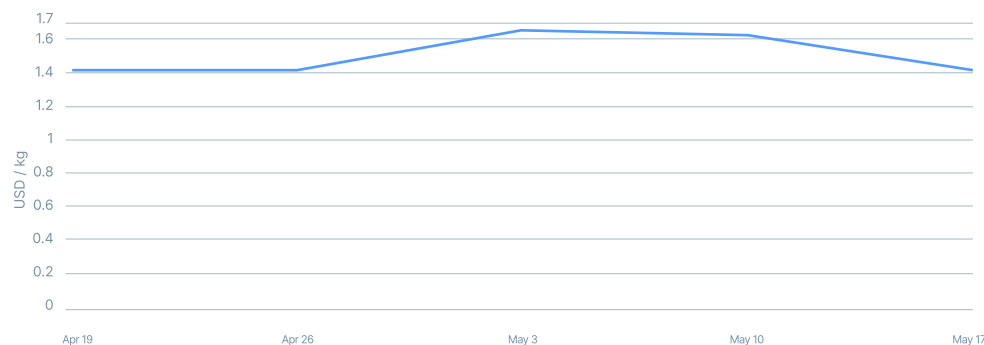


Chart 5. Tomato Wholesale Prices in Ireland Imported from Morocco

03. Tomato prices in export markets declined

The general trend across markets seems to be higher prices around March with a gradual decrease towards July. In Poland, raspberry tomato varieties started with a price of 4.92 USD per KG March 8th dropping all the way to 0.54 USD per KG in July. Although it rebounded to 1.29 USD per KG in the second week of August, it dropped again in the last week of the month. A similar pattern was seen in the Istanbul market where prices plummeted to 1.2 USD per KG in mid-July but recovered quickly around August, despite its value still being cheaper compared to the first quarter.

In export markets, prices seemed to have been quite volatile throughout the middle of the year.

The US, which is also one of the main tomato producing countries, had much higher prices than other markets. A sudden jump on June 21, 2021 caused prices to reach 4.46 USD per KG (grape varieties), over 40% more than the

previous price of 2.47 USD per KG only one week earlier. The price did decrease in July and August but only to 3.53 USD per KG.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 9, 2021, AUG 9, 2020

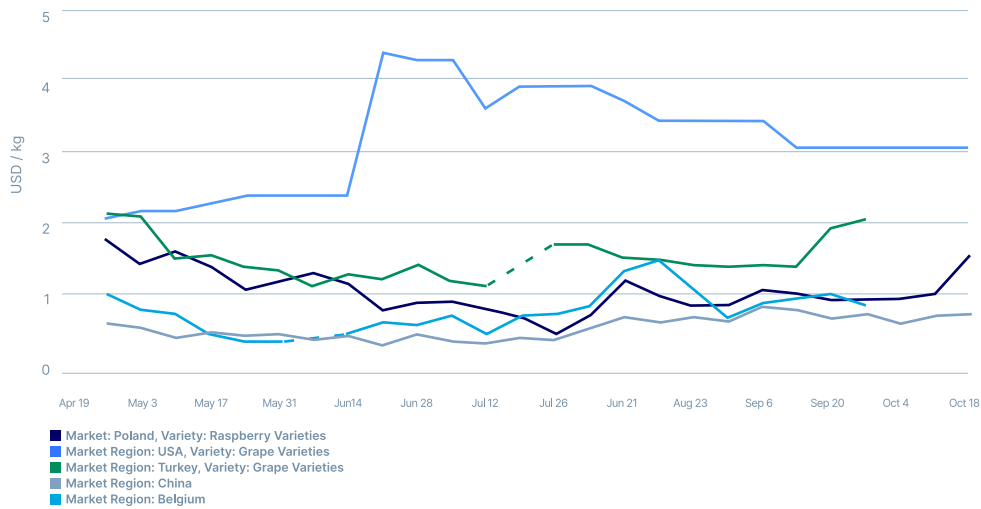


Chart 6. Tomato Wholesale Prices in Top Exporting Countries

The wholesale prices for tomatoes in Turkey have been trending downwards from last March (0.65 USD per KG) until the first week of June 2021 (0.44 USD per KG) and then fluctuated until August 2021. For example, in the third week of July, the value surged suddenly to 0.64 USD per KG but declined after to 0.38 USD per KG on August 9th. The price remained at 0.39 USD per KG in the last week of the month.

In Mexico, the Saladette variety price soared in early June in both the Ecatepec de Morelos (1.23 USD per KG) and Ciudad Juarez (1.38 USD per KG) wholesale markets. However, the price declined in June and showed lower prices in

August within the range of 0.91 - 1.08 USD per KG.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 30, 2021, AUG 30, 2020



Chart 7. Tomato Wholesale Prices in Turkey

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM JUL, 2021, JUL, 2020

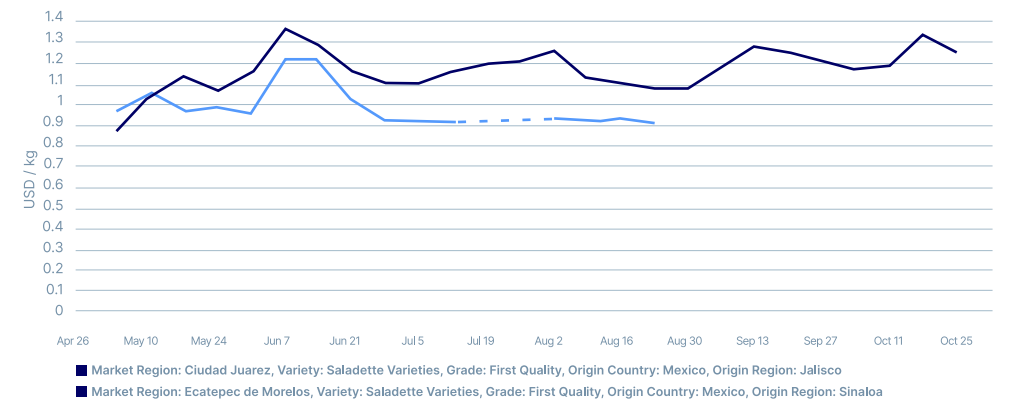


Chart 8. Tomato Wholesale Prices in Mexico

Tomato prices in Spain (Santa Cruz de Tenerife) declined in the early parts of

the second quarter. The value hit a low of 2.2 USD per KG in the fourth week of May 2021, but continued to rise throughout July, reaching 3.73 USD per KG in the following month.

Weekly Price Trends Compared to Same Period in Previous Year

TYPE: WEEKLY PRICE. PERIOD: PAST 12 MONTHS FROM AUG 31, 2021, AUG 31, 2020

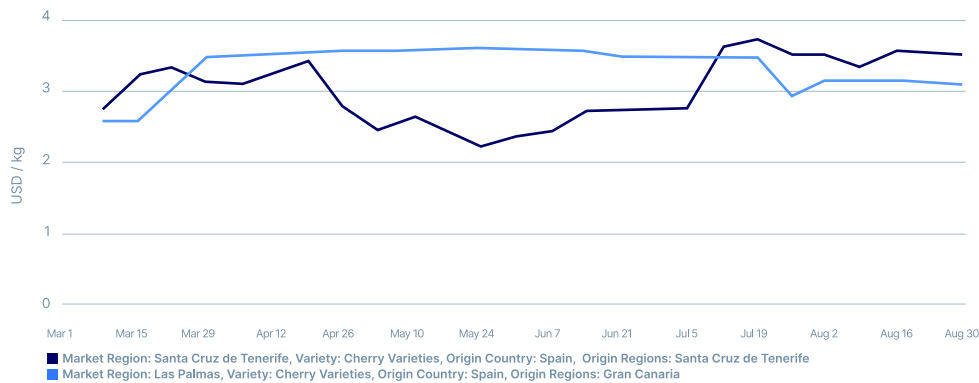


Chart 9. Tomato Wholesale Prices in Spain

04. What to know more about the tomato industry in 2021?

According to EMR, global tomato consumption is expected to reach 51M tonnes by 2026, growing at a CAGR of 3.8% in the forecasted period 2021-2026. Mexico and Turkey were major markets which showed downward price trends in August. While other markets like Germany and the UK also had decreasing prices in the second half of the year, prices started to improve in these markets in August 2021. These price fluctuations in different markets can act as a benchmark for producers, traders, and buyers to see how high or low a product can be sold or bought. Key stakeholders need to sharpen their insights on recent price changes in order to ensure their products stay ahead of the game.

For importers, knowing domestic trends in the production area plays an important role in further strategic decision-making. Through the latest domestic and global price trends, importers can determine reasonable offer prices to negotiate with suppliers. Price trends also often help estimate the level of demand across nations and the availability of commodities from producer countries. This will also affect what contracts or trade policies must be taken both regionally and globally so that losses and barriers in trade can be minimized.

Tridge provides market-moving news and in-depth analysis of price movements to ensure a full understanding of what is impacting the market and why.

- Tridge Data Analysis provides a clear snapshot of the market and provides updates on major price trends
- More international coverage not only for the producing markets but also for the key importing markets of the commodity
- Real-time market-moving news of the industry including production updates, trade data and industry news for each local market.

[Tridge tracks tomato prices \(Top Importing Countries, Top Exporting Countries, Tomato \(Beefsteal&Round\) Wholesale Prices in Top Exporting Countries\), updated on a weekly basis.](#)

ABOUT TRIDGE

Tridge is a Global Trade Ecosystem in the food and agriculture industry that combines professional network and data intelligence and makes trustworthy and sustainable cross-border trades possible. We create and provide a very unique and powerful global-scale platform for buyers and suppliers to be connected and do business with each other more confidently and seamlessly.

Our mission is to become a go-to place for the ultimate sourcing solutions by creating a safe and reliable trade community. For Buyers, Tridge consistently provides extensive market trend data around the globe, creating opportunities in both untapped and existing markets and connecting them with credible suppliers. For Suppliers, we identify and develop sales opportunities from the regions they could not reach ever before. We combine state-of-the-art technology to make this happen.

For more information visit:

tridge.com

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