



ANICAV SHOWCASES ITALIAN TOMATO PRESERVES AT FOODEX JAPAN 2025

TOMATO, PRESERVES & SAUCES

Italy's canning industry takes the spotlight at the 50th edition of the trade show with the 'Red Gold From Europe' initiative. In 2024, shelf stable tomato exports to Japan surged by more than 12%



Anicav, Italy's association of canned vegetable producers, showcases the country's tomato industry at the **50th edition of Foodex in Tokyo**, from today until March 14. As part of its **Red Gold From Europe** initiative, the trade body is leveraging Japan's largest agri-food exhibition, which draws over 80,000 visitors from 90 countries, including 200 Italian exhibitors.

Japan is the world's sixth-largest market for Italian canned tomatoes and the second-largest outside Europe after the United States. In 2024, exports to Japan rose 12.5% year-on-year to €135 million, accounting for 4.5% of Italy's €3 billion global tomato export market.



The broader Asian market also saw strong momentum, with **Italian canned tomato exports** climbing 18.5% to €293 million, representing 9.7% of total global sales. Shipment volumes mirrored this trend, with 110,000 tonnes exported to Japan in 2024, up 12.5% from the previous year, while total exports to Asia increased 13% to 244,000 tonnes.

“Japan remains a key market for our canned tomato exports, particularly whole peeled tomatoes, which are prized for their quality and authenticity,” said Giovanni De Angelis, Anicav general director. “The growth trajectory is highly encouraging, and Japan is becoming increasingly strategic for Italian producers. Against this backdrop, Red Gold From Europe plays a pivotal role in promoting our premium products.”

ANICAV

FOODEX JAPAN 2025

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SHELF STABLE TOMATO

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