



MO TOMATOES BELGIAN PRODUCERS

Secretary General VBT

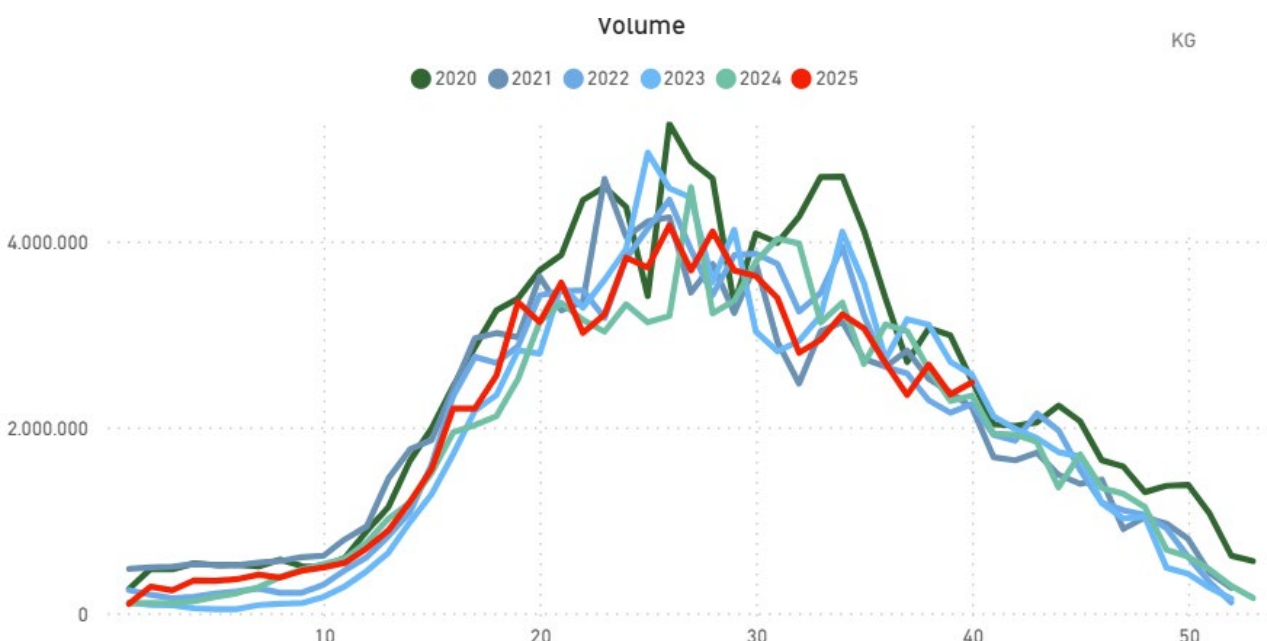
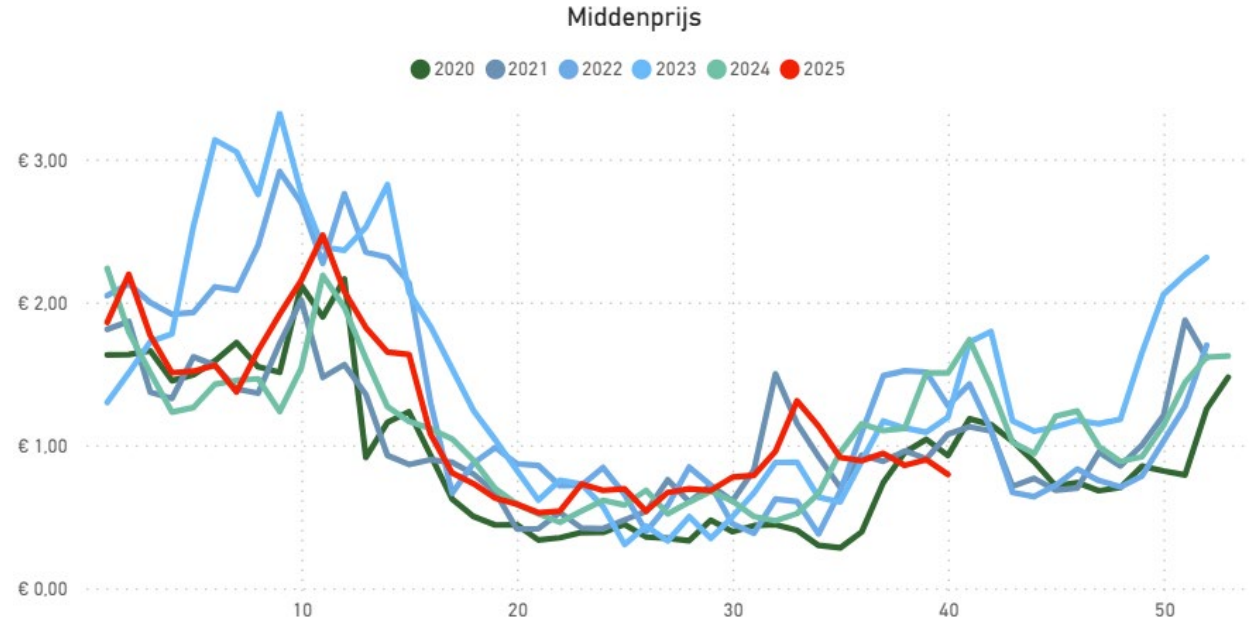
21/10/2025

PRODUCTION FRESH TOMATOES BELGIUM

SUMMER PRODUCTION	2021	2022	2023	2024	Actual (W41)
Production fresh tomatoes (tonnes)	300.823	284.622	268.436	281.290	250.224
% organic	0,00%	0,00%	0,00%	0,00%	0,00%
% non-organic	100,00%	100,00%	100,00%	100,00%	100,00%
% greenhouse	100,00%	100,00%	100,00%	100,00%	100,00%
% open field	0,00%	0,00%	0,00%	0,00%	0,00%
%Round tomatoes	35,15%	36,09%	37,35%	35,04%	35,30%
%Vine tomatoes	45,36%	45,32%	47,38%	45,96%	44,58%
%Other tomatoes (cherry, mini-type...)	19,49%	18,59%	15,27%	19,00%	20,12%
% destined to national market	19,10%	26,01%	29,62%	34,04%	22,55%
% destined to exports EU	75,15%	65,79%	61,96%	54,75%	64,97%
% destined to exports non-EU	5,75%	8,20%	8,42%	11,21%	12,48%
Surface fresh tomatoes (ha)	630	620	630	660	640
% organic	0,00%	0,00%	0,00%	0,00%	0,00%
% non-organic	100,00%	100,00%	100,00%	100,00%	100,00%
% greenhouse	100,00%	100,00%	100,00%	100,00%	100,00%
% open field	0,00%	0,00%	0,00%	0,00%	0,00%
%Round tomatoes	33,21%	33,06%	31,74%	33,94%	28,92%
%Vine tomatoes	30,80%	30,76%	38,36%	38,18%	37,18%
%Other tomatoes (cherry, mini-type...)	35,99%	36,18%	29,91%	27,88%	33,90%

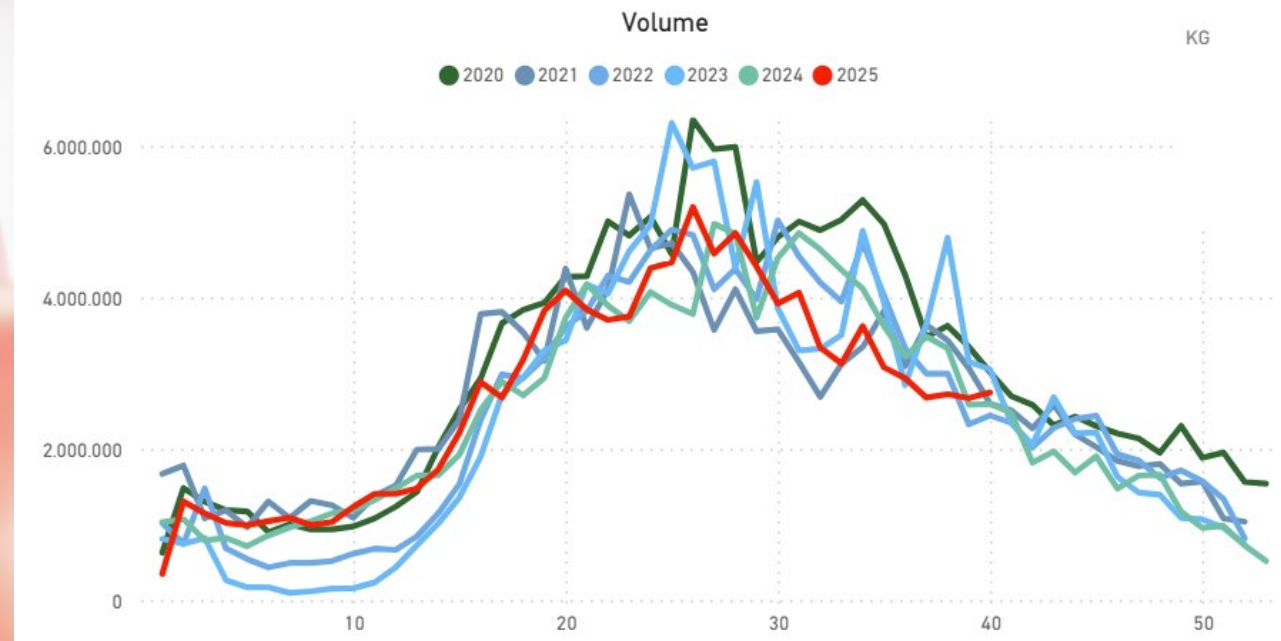
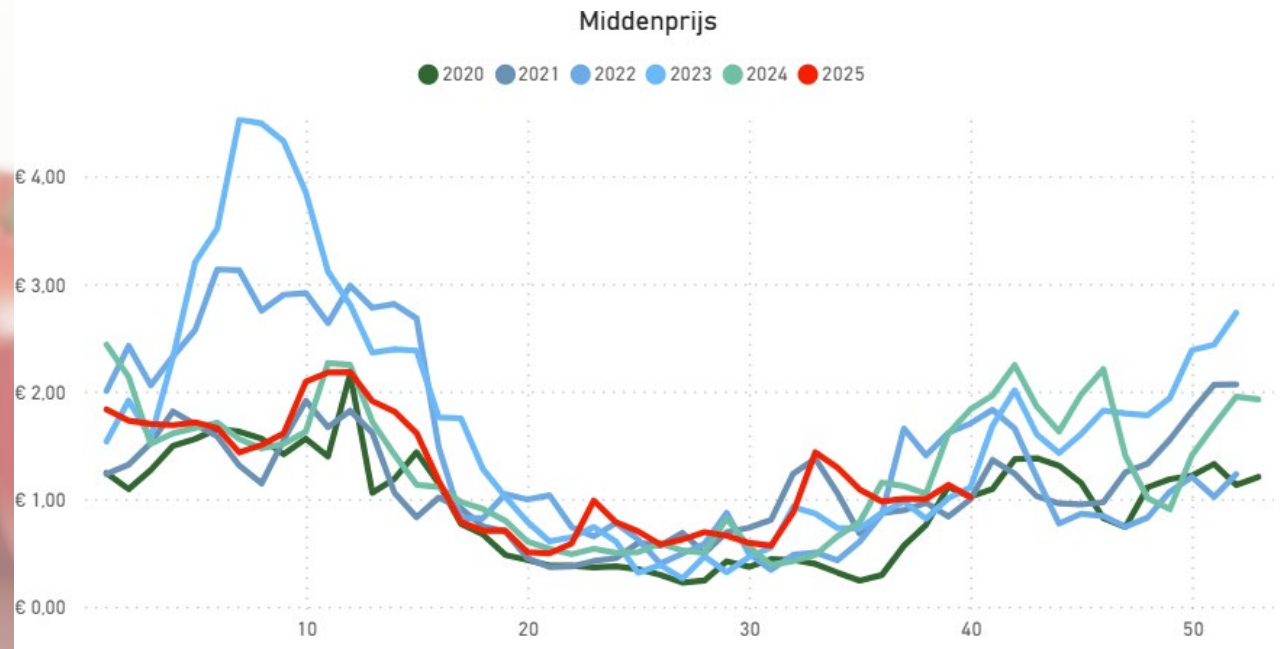


ROUND TOMATOES: PRICE & VOLUME



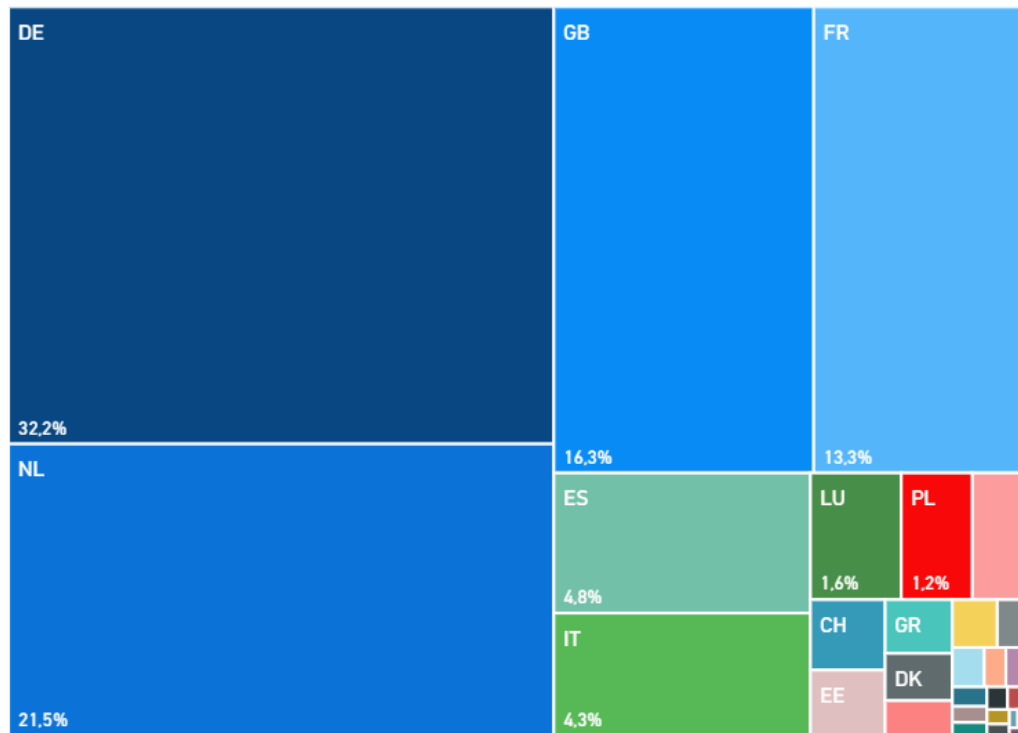


VINE TOMATOES: PRICE & VOLUME

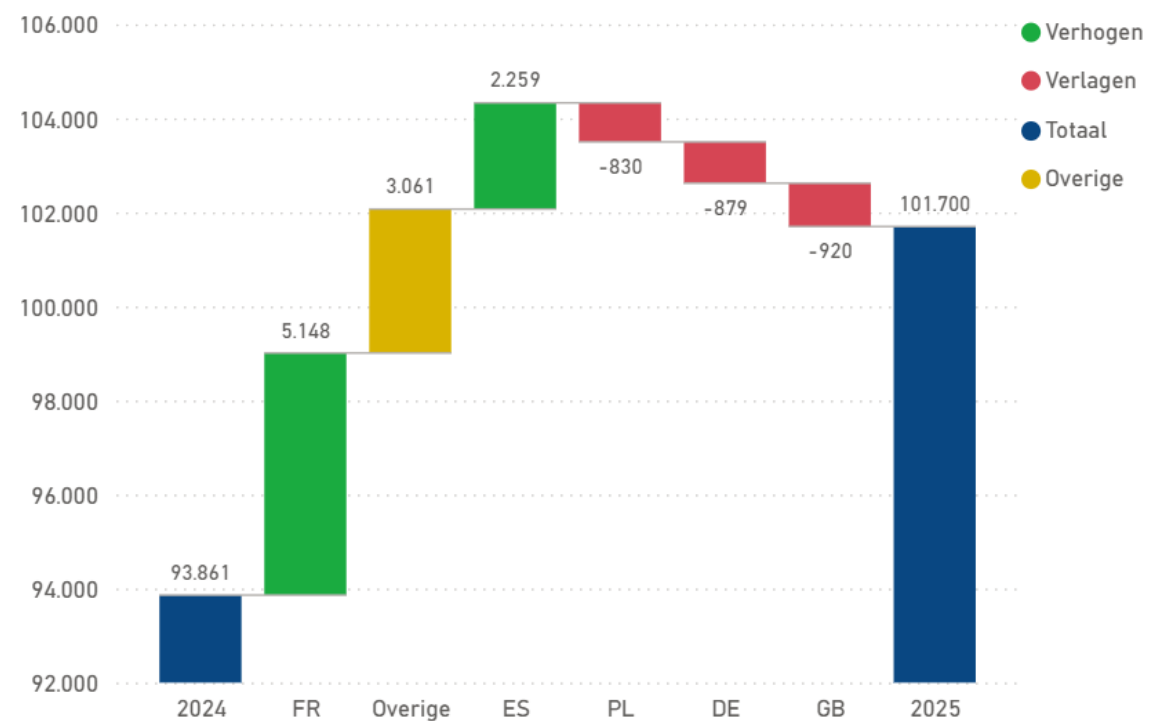


EXPORT PARTNERS BELGIUM 24-25

België hoeveelheid export 2024 (ton)

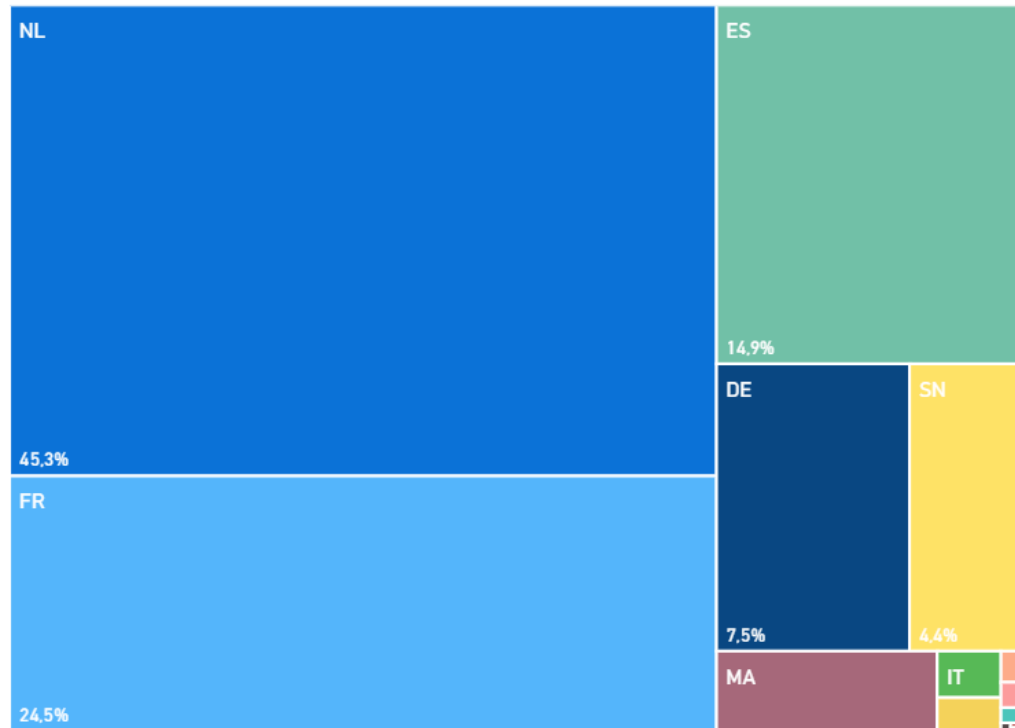


België hoeveelheid export variatie 2024-2025 (ton)

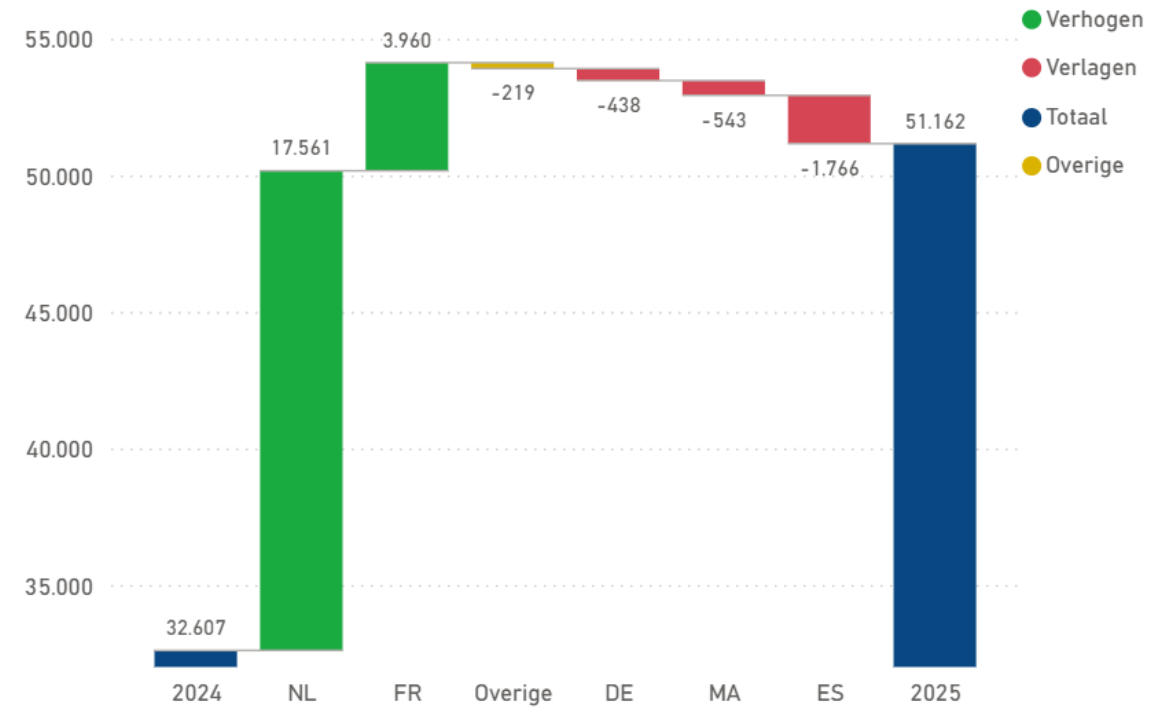


IMPORT PARTNERS BELGIUM 24-25

België hoeveelheid import 2024 (ton)



België hoeveelheid import variatie 2024-2025 (ton)





Summer 2025: The Belgian Tomato Market Under Pressure and in Transition

- Extreme weather with heatwaves and drought across Europe.
- Southern Europe struggled with high temperatures and disease pressure.
- Spain evolving from competitor to summer partner.



Summer 2025: The Belgian Tomato Market Under Pressure and in Transition

- Winter cultivation less profitable due to rising energy costs.
- Retailers focus less on product origin.
- Opportunities for year-round continuity through collaboration.

Import & Export: Belgium as a Net Exporter

- Belgium remains a strong exporter of horticultural produce.
- 2024: Exports €56.7 bn vs Imports €47.6 bn → Surplus €9.1 bn.
- Main markets: Germany, Netherlands, France.





Import & Export: Belgium as a Net Exporter

- Reduced competition from Southern Europe due to climate issues.
- Growing production in North Africa increases pressure.
- Belgian POs continue to play a key role in export distribution.

Trends: The Rise of Snack Tomatoes

- Shift toward datterino, cherry, and cocktail tomatoes.
- Consumers seek convenience, taste, and freshness.
- Snack tomatoes now dominate supermarket offerings.



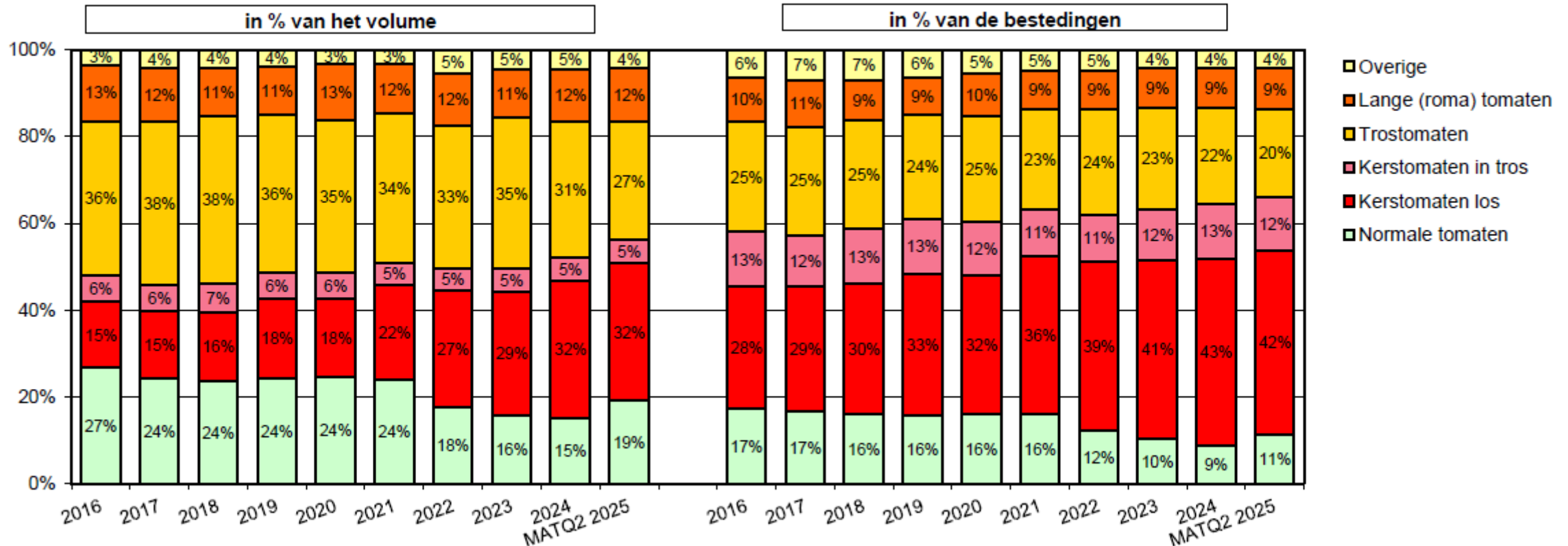
Trends: The Rise of Snack Tomatoes

- Focus on ToBRFV-resistant, high-yield varieties.
- Resistant types can reduce flavor – balance is key.
- Belgian POs' innovation keep Belgian tomatoes distinctive.



TRENDS: THE RISE OF SNACK TOMATOES

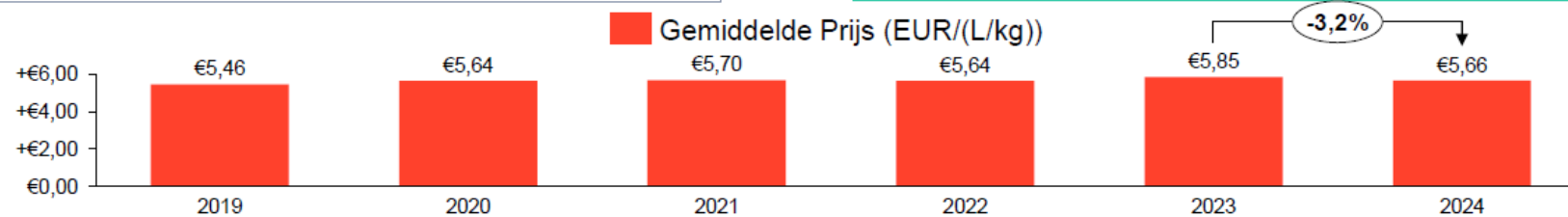
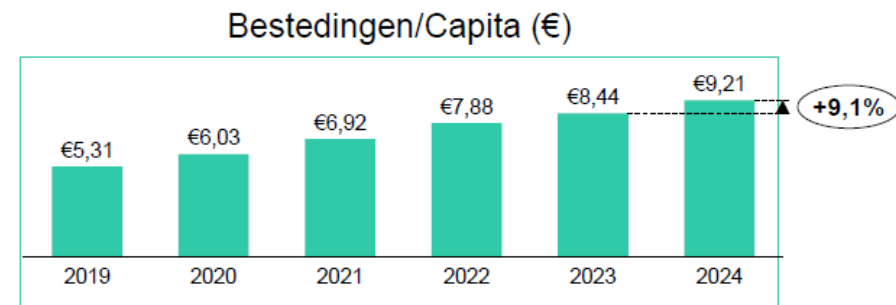
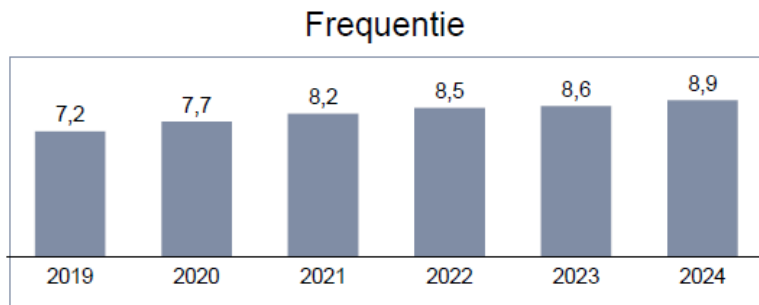
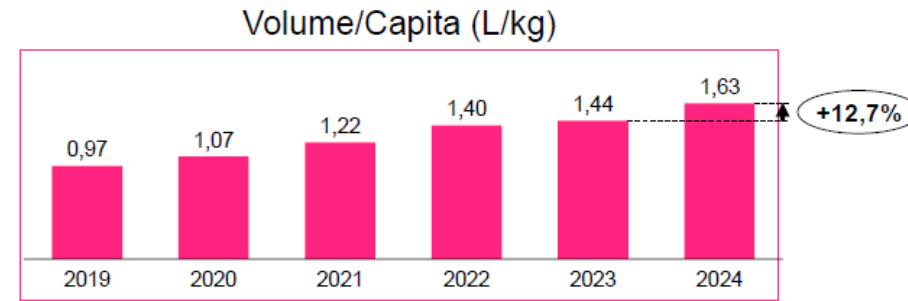
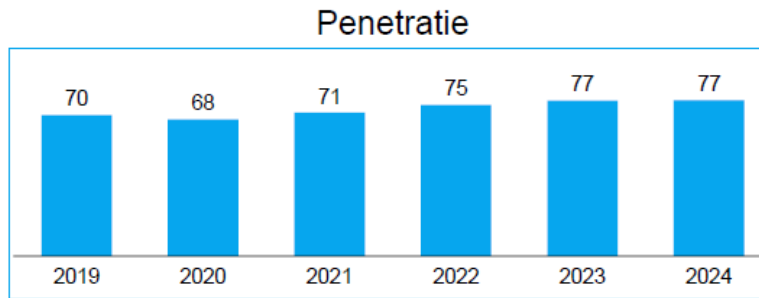
Aandeel per ras in aankopen tomaat voor thuisverbruik in België



Bron: YouGov Belgium en bewerkingen VLAM

TRENDS: THE RISE OF SNACK TOMATOES

Vooral de aankoopfrequentie van kerstomaten groeit sterk, mede door de dalende prijs.



Conclusion

- The market faces cost and climate pressure but adapts well.
- Strong focus on quality, sustainability, and exports.
- 2026 outlook: slight increase in tomato cultivation area.

