

# **Global Salad Dressings and Mayonnaise Market Size study, by Product (Liquid salad dressing, Creamy salad topping, Mayonnaise, Low-calorie salad dressing, Potato salad topping) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Salad Dressings and Mayonnaise Market is valued at approximately USD 22.1 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 3.3% over the forecast period 2022-2028. Salad dressing involves various components, such as cream, sauces, cheese, and nuts. These are used to improve its flavor. Further, mayonnaise is majorly utilized to enlighten the condiments in the salad, sandwiches, and burgers. Thus, increasing prevalence of obesity and rising awareness of health are factors contributing to the market growth. For instance: as per the World Health Organisation, in 2016, above 2 billion adults were categorized as overweight with 650 million being considered obese globally. Additionally, according to the World Obesity Federation (2017), it is projected that nearly 2.7 billion adults would be obese 1 billion impacted by obesity, and 177 million adults severely affected by obesity by 2025. However, rising prices of the product and shift towards better substitutes impede the growth of the market over the forecast period of 2022-2028. Also, increasing disposable income and rising innovations in the food & beverages industry are likely to increase the growth of the market in the forecasting period.

The regional analysis of global Salad Dressings and Mayonnaise market includes Asia Pacific, North America, Europe, Latin America and Rest of the World for analysis and estimation. North America is the leading region across the world in terms of market share owing to increasing demand from fine dine restaurants. Whereas, North America is also anticipated to exhibit the highest growth rate over the forecast period 2022-2028. Rising prevalence of Food Tourism would create lucrative growth prospects for the

## Salad Dressings and Mayonnaise market across North America region.

Major market players included in this report are:

NMZhK

Essen

Efko

Tostito's Salsa

Best Foods Mayonnaise

Heinz

French's Classic Mustard

Mondelez International (Kraft Foods Group Inc.)

Hellmann's Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Liquid salad dressing

Creamy salad topping

Mayonnaise

Low-calorie salad dressing

Potato salad topping

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain  
Italy  
ROE

Asia Pacific  
China  
India  
Japan  
Australia  
South Korea  
RoAPAC  
Latin America  
Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019,2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Salad Dressings and Mayonnaise Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2020-2028 (USD Billion)
  - 1.2.1. Salad Dressing and Mayonnaise Market, by Region, 2020-2028 (USD Billion)
  - 1.2.2. Salad Dressing and Mayonnaise Market, by Product, 2020-2028 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL SALAD DRESSING AND MAYONNAISE MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL SALAD DRESSING AND MAYONNAISE MARKET DYNAMICS**

- 3.1. Salad Dressing and Mayonnaise Market Impact Analysis (2020-2028)
  - 3.1.1. Market Drivers
    - 3.1.1.1. Increasing prevalence of obesity
    - 3.1.1.2. Rising awareness towards health
  - 3.1.2. Market Challenges
    - 3.1.2.1. Rising prices of the product
    - 3.1.2.2. Increasing shift towards better substitutes
  - 3.1.3. Market Opportunities
    - 3.1.3.1. Increasing disposable income
    - 3.1.3.2. Rising innovations in the food & beverages industry

### **CHAPTER 4. GLOBAL SALAD DRESSING AND MAYONNAISE MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model (2018-2028)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion
- 4.5. Top investment opportunity
- 4.6. Top winning strategies

## **CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT**

- 5.1.1. Assessment of the overall impact of COVID-19 on the industry
- 5.1.2. Pre COVID-19 and post COVID-19 market scenario

## **CHAPTER 6. GLOBAL SALAD DRESSING AND MAYONNAISE MARKET, BY PRODUCT**

- 6.1. Market Snapshot
- 6.2. Global Salad Dressing and Mayonnaise Market by Product, Performance - Potential Analysis
- 6.3. Global Salad Dressing and Mayonnaise Market Estimates & Forecasts by Product, 2018-2028 (USD Billion)
- 6.4. Salad Dressing and Mayonnaise Market, Sub Segment Analysis
  - 6.4.1. Liquid salad dressing
  - 6.4.2. Creamy salad topping
  - 6.4.3. Mayonnaise
  - 6.4.4. Low-calorie salad dressing
  - 6.4.5. Potato salad topping

## **CHAPTER 7. GLOBAL SALAD DRESSING AND MAYONNAISE MARKET, REGIONAL ANALYSIS**

- 7.1. Salad Dressing and Mayonnaise Market, Regional Market Snapshot
- 7.2. North America Salad Dressing and Mayonnaise Market
  - 7.2.1. U.S. Salad Dressing and Mayonnaise Market
    - 7.2.1.1. Product breakdown estimates & forecasts, 2018-2028
  - 7.2.2. Canada Salad Dressing and Mayonnaise Market
- 7.3. Europe Salad Dressing and Mayonnaise Market Snapshot
  - 7.3.1. U.K. Salad Dressing and Mayonnaise Market
  - 7.3.2. Germany Salad Dressing and Mayonnaise Market
  - 7.3.3. France Salad Dressing and Mayonnaise Market
  - 7.3.4. Spain Salad Dressing and Mayonnaise Market
  - 7.3.5. Italy Salad Dressing and Mayonnaise Market
  - 7.3.6. Rest of Europe Salad Dressing and Mayonnaise Market
- 7.4. Asia-Pacific Salad Dressing and Mayonnaise Market Snapshot
  - 7.4.1. China Salad Dressing and Mayonnaise Market
  - 7.4.2. India Salad Dressing and Mayonnaise Market
  - 7.4.3. Japan Salad Dressing and Mayonnaise Market
  - 7.4.4. Australia Salad Dressing and Mayonnaise Market
  - 7.4.5. South Korea Salad Dressing and Mayonnaise Market
  - 7.4.6. Rest of Asia Pacific Salad Dressing and Mayonnaise Market
- 7.5. Latin America Salad Dressing and Mayonnaise Market Snapshot
  - 7.5.1. Brazil Salad Dressing and Mayonnaise Market
  - 7.5.2. Mexico Salad Dressing and Mayonnaise Market
- 7.6. Rest of The World Salad Dressing and Mayonnaise Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Ajinomoto
  - 8.2.2. NMZhK
    - 8.2.2.1. Key Information
    - 8.2.2.2. Overview
    - 8.2.2.3. Financial (Subject to Data Availability)
    - 8.2.2.4. Product Summary
    - 8.2.2.5. Recent Developments
  - 8.2.3. Essen
  - 8.2.4. Efko
  - 8.2.5. Tostito's Salsa

- 8.2.6. Best Foods Mayonnaise
- 8.2.7. Heinz
- 8.2.8. French's Classic Mustard
- 8.2.9. Mondelez International (Kraft Foods Group Inc.)
- 8.2.10. Hellmann's Inc

## **CHAPTER 9. RESEARCH PROCESS**

- 9.1. Research Process
  - 9.1.1. Data Mining
  - 9.1.2. Analysis
  - 9.1.3. Market Estimation
  - 9.1.4. Validation
  - 9.1.5. Publishing
- 9.2. Research Attributes
- 9.3. Research Assumption

## List Of Tables

### LIST OF TABLES

- TABLE 1. Global Salad Dressing and Mayonnaise market, report scope
- TABLE 2. Global Salad Dressing and Mayonnaise market estimates & forecasts by Region 2018-2028 (USD Billion)
- TABLE 3. Global Salad Dressing and Mayonnaise market estimates & forecasts by Product 2018-2028 (USD Billion)
- TABLE 4. Global Salad Dressing and Mayonnaise market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 5. Global Salad Dressing and Mayonnaise market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 6. Global Salad Dressing and Mayonnaise market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 7. Global Salad Dressing and Mayonnaise market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 8. Global Salad Dressing and Mayonnaise market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 9. Global Salad Dressing and Mayonnaise market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 10. Global Salad Dressing and Mayonnaise market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 11. Global Salad Dressing and Mayonnaise market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 12. Global Salad Dressing and Mayonnaise market by segment, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 13. Global Salad Dressing and Mayonnaise market by region, estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 14. U.S. Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 15. U.S. Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 16. U.S. Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)
- TABLE 17. Canada Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)
- TABLE 18. Canada Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)



TABLE 19. Canada Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 20. UK Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 21. UK Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 22. UK Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 23. Germany Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 24. Germany Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 25. Germany Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 26. RoE Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 27. RoE Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 28. RoE Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 29. China Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 30. China Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 31. China Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 32. India Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 33. India Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 34. India Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 35. Japan Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 36. Japan Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 37. Japan Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 38. RoAPAC Salad Dressing and Mayonnaise market estimates & forecasts,

2018-2028 (USD Billion)

TABLE 39. RoAPAC Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 40. RoAPAC Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 41. Brazil Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 42. Brazil Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 43. Brazil Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 44. Mexico Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 45. Mexico Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 46. Mexico Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 47. RoLA Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 48. RoLA Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 49. RoLA Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 50. Row Salad Dressing and Mayonnaise market estimates & forecasts, 2018-2028 (USD Billion)

TABLE 51. Row Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 52. Row Salad Dressing and Mayonnaise market estimates & forecasts by segment 2018-2028 (USD Billion)

TABLE 53. List of secondary sources, used in the study of global Salad Dressing and Mayonnaise market

TABLE 54. List of primary sources, used in the study of global Salad Dressing and Mayonnaise market

TABLE 55. Years considered for the study

TABLE 56. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Salad Dressing and Mayonnaise market, research methodology
- FIG 2. Global Salad Dressing and Mayonnaise market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Salad Dressing and Mayonnaise market, key trends 2021
- FIG 5. Global Salad Dressing and Mayonnaise market, growth prospects 2022-2028
- FIG 6. Global Salad Dressing and Mayonnaise market, porters 5 force model
- FIG 7. Global Salad Dressing and Mayonnaise market, pest analysis
- FIG 8. Global Salad Dressing and Mayonnaise market, value chain analysis
- FIG 9. Global Salad Dressing and Mayonnaise market by segment, 2018 & 2028 (USD Billion)
- FIG 10. Global Salad Dressing and Mayonnaise market by segment, 2018 & 2028 (USD Billion)
- FIG 11. Global Salad Dressing and Mayonnaise market by segment, 2018 & 2028 (USD Billion)
- FIG 12. Global Salad Dressing and Mayonnaise market by segment, 2018 & 2028 (USD Billion)
- FIG 13. Global Salad Dressing and Mayonnaise market by segment, 2018 & 2028 (USD Billion)
- FIG 14. Global Salad Dressing and Mayonnaise market, regional snapshot 2018 & 2028
- FIG 15. North America Salad Dressing and Mayonnaise market 2018 & 2028 (USD Billion)
- FIG 16. Europe Salad Dressing and Mayonnaise market 2018 & 2028 (USD Billion)
- FIG 17. Asia Pacific Salad Dressing and Mayonnaise market 2018 & 2028 (USD Billion)
- FIG 18. Latin America Salad Dressing and Mayonnaise market 2018 & 2028 (USD Billion)
- FIG 19. Global Salad Dressing and Mayonnaise market, company market share analysis (2021)

## I would like to order

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