

Global Mayonnaise Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Mayonnaise market size was valued at US\$ 13410 million in 2024 and is forecast to a readjusted size of USD 17710 million by 2031 with a CAGR of 4.1% during review period.

Mayonnaise is a popular condiment that serves as a creamy and versatile addition to a variety of dishes. Typically made from oil, egg yolk, and an acid like vinegar or lemon juice, mayonnaise is often white, cream, or pale yellow in color, with a texture ranging from light cream to a thick gel. In French-influenced cuisines, the addition of mustard transforms mayonnaise into remoulade, imparting a distinct flavor and serving as an additional emulsifier. Salad dressings, on the other hand, combine ingredients such as fresh herbs, fermented foods like vinegar or soy sauce, and dried or fresh fruits. These ingredients contribute vitamins, minerals, and antioxidants, enhancing the nutritional profile of salads while complementing their flavors.

Market Overview of Mayonnaise

Mayonnaise dominates the global condiment market, with a fragmented landscape of manufacturers catering to regional preferences. Leading producers include Unilever, Kraft, Kewpie, McCormick, and Nestlé. North America and Eastern Europe are the largest mayonnaise production regions, with the United States and Russia serving as key players. Brands like Unilever and Kraft dominate the North American market, while Russian manufacturers such as Essen, Efko, and NMZhK lead in Eastern Europe. In the Asia-Pacific region, Kewpie has established a strong presence by tailoring its mayonnaise products to local tastes. The wide applicability of mayonnaise across various culinary traditions underpins its enduring global demand.

Market Trends in Mayonnaise

Mayonnaise continues to shape trends in the condiment industry, outpacing salad dressings in terms of consumption volume. While salad dressings are popular in North America and Western Europe, mayonnaise enjoys widespread acceptance across diverse cultural cuisines. Health-conscious consumers are driving innovations in mayonnaise formulations, with brands introducing low-fat, organic, and plant-based options to meet evolving dietary preferences. Additionally, the rise of global cuisines has spurred demand for flavored mayonnaise, featuring unique spices and ingredients to cater to adventurous palates. This trend reflects mayonnaise's adaptability, securing its position as a cornerstone of the global condiments market.

This report is a detailed and comprehensive analysis for global Mayonnaise market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Mayonnaise market size and forecasts, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Mayonnaise market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Mayonnaise market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2020-2031

Global Mayonnaise market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Mayonnaise

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Mayonnaise market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Unilever Group, Kraft Heinz Co, Kewpie Corp, McCormick & Co Inc, NMZhK Gruppa Kompaniy, Essen Production AG ZAO, Efko OAO, Nestl? SA, Rusagro GK, Aceitera General Deheza SA, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Mayonnaise market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Unflavored Mayonnaise

Flavored Mayonnaise

Others

Market segment by Application

Retail

Food Service

Others

Major players covered

Unilever Group

Kraft Heinz Co

Kewpie Corp

McCormick & Co Inc

NMZhK Gruppa Kompaniy

Essen Production AG ZAO

Efko OAO

Nestl? SA

Rusagro GK

Aceitera General Deheza SA

Nefis Group

Ajinomoto Co Inc

Foodcorp (Pty) Ltd

Cargill Inc

Oetker-Gruppe

VRB Consumer Products Pvt Ltd

Skit OOO

Agra Industrier AS

Tiger Brands Ltd

Schedro TM

Wilmar International Ltd

Agrolimen SA

Avril Group

Viktor & K PP

Bunge Ltd

Conservas La Coste?a SA de CV

Lasalle Food Indonesia PT

Grupo Ybarra Alimentacion SL

WSP Spolem Kielce

Alicorp SAA

Ottogi Foods Co Ltd

Del Monte Pacific Ltd

Van Wijngaarden BV

Olis Ltd TOV

Basamh Trading Co

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Mayonnaise product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Mayonnaise, with price, sales quantity, revenue, and global market share of Mayonnaise from 2020 to 2025.

Chapter 3, the Mayonnaise competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Mayonnaise breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2020 to 2025. and Mayonnaise market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Mayonnaise.

Chapter 14 and 15, to describe Mayonnaise sales channel, distributors, customers,

research findings and conclusion.

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