

Mayonnaise Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/M6F58DC2B38EN.html>

Date: March 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: M6F58DC2B38EN

Abstracts

The global mayonnaise market size reached US\$ 12.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 15.7 Billion by 2028, exhibiting a growth rate (CAGR) of 4.08% during 2023-2028.

Mayonnaise is a thick, white, creamy condiment prepared from emulsifying eggs, oil, lime juice, and vinegar. It is rich in vitamins, minerals, potassium, sodium, fats, carbohydrates, and other essential nutrients. Its consumption is consequently associated with several health benefits, such as moisturizing rough and chapped skin, maintaining heart health, improving blood sugar levels, reducing inflammation, and promoting healthy hair, skin, and nail growth. It also improves blood circulation, minimizes the risk of developing cardiovascular diseases, and treats symptoms of arthritis, colon inflammation, and depression. At present, mayonnaise is widely utilized in the preparation of different food products across the globe.

Mayonnaise Market Trends:

Mayonnaise is used in burgers, sandwiches, salads, dips, sauce, pasta, pizza, and other food products served at restaurants, bakeries, and cafes around the world. This, in confluence with the burgeoning food and beverage (F&B) industry, represents one of the major factors bolstering the market growth. In addition, the increasing working population, rapid urbanization, expanding purchasing power, and improving living standards of individuals are driving the demand for on-the-go mayonnaise-based food items. Apart from this, product manufacturers are introducing cheese, mint, lime, BBQ, chipotle and tandoori flavors. They are also focusing on launching vegan, organic, and egg-less variants on account of the increasing adoption of veganism and vegetarian diet. Besides this, manufacturers are investing in advertising campaigns, such as celebrity endorsements and social media campaigns, to improve their existing sales and

profitability. Furthermore, the expansion of organized distribution channels, such as hypermarkets, supermarkets, convenience stores, grocery stores, and online shopping applications, are offering lucrative growth opportunities to industry players.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mayonnaise market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, end use and distribution channel.

Breakup by Type:

Unflavored mayonnaise
Flavored mayonnaise

Unflavored mayonnaise dominates the market as it is used in the preparation of various dishes.

Breakup by End Use:

Institutional
Retail

Mayonnaise finds extensive application in the institutional sector.

Breakup by Distribution Channel:

Supermarkets and hypermarkets
Convenience stores
Online retailers
Specialty store
Others

Supermarkets and hypermarkets hold the majority of the market share as they have vast collections and easy access to products.

Regional Insights:

North America

United States
Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

North America holds the majority of the global mayonnaise market share due to the escalating demand for snacks in the region.

Competitive Landscape:

The market is concentrated in nature with only a few players sharing the majority of the global market. Some of the leading players operating in the market are:

Nestlé SA
Ajinomoto Co., Inc.
McCormick & Company, Inc.
Kraft Heinz Company
Unilever PLC

Key Questions Answered in This Report

1. What was the size of the global mayonnaise market in 2022?
2. What is the expected growth rate of the global mayonnaise market during 2023-2028?
3. What are the key factors driving the global mayonnaise market?
4. What has been the impact of COVID-19 on the global mayonnaise market?
5. What is the breakup of the global mayonnaise market based on the type?
6. What is the breakup of the global mayonnaise market based on the end use?
7. What is the breakup of the global mayonnaise market based on the distribution channel?
8. What are the key regions in the global mayonnaise market?
9. Who are the key players/companies in the global mayonnaise market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MAYONNAISE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Type
- 5.5 Market Breakup by End Use
- 5.6 Market Breakup by Distribution Channel
- 5.7 Market Breakup by Region
- 5.8 Market Forecast
- 5.9 SWOT Analysis
 - 5.9.1 Overview
 - 5.9.2 Strengths
 - 5.9.3 Weaknesses
 - 5.9.4 Opportunities
 - 5.9.5 Threats

5.10 Value Chain Analysis

- 5.10.1 Overview
- 5.10.2 Research and Development
- 5.10.3 Raw Material Procurement
- 5.10.4 Manufacturing
- 5.10.5 Marketing
- 5.10.6 Distribution
- 5.10.7 End-Use

5.11 Porters Five Forces Analysis

- 5.11.1 Overview
- 5.11.2 Bargaining Power of Buyers
- 5.11.3 Bargaining Power of Suppliers
- 5.11.4 Degree of Competition
- 5.11.5 Threat of New Entrants
- 5.11.6 Threat of Substitutes

6 MARKET BREAKUP BY TYPE

6.1 Unflavoured Mayonnaise

- 6.1.1 Market Trends
- 6.1.2 Market Forecast

6.2 Flavoured Mayonnaise

- 6.2.1 Market Trends
- 6.2.2 Market Forecast

7 MARKET BREAKUP BY END USE

7.1 Institutional

- 7.1.1 Market Trends
- 7.1.2 Market Forecast

7.2 Retail

- 7.2.1 Market Trends
- 7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

- 8.1.1 Market Trends
- 8.1.2 Market Forecast

8.2 Convenience Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Online Retailers

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Specialty Stores

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Others

8.5.1 Market Trends

8.5.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

- 9.2.6.1 Market Trends
- 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 MAYONNAISE MANUFACTURING PROCESS

10.1 Product Overview

10.2 Raw Material Requirements

10.3 Manufacturing Process

10.4 Key Success and Risk Factors

11 COMPETITIVE LANDSCAPE

11.1 Market Structure

11.2 Key Players

11.3 Profiles of Key Players

11.3.1 Nestlé SA

11.3.1.1 Company Overview

11.3.1.2 Description

11.3.1.3 Product Portfolio

11.3.1.4 Financials

11.3.1.5 SWOT Analysis

11.3.2 Ajinomoto Co., Inc.

11.3.2.1 Company Overview

11.3.2.2 Description

11.3.2.3 Product Portfolio

11.3.2.4 Financials

11.3.2.5 SWOT Analysis

11.3.3 McCormick & Company, Inc.

11.3.3.1 Company Overview

11.3.3.2 Description

11.3.3.3 Product Portfolio

11.3.3.4 Financials

11.3.3.5 SWOT Analysis

11.3.4 Kraft Heinz Company

11.3.4.1 Company Overview

11.3.4.2 Description

11.3.4.3 Product Portfolio

11.3.4.4 Financials

11.3.4.5 SWOT Analysis

11.3.5 Unilever PLC

11.3.5.1 Company Overview

11.3.5.2 Description

11.3.5.3 Product Portfolio

11.3.5.4 Financials

11.3.5.5 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Mayonnaise Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Mayonnaise Market Forecast: Breakup by Type (in Million US\$), 2023-2028

Table 3: Global: Mayonnaise Market Forecast: Breakup by End Use (in Million US\$), 2023-2028

Table 4: Global: Mayonnaise Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Mayonnaise Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Mayonnaise Manufacturing: Raw Material Requirements

Table 7: Global: Mayonnaise Market: Competitive Structure

Table 8: Global: Mayonnaise Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Global: Mayonnaise Market: Major Drivers and Challenges
- Figure 2: Global: Mayonnaise Market: Sales Value (in Billion US\$), 2017-2022
- Figure 3: Global: Mayonnaise Market: Breakup by Type (in %), 2022
- Figure 4: Global: Mayonnaise Market: Breakup by End Use (in %), 2022
- Figure 5: Global: Mayonnaise Market: Breakup by Distribution Channel (in %), 2022
- Figure 6: Global: Mayonnaise Market: Breakup by Region (in %), 2022
- Figure 7: Global: Mayonnaise Market Forecast: Sales Value (in Billion US\$), 2023-2028
- Figure 8: Global: Mayonnaise Industry: SWOT Analysis
- Figure 9: Global: Mayonnaise Industry: Value Chain Analysis
- Figure 10: Global: Mayonnaise Industry: Porter's Five Forces Analysis
- Figure 11: Global: Unflavoured Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 12: Global: Unflavoured Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 13: Global: Flavoured Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022
- Figure 14: Global: Flavoured Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028
- Figure 15: Global: Mayonnaise Market (in Institutional Sector): Sales Value (in Million US\$), 2017 & 2022
- Figure 16: Global: Mayonnaise Market Forecast (in Institutional Sector): Sales Value (in Million US\$), 2023-2028
- Figure 17: Global: Mayonnaise Market (in Retail Sector): Sales Value (in Million US\$), 2017 & 2022
- Figure 18: Global: Mayonnaise Market Forecast (in Retail Sector): Sales Value (in Million US\$), 2023-2028
- Figure 19: Global: Mayonnaise Market: Sales through Supermarkets and Hypermarkets (in Million US\$), 2017 & 2022
- Figure 20: Global: Mayonnaise Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028
- Figure 21: Global: Mayonnaise Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022
- Figure 22: Global: Mayonnaise Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028
- Figure 23: Global: Mayonnaise Market: Sales through Online Retailers (in Million US\$),

2017 & 2022

Figure 24: Global: Mayonnaise Market Forecast: Sales through Online Retailers (in Million US\$), 2023-2028

Figure 25: Global: Mayonnaise Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 26: Global: Mayonnaise Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 27: Global: Mayonnaise Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 28: Global: Mayonnaise Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 29: North America: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: North America: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: United States: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: United States: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Canada: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Canada: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Asia Pacific: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Asia Pacific: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: China: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: China: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Japan: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Japan: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: India: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: India: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: South Korea: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: South Korea: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Australia: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Australia: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Indonesia: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Indonesia: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Others: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Others: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Europe: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Europe: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Germany: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Germany: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: France: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: France: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: United Kingdom: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: United Kingdom: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Italy: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Italy: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Spain: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Spain: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Russia: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Russia: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Others: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Latin America: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Latin America: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Brazil: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Brazil: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Mexico: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Mexico: Mayonnaise Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 73: Others: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Others: Mayonnaise Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 75: Middle East and Africa: Mayonnaise Market: Sales Value (in Million US\$),
2017 & 2022

Figure 76: Middle East and Africa: Mayonnaise Market Forecast: Sales Value (in Million
US\$), 2023-2028

Figure 77: Mayonnaise Manufacturing: Detailed Process Flow

I would like to order

Product name: Mayonnaise Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/M6F58DC2B38EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M6F58DC2B38EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

