

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

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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?

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