

Mayonnaise Market Report by Type (Unflavored mayonnaise, Flavored mayonnaise), End Use (Institutional, Retail), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retailers, Specialty Stores, and Others), and Region 2024-2032

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Abstracts

The global mayonnaise market size reached US\$ 12.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 18.4 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032. The emerging innovations in packaging formats, the growing consumer exposure to international cuisines, and the increasing popularity of cooking shows and online culinary content are some of the major factors contributing to the market growth.

Mayonnaise is a popular condiment known for its creamy texture and tangy flavor. It is typically produced from a blend of oil, vinegar or lemon juice, egg yolks, and seasonings. The mixture is emulsified to create a smooth and stable sauce. It is widely employed as spread for sandwiches, burgers, and wraps, and it serves as a base for various dressings and sauces. Its versatility has made it a staple in culinary applications in home kitchens and in the commercial food industry. Additionally, it is known for its ability to enhance the taste and mouthfeel of dishes, contributing a rich and satisfying element. Nowadays, it is incorporated into dips and marinades due to its creamy nature across the globe.

The market is primarily driven by the growing food service industry. In addition, the increasing product for convenient and easy meal alternatives, including wraps, salads, and sandwiches, is influencing the market growth. Also, the increasing health

awareness among consumers, the rising product demand in global culinary options, and the rising disposable incomes are augmenting the market growth. Moreover, the introduction of health-conscious product variations, including eggless, low-fat, gluten-free, vegan, and organic mayo offerings, represents another major growth-inducing factor. Besides this, the shift in consumer lifestyles and the widespread integration of product within the food and beverage (F&B) sector are propelling the market growth. Along with this, the convenience of procuring product from various retail outlets, such as supermarkets, grocery stores, online retail platforms, and hypermarkets, is contributing to the market growth. Furthermore, the growing recognition of mayo's nutritional value and versatility is creating a positive market outlook.

Mayonnaise Market Trends/Drivers:

The emerging innovations in packaging formats

The market is primarily driven by offering manufacturers and consumers new levels of convenience, sustainability, and product freshness with the packaging solution. In addition, the shift toward user-friendly packaging designs, such as squeeze bottles with precision dispensing nozzles that provide portion control and minimize mess and product wastage, enhances the consumer experience, thus contributing to the market growth. Moreover, single-serve packaging formats are gaining popularity, catering to on-the-go consumers and minimizing the need for bulky containers representing another major growth-inducing factor. Also, portion-sized sachets and mini-cups of mayonnaise make it easier for consumers to add the right amount to their meals, reducing the risk of food wastage is augmenting the market growth. Besides this, the introduction of innovative packaging materials such as, biodegradable, compostable, and recyclable packaging options to reduce the environmental impact of product packaging due to the growing sustainability concerns are propelling the market growth. Along with this, pouch packaging with resealable zippers is gaining traction, preserving product freshness and allowing for easy storage after opening. Apart from this, the integration of augmented reality (AR) labels and quick response (QR) codes are being adopted to engage consumers with interactive content, recipes, and nutritional information, enhancing the product experience and brand engagement, thus propelling market growth.

The growing consumer exposure to international cuisines

The growing consumer exposure to international cuisines is significantly transforming the global culinary market while shaping preferences, dietary habits, and consumption patterns. In addition, the growing product popularity in several foods and increasing

consumption of international foods are influencing the market growth. Moreover, rapid globalization and increased travel opportunities are allowing individuals to experience numerous cultures and cuisines while encountering new flavors, ingredients, and cooking techniques during their travels augmenting the market growth. Besides this, the rise of social media platforms and culinary television shows is further exposing international cuisines, thus propelling market growth. Food enthusiasts can easily access visually appealing and informative content that showcases dishes from around the world, igniting their interest in trying new flavors and experimenting with different cooking styles. Besides this, the fusion of culinary traditions led to the creation of exciting cross-cultural dishes that incorporate elements from various cuisines, blended flavors, and several techniques that foster a sense of adventure and experimentation among consumers, thus accelerating the market growth.

The introduction of new flavor variations by manufacturers

Manufacturers in the market are embracing innovation by continuously introducing new flavor variations to meet the evolving preferences of consumers. It caters to several taste profiles and sustains consumer interest. In addition, the introduction of novel flavors, provides consumers with a broader range of options that can enhance the culinary experience, thus influencing the market growth. These flavor variations include a spectrum of tastes, including savory, spicy, tangy, and sweet, allowing consumers to customize their meals according to their preferences. Also, international flavors, inspired by global cuisines such as Asian, Mediterranean, and Latin American, are gaining popularity, offering consumers the opportunity to explore and experiment with different taste profiles, thus augmenting the market growth. Moreover, the introduction of unique and unconventional flavors, such as herb-infused, smoky, and gourmet-inspired variants attracts adventurous eaters and entices consumers seeking distinct and premium experiences, representing another major growth-inducing factor. Furthermore, the integration of low-fat, organic, and natural ingredient-based options, appeals to consumers prioritizing flavor and nutritional value, thus creating a positive market outlook.

Mayonnaise Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global mayonnaise market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on type, end use and distribution channel.

Breakup by Type:

Mayonnaise Market Report by Type (Unflavored mayonnaise, Flavored mayonnaise), End Use (Institutional, Retail)...

Unflavored mayonnaise

Flavored mayonnaise

Unflavored Mayonnaise represents the most popular product type

The report has provided a detailed breakup and analysis of the market based on the type. This includes flavored mayonnaise and unflavored mayonnaise. According to the report, unflavored mayonnaise accounted for the largest market share.

Unflavored mayonnaise appeals to a broader consumer base due to its versatile nature. It is widely employed in various culinary creations, accommodating a several range of flavor profiles and cuisines which resonates with consumers seeking customization and flexibility in their culinary experiences. Moreover, health-conscious consumers are shifting toward unflavored mayonnaise as it often boasts cleaner ingredient lists compared to its flavored counterparts and avoids additives and artificial flavors which is escalating the demand for natural and transparent food choices representing another major growth-inducing factor.

Besides this, the increasing product incorporation into dietary trends such as keto, paleo, and low-carb lifestyles due to its neutral taste and suitability for these diets are further rising its consumer base, thus contributing to the market growth. Furthermore, the rise of home cooking and culinary experimentation during recent times is propelling the market demand. Home cooks are appreciating mayonnaise role as a foundational ingredient, allowing them to craft homemade dressings, sauces, and spreads with ease.

Breakup by End Use:

Institutional

Retail

Institutional sector holds the largest share of the market

A detailed breakup and analysis of the market based on the end use has also been provided in the report. This includes institutional, and retail. According to the report, institutional sector accounted for the largest market share.

Institutional buyers include several establishments, including restaurants, hotels, cafeterias, and catering services. The sheer scale of their operations requires

substantial quantities of mayonnaise, thereby contributing to the market growth. In addition, the increasing convenience and cost-effectiveness of purchasing products in bulk quantities make it a practical choice for institutions, allowing them to benefit from economies of scale, which further influences market growth.

Along with this, product consistency and quality are essential considerations for institutions striving to maintain a reputable culinary offering. The product is sourced from established suppliers that ensure a standardized product meets the expectations of discerning consumers. Furthermore, the widespread product adoption in restaurants and other institutional settings is influencing individuals' preferences when purchasing for personal use, thus propelling the market growth.

Breakup by Distribution Channel:

Supermarkets and hypermarkets

Convenience stores

Online retailers

Specialty store

Others

Supermarkets and hypermarkets presently account for the largest market share

A detailed breakup and analysis of the market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, convenience stores, online retailers, specialty stores, and others. According to the report, supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets are driving the global market growth. These large-scale retail establishments offer several brands and variations, providing consumers with convenience and choice under one roof. The easy accessibility and extensive product range available in these stores contribute significantly to their position in the distribution network.

Convenience stores cater to consumers seeking quick purchases aligning with the on-the-go lifestyles of many consumers, making it an essential channel for reaching several customer bases. In addition, the growing e-commerce industry is offering the convenience of ordering from home and doorstep delivery, gaining traction among consumers looking for a hassle-free shopping experience, thus augmenting the market growth.

Specialty stores are focusing on specific product categories, including gourmet and health-conscious offerings for discerning consumers seeking unique and high-quality mayonnaise options catering to customer preferences are propelling the market growth.

Breakup by Region:

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 exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report,

North America accounted for the largest market share.

North America market is driven by the well-established food culture and consumption patterns. It is staple condiment in various North American dishes, from sandwiches to salads, and its popularity is deeply ingrained in the culinary preferences of the region's population.

Moreover, North America benefits from the expanding distribution network and an extensive retail presence which enables easy accessibility and availability of products across several ranges of outlets, contributing to higher consumption rates. Additionally, the presence of leading multinational food companies headquartered in North America further improves the market's growth.

Besides this, the inclination toward convenience and packaged foods due to the product's versatile and ready-to-use condiment aligns well with the fast-paced lifestyles of consumers are influencing the market growth. Furthermore, the country's proactive approach to innovation and product diversification is resulting in the introduction of new flavors, formulations, and packaging to cater to evolving consumer preferences, thereby stimulating product demand rate.

Competitive Landscape:

At present, leading companies are actively implementing strategies to fortify their market position. These key players are focusing on several tactics to enhance their standing. They are investing in research and development (R&D) to create innovative mayonnaise variants that cater to changing consumer preferences including healthier, organic, and flavor-infused options. Moreover, companies are expanding their product portfolios to include a broader range of condiments and sauces which allows them to tap into a wider consumer base and strengthen their brand presence. Besides this, they are establishing a global footprint by entering new markets to increase their customer base and revenue streams across domestic and international markets. Furthermore, key players are engaging with consumers through social media, digital marketing, and interactive campaigns that help in understanding consumer preferences, building brand loyalty, and adapting to changing trends.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Nestl? SA

Ajinomoto Co.Inc.

McCormick & Company, Inc.

Kraft Heinz

Unilever PLC

Recent Developments:

In April 2021, Nestlé SA launched a premium line of organic mayonnaise products, capitalizing on the trend toward organic and natural ingredients.

In February 2022, Kraft Heinz collaborated with TheNotCompany, Inc. and introduced NotMayo, a plant-based mayonnaise that uses chickpea flour, among other ingredients, to deliver a smooth and creamy texture that is similar to traditional egg-based mayonnaise.

In March 2022, Unilever's PLC Hellmann's brand introduced a new gravy mayonnaise, including gravy-flavored Mayo which is a new condiment and a part of a new trio of flavors that also includes Coronation and Chilli Charger.

Key Questions Answered in This Report

1. What was the size of the global mayonnaise market in 2023?
2. What is the expected growth rate of the global mayonnaise market during 2024-2032?
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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