

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

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Abstracts

Market Overview:

The North America mayonnaise market size reached US\$ 5.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 7.1 Billion by 2028, exhibiting a growth rate (CAGR) of 3% during 2023-2028. The shifting consumer preferences, the rising product adoption in the food service industry, the introduction of new flavors, packaging formats, and value-added variants and the escalating demand for convenience foods are among the key factors driving the market growth.

Mayonnaise is a thick, creamy condiment or sauce that is widely used in various culinary applications. It is typically made by combining egg yolks, oil, vinegar or lemon juice, and seasonings. These ingredients are emulsified together to create a smooth and creamy texture. It has a rich flavor profile that is tangy, slightly acidic, and savory. The creamy texture and distinctive taste of mayonnaise make it a versatile ingredient in a wide range of dishes. As a result, it is commonly used as a spread for sandwiches and burgers, as a base for salad dressings and dips, and as a component in various sauces and marinades.

The market is primarily driven by the shifting consumer preferences. Mayonnaise is a versatile condiment that can be used in various dishes, including sandwiches, salads, burgers, and dips. As consumers seek convenience, flavor variety, and culinary experimentation, the demand for mayonnaise as a flavor-enhancing and customizable ingredient has increased. In addition, North America is a culturally diverse region with a growing population of diverse ethnic backgrounds. This diversity has led to the introduction and popularity of ethnic cuisines, such as Mexican, Mediterranean, and

Asian flavors. Many of these cuisines incorporate mayonnaise-based sauces and dressings, which has driven the demand for mayonnaise in North America. Moreover, the expansion of retail channels, including supermarkets, hypermarkets, convenience stores, and online platforms, contributes to the availability and accessibility of mayonnaise products, thus augmenting the market growth.

North America Mayonnaise Market Trends/Drivers:

The rising product adoption in the food service industry

The foodservice industry, including restaurants, cafes, fast-food chains, and catering services, is a major consumer of mayonnaise. As the foodservice sector continues to grow, the demand for mayonnaise as a key ingredient and condiment in various dishes and preparations is also increasing in the region. The need for bulk quantities of mayonnaise to meet the requirements of foodservice establishments positively impacts the overall consumption and market demand. Moreover, mayonnaise plays a vital role in enhancing the taste, texture, and overall appeal of many foodservice menu items. It is commonly used as a spread in sandwiches and burgers, as a base for salad dressings, coleslaw, and sauces, and as a component in various dips and toppings. The adoption of mayonnaise in diverse menu offerings across the foodservice industry expands the application scope and drives the demand for mayonnaise.

The introduction of new flavors and packaging formats

Traditional mayonnaise flavors are being complemented by innovative variations such as chipotle, sriracha, garlic, herb-infused, and specialty blends. These new flavors cater to evolving consumer tastes, preferences, and culinary experimentation. Moreover, by offering a diverse array of flavors, mayonnaise manufacturers are capturing the interest of a broader consumer base and stimulate market demand. Besides, packaging formats play a crucial role in influencing consumer purchasing decisions. The introduction of new packaging formats, such as squeeze bottles, portion-controlled sachets, or convenient resealable pouches, enhances product presentation, ease of use, and storage convenience, which is also contributing to market growth.

North America Mayonnaise Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the North America mayonnaise market report, along with forecasts 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 represents the most preferred type

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

Unflavored mayonnaise serves as a versatile base for a wide range of dishes. Its neutral taste allows it to complement and enhance the flavors of various ingredients without overpowering them. It can be used as a spread in sandwiches, a base for dressings and sauces, and a binding agent in salads, among other applications. Its versatility makes it a go-to choice for consumers who want to create their own custom flavors or pairings. It also provides consumers with the flexibility to customize its flavor according to their preferences. By adding herbs, spices, or other ingredients, consumers can easily create their own unique flavored mayonnaise. This customization aspect appeals to those who enjoy experimenting with different tastes or who have specific dietary requirements or flavor preferences. Moreover, Unflavored mayonnaise often comes in low-fat or light versions, catering to consumers who are conscious of their calorie or fat intake. These healthier options allow individuals to enjoy the creamy texture and versatility of mayonnaise while adhering to their dietary goals.

Breakup by End Use:

Institutional

Retail

Institutional establishments account for the majority of the market share

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, the institutional segment accounted for the largest market share.

Institutional establishments typically require mayonnaise in large quantities to meet the demand of their operations. These establishments serve a significant number of customers daily, and mayonnaise is a staple ingredient used in various menu items and food preparations. Bulk purchasing and consumption by institutional establishments contribute to a substantial share of the mayonnaise market. Moreover, these

establishments require larger containers or packaging formats, such as tubs, jars, or pouches, to ensure efficient storage, usage, and distribution. The availability of bulk packaging specifically designed for institutional use enables seamless integration of mayonnaise into their operations, further contributing to their dominant market share.

Breakup by Distribution Channel

Supermarkets and Hypermarkets

Convenience Stores

Online Stores

Specialty Stores

Others

Mayonnaise is widely distributed through supermarkets and hypermarkets

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 stores, specialty stores, and others. According to the report, the supermarkets and hypermarkets accounted for the largest market share.

Supermarkets and hypermarkets offer a wide selection of products, including various brands, flavors, and packaging sizes of mayonnaise. They provide shelves or dedicated sections specifically designated for condiments, which include mayonnaise. This extensive product variety allows consumers to choose from different options, catering to their specific preferences, dietary needs, or budget requirements. Moreover, these stores offer the advantage of bulk purchasing for both consumers and institutional buyers. Consumers can purchase mayonnaise in larger quantities, which is cost-effective for regular usage. Bulk buying options are particularly attractive for households, foodservice establishments, or businesses that require mayonnaise in substantial quantities.

Breakup by Region:

United States

Canada

A detailed breakup and analysis of the market based on the region has also been provided in the report. This includes the United States and Canada.

The United States has a large population and a high consumption rate of mayonnaise products. Mayonnaise is a staple condiment in American cuisine and is widely used in sandwiches, salads, dressings, and various recipes. Moreover, the country has an expanding foodservice industry, which includes restaurants, fast-food chains, hotels, and catering services. The extensive use of mayonnaise in the foodservice sector contributes to the high demand for the product.

Mayonnaise consumption in Canada is also significant, with the condiment being a popular choice for sandwiches, salads, and dressings. Canadian consumers appreciate mayonnaise as a versatile ingredient in both home cooking and foodservice establishments. Besides, The Canadian market primarily relies on supermarkets, hypermarkets, and grocery stores for mayonnaise distribution. These retail channels provide widespread access to a variety of mayonnaise brands and flavors, ensuring convenience and availability for consumers.

Competitive Landscape:

The market features a competitive landscape with several key players vying for market share and consumer preference. These players engage in various strategies to maintain their market position and drive growth. Presently, key players are investing in product innovation and expanding their product portfolios. They introduce new flavors, formulations, and packaging options to meet changing consumer demands. For example, they may offer organic, low-fat, or flavored mayonnaise variants to appeal to health-conscious or adventurous consumers. focus on marketing and branding initiatives to enhance their visibility and build brand loyalty. They are also investing in advertising campaigns, digital marketing, and social media engagement to promote their mayonnaise brands.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided.

Key Questions Answered in This Report:

How has the North America mayonnaise market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the North America mayonnaise market?

What is the impact of each driver, restraint, and opportunity on the North America mayonnaise market?

What is the breakup of the market based on the type?

Which is the most attractive type in the North America mayonnaise market?

What is the breakup of the market based on the end use?

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