

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

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Abstracts

Market Overview:

The West Africa mayonnaise market size reached US\$ 48.1 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 70.9 Million by 2028, exhibiting a growth rate (CAGR) of 7.33% during 2023-2028.

Mayonnaise is a thick and creamy sauce made from egg yolks, oil, vinegar or lemon juice, and seasonings. It may vary in appearance with its colour ranging from white and cream to pale yellow. It is extensively used as a spread for sandwiches or burgers, dips for snacks, base for tacos or rolls. Mayonnaise is also utilised as an alternative to ketchup for the preparations of numerous appetisers as well as several main course dishes in western cuisines. Recently, the growing popularity of salads and fast-food products has resulted in an increased consumption of mayonnaise in West Africa.

Over the past few years, it has been noted that there is an inclination towards convenience and fast food amongst consumers. This is one of the primary factors which is proliferating the growth of the mayonnaise market in West Africa. In addition to this, in countries like Nigeria and Algeria, there has been a rise in urbanisation as well as in the adoption of western lifestyles which has resulted in a consequent surge in the demand for ready-to-use food products. This has, in turn, contributed towards an augmented demand for mayonnaise across the region. Moreover, manufacturers have also started introducing smaller packaging options along with low-fat versions of mayonnaise on account of rising health consciousness. Apart from this, an emerging middle-class with high disposable incomes of the consumers is another factor which has been driving the growth of the West Africa mayonnaise market.

Key Market Segmentation:

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

Breakup by Product Type:

Flavoured Mayonnaise

Unflavoured Mayonnaise

On the basis of product type, the market has been segmented into flavoured and unflavoured. Amongst these, unflavoured mayonnaise represents the leading segment.

Breakup by Raw Material:

Egg

Eggless

Based on the raw material, the mayonnaise market has been segregated into egg and eggless. Currently, mayonnaise containing egg dominates the entire market in West Africa.

Breakup by End-Use:

Institutional

Retail

Based on end-use, mayonnaise is being majorly used in institutional sector which includes food processing companies, restaurants, food chains, cafes, hotels, bakery and confectionaries.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Convenience Stores

Online Retailers

Specialty Stores

Others

On the basis of distribution channel, supermarkets and hypermarkets represent the largest means for purchasing mayonnaise across the region.

Breakup by Region:

Nigeria
Algeria
Ghana
Senegal
Guinea
Ivory Coast
Others

On a geographical front, Nigeria dominates the West Africa mayonnaise market with the majority of the market share.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being

GB Foods
Nestle SA
Nurevas
McCormick Corporation
Kraft Heinz
TGI
Pure Food Processing Industries
BM Foods

This report provides a deep insight into the West Africa mayonnaise market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the West Africa mayonnaise market in any manner.

Key Questions Answered in This Report:

How has the West Africa mayonnaise market performed so far and how will it perform in the coming years?

Which are the popular product types in the West Africa mayonnaise market?

Which has been the impact of COVID-19 on the West Africa mayonnaise market?

What are the raw material required to manufacture mayonnaise?

What are the different end-use sectors in the West Africa mayonnaise market?

What are the major distribution channels in the West Africa mayonnaise market?

What are the key regions in the West Africa mayonnaise market?

What are the various stages in the value chain of the West Africa mayonnaise market?

What are the key driving factors and challenges in the West Africa mayonnaise market?

What is the structure of the West Africa mayonnaise market and who are the key players?

What is the degree of competition in the West Africa mayonnaise market?

How is mayonnaise manufactured?

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 WEST AFRICA MAYONNAISE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Breakup by Product Type
- 5.5 Market Breakup by Raw Material
- 5.6 Market Breakup by End-Use
- 5.7 Market Breakup by Distribution Channel
- 5.8 Market Breakup by Region
- 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 Rivalry

5.11.5 Threat of New Entrants

5.11.6 Threat of Substitutes

6 MARKET PERFORMANCE BY REGION

6.1 Nigeria

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Algeria

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Ghana

6.3.1 Market Trends

6.3.2 Market Forecast

6.4 Senegal

6.4.1 Market Trends

6.4.2 Market Forecast

6.5 Guinea

6.5.1 Market Trends

6.5.2 Market Forecast

6.6 Ivory Coast

6.6.1 Market Trends

6.6.2 Market Forecast

6.7 Others

6.7.1 Market Trends

6.7.2 Market Forecast

7 MARKET PERFORMANCE BY DISTRIBUTION CHANNEL

7.1 Supermarkets and Hypermarkets

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Convenience Stores

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Online Retailers

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Specialty Stores

7.4.1 Market Trends

7.4.2 Market Forecast

7.5 Others

7.5.1 Market Trends

7.5.2 Market Forecast

8 MARKET PERFORMANCE BY PRODUCT TYPE

8.1 Flavoured Mayonnaise

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Unflavoured Mayonnaise

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET PERFORMANCE BY RAW MATERIAL

9.1 Egg

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Eggless

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET PERFORMANCE BY END-USE

10.1 Institutional

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Retail

10.2.1 Market Trends

10.2.2 Market Forecast

11 MAYONNAISE MANUFACTURING PROCESS

11.1 Product Overview

11.2 Raw Material Requirements

11.3 Manufacturing Process

11.4 Key Success and Risk Factors

12 COMPETITIVE LANDSCAPE

12.1 Market Structure

12.2 Key Players

12.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

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

Table 2: West Africa: Mayonnaise Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 3: West Africa: Mayonnaise Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: West Africa: Mayonnaise Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 5: West Africa: Mayonnaise Market Forecast: Breakup by Raw Material (in Million US\$), 2023-2028

Table 6: West Africa: Mayonnaise Market Forecast: Breakup by End-Use (in Million US\$), 2023-2028

Table 7: Mayonnaise Manufacturing: Raw Material Requirements

Table 8: West Africa: Mayonnaise Market: Competitive Structure

Table 9: West Africa: Mayonnaise Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: West Africa: Mayonnaise Market: Major Drivers and Challenges

Figure 2: West Africa: Mayonnaise Market: Sales Value (in Million US\$), 2017-2022

Figure 3: West Africa: Mayonnaise Market: Breakup by Product Type (in %), 2022

Figure 4: West Africa: Mayonnaise Market: Breakup by Raw Material (in %), 2022

Figure 5: West Africa: Mayonnaise Market: Breakup by End-Use (in %), 2022

Figure 6: West Africa: Mayonnaise Market: Breakup by Distribution Channel (in %), 2022

Figure 7: West Africa: Mayonnaise Market: Breakup by Region (in %), 2022

Figure 8: West Africa: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 9: West Africa: Mayonnaise Industry: SWOT Analysis

Figure 10: West Africa: Mayonnaise Industry: Value Chain Analysis

Figure 11: West Africa: Mayonnaise Industry: Porter's Five Forces Analysis

Figure 12: Nigeria: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Nigeria: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Algeria: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Algeria: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Ghana: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Ghana: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Senegal: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Senegal: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Ivory Coast: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Ivory Coast: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Guinea: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Guinea: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Others: Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Others: Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: West Africa: Mayonnaise Market: Sales through Supermarkets and

Hypermarkets (in Million US\$), 2017 & 2022

Figure 27: West Africa: Mayonnaise Market Forecast: Sales through Supermarkets and Hypermarkets (in Million US\$), 2023-2028

Figure 28: West Africa: Mayonnaise Market: Sales through Convenience Stores (in Million US\$), 2017 & 2022

Figure 29: West Africa: Mayonnaise Market Forecast: Sales through Convenience Stores (in Million US\$), 2023-2028

Figure 30: West Africa: Mayonnaise Market: Sales through Online Retailers (in Million US\$), 2017 & 2022

Figure 31: West Africa: Mayonnaise Market Forecast: Sales through Online Retailers (in Million US\$), 2023-2028

Figure 32: West Africa: Mayonnaise Market: Sales through Specialty Stores (in Million US\$), 2017 & 2022

Figure 33: West Africa: Mayonnaise Market Forecast: Sales through Specialty Stores (in Million US\$), 2023-2028

Figure 34: West Africa: Mayonnaise Market: Sales through Other Distribution Channels (in Million US\$), 2017 & 2022

Figure 35: West Africa: Mayonnaise Market Forecast: Sales through Other Distribution Channels (in Million US\$), 2023-2028

Figure 36: West Africa: Flavoured Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: West Africa: Flavoured Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: West Africa: Unflavoured Mayonnaise Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: West Africa: Unflavoured Mayonnaise Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: West Africa: Mayonnaise Market (Egg): Sales Value (in Million US\$), 2017 & 2022

Figure 41: West Africa: Mayonnaise Market Forecast (Egg): Sales Value (in Million US\$), 2023-2028

Figure 42: West Africa: Mayonnaise Market (Eggless): Sales Value (in Million US\$), 2017 & 2022

Figure 43: West Africa: Mayonnaise Market Forecast (Eggless): Sales Value (in Million US\$), 2023-2028

Figure 44: West Africa: Mayonnaise Market (Institutional): Sales Value (in Million US\$), 2017 & 2022

Figure 45: West Africa: Mayonnaise Market Forecast (Institutional): Sales Value (in Million US\$), 2023-2028

Figure 46: West Africa: Mayonnaise Market (Retail): Sales Value (in Million US\$), 2017 & 2022

Figure 47: West Africa: Mayonnaise Market Forecast (Retail): Sales Value (in Million US\$), 2023-2028

Figure 48: Mayonnaise Manufacturing: Detailed Process Flow

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