

Australia Mayonnaise Market By Product Type (Flavored, Unflavored), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

<https://marketpublishers.com/r/AA11BB1EAE78EN.html>

Date: September 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: AA11BB1EAE78EN

Abstracts

Australia Mayonnaise Market was valued at USD 265.72 Million in 2024 and is anticipated to grow USD 335.51 Million by 2030 with a CAGR of 3.96% during the forecast period. The Australia mayonnaise market is experiencing steady growth, driven by rising demand for convenient and ready-to-eat food products, especially among younger consumers and working professionals. Growing multicultural influences and evolving consumer tastes have increased the popularity of flavored and premium mayonnaise variants. Health-conscious trends are also fueling demand for eggless, low-fat, and organic options. The foodservice sector, including fast-food chains and cafes, significantly contributes to market expansion. Moreover, innovation in packaging and marketing by both domestic and international brands enhances product visibility and appeal. E-commerce and supermarket channels are further supporting accessibility and wider distribution across urban and regional markets.

Key Market Drivers

Rising Demand for Convenient and Ready-to-Eat Food Products

One of the primary drivers fueling the growth of the mayonnaise market in Australia is the increasing consumer demand for convenient and ready-to-eat food products. In 2022–23, cereal-based mixed dishes—including RTE items like pizza, pasta, wraps, and sushi—grew by 9% per person compared to 2018–19. With changing lifestyles and busier work schedules, especially in urban areas, Australian consumers are increasingly

turning toward foods that require minimal preparation time. Mayonnaise serves as a versatile condiment and base for various dishes, salads, sandwiches, and dips, making it a convenient solution for meal enhancement. This trend is particularly strong among working professionals, students, and young families who prefer quick meal options without compromising taste. Additionally, the growth of the ready-to-eat (RTE) segment in Australian supermarkets and foodservice outlets has increased the visibility and consumption of mayonnaise as part of pre-packaged salads, wraps, and fast-food offerings. Convenience-focused food products that integrate mayonnaise as an ingredient, such as chicken wraps or sushi rolls, are increasingly popular in on-the-go meal categories. The demand for such items continues to rise, bolstering the overall growth of the mayonnaise market across the country.

Key Market Challenges

Rising Health Concerns and Negative Perceptions of Traditional Mayonnaise

One of the key challenges confronting the Australian mayonnaise market is the increasing health concerns associated with the consumption of traditional mayonnaise, which is typically high in fats, oils, and calories. As public awareness about obesity, cardiovascular diseases, and unhealthy dietary patterns continues to grow, many consumers are consciously avoiding high-fat and high-cholesterol products. Traditional mayonnaise, which often contains eggs, saturated fats, and preservatives, is perceived by health-conscious buyers as an indulgent or unhealthy choice, limiting its appeal among fitness-driven and diet-conscious individuals. Despite efforts by brands to offer low-fat and healthier alternatives, there remains a segment of consumers who prefer to eliminate such condiments altogether. Additionally, Australia's stringent food labeling regulations mean manufacturers must clearly display nutritional content, which may deter purchases if calorie or fat content is perceived as too high. This challenge is particularly pronounced among older demographics, parents purchasing for children, and individuals following clean-eating, keto, or Mediterranean diets. Overcoming this perception barrier requires ongoing product innovation and effective consumer education, which may be resource-intensive and slow to yield widespread changes in behavior.

Key Market Trends

Growing Popularity of Plant-Based and Vegan Mayonnaise Alternatives

One of the most significant trends transforming the Australian mayonnaise market is the

rising demand for plant-based and vegan alternatives. With increasing awareness about sustainability, animal welfare, and personal health, more Australians are adopting vegetarian, vegan, or flexitarian diets. This shift in dietary preferences has spurred demand for egg-free mayonnaise made using plant-based ingredients such as aquafaba (chickpea water), soy protein, or pea protein. Vegan mayonnaise appeals not only to strict vegans but also to health-conscious consumers seeking allergen-free, cholesterol-free options. Major brands have responded with innovative offerings like Heinz Vegan Mayo, Hellmann's Vegan Mayonnaise, and a variety of private-label plant-based versions by supermarkets such as Woolworths and Coles. Additionally, smaller health-focused brands are gaining visibility through organic stores and online platforms, offering artisanal vegan mayo in flavors like garlic, chipotle, and lime. The plant-based trend is further reinforced by the growing number of cafés and QSRs including vegan mayo in their burgers, sandwiches, and salad offerings. As plant-based lifestyles continue to move from niche to mainstream, this trend is expected to expand and reshape product portfolios in the Australian mayonnaise category.

Key Market Players

Nestlé SA

Ajinomoto Co. Inc.

McCormick & Company Inc.

Kraft Heinz Company

Unilever PLC

Oetker

American Garden

Cibona Foods

Del Monte

Kenko Mayonnaise

Report Scope:

In this report, the Australia Mayonnaise Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Mayonnaise Market, By Product Type:

Flavored

Unflavored

Australia Mayonnaise Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Australia Mayonnaise Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Mayonnaise Market.

Available Customizations:

Australia Mayonnaise Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER ANALYSIS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

5. AUSTRALIA MAYONNAISE MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Product Type (Flavored, Unflavored)

5.2.2. By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.3. By Regional

5.2.4. By Company (2024)

5.3. Market Map

6. AUSTRALIA FLAVORED MAYONNAISE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Sales Channel

7. AUSTRALIA UNFLAVORED MAYONNAISE MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Sales Channel

8. MARKET DYNAMICS

8.1. Drivers

8.2. Challenges

9. MARKET TRENDS & DEVELOPMENTS

9.1. Merger & Acquisition (If Any)

9.2. Product Launches (If Any)

9.3. Recent Developments

10. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

11. AUSTRALIA ECONOMIC PROFILE

12. COMPETITIVE LANDSCAPE

12.1. Company Profiles

12.1.1. Nestl? SA

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

12.1.2. Ajinomoto Co. Inc.

12.1.3. McCormick & Company Inc.

12.1.4. Kraft Heinz Company

12.1.5. Unilever PLC

12.1.6. Oetker

12.1.7. American Garden

12.1.8. Cibona Foods

12.1.9. Del Monte

12.1.10. Kenko Mayonnaise

13. STRATEGIC RECOMMENDATIONS

14. ABOUT US & DISCLAIMER

I would like to order

Product name: Australia Mayonnaise Market By Product Type (Flavored, Unflavored), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/AA11BB1EAE78EN.html>

Price: US\$ 3,500.00 (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/AA11BB1EAE78EN.html>