

India Mayonnaise Market By Product Type (Flavored, Unflavored), By Packaging (Bottles, Pouches, Others), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2021-2031F

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Abstracts

Market Overview

India Mayonnaise Market was valued at USD 746.52 Million in 2025 and is projected to reach USD 990.51 Million by 2031, growing at a CAGR of 4.83% during the forecast period. The market is witnessing robust expansion driven by increasing urbanization, higher disposable incomes, and the growing affinity for Western fast food. Consumers, particularly in metropolitan areas, are adopting mayonnaise as a convenient and adaptable condiment for a wide range of meals including burgers, sandwiches, salads, and snacks. Market players are innovating with Indianized flavors such as tandoori, garlic, mint, and peri-peri to cater to local palates. The surge in home cooking and the rapid growth of quick-service restaurants (QSRs) are also fueling demand. Leading domestic and global brands are focusing on retail expansion, e-commerce growth, and product differentiation to strengthen their position in this evolving market.

Key Market Drivers

Changing Dietary Preferences and Westernization of Food Habits

The India mayonnaise market is significantly influenced by changing dietary patterns, especially in urban and semi-urban areas. Greater exposure to global cuisines through travel, media, and food delivery platforms has popularized Western dishes such as burgers, sandwiches, and salads. This has led to growing adoption of mayonnaise,

which was previously uncommon in Indian households. The trend toward convenience foods has made mayonnaise a staple in quick meals and snacks, especially among youth and working professionals. Additionally, with the increase in nuclear families and dual-income households, time-saving food options like ready condiments are gaining popularity. This shift is aligned with the growing middle class's openness to experimenting with international flavors and easy-to-use cooking alternatives.

Key Market Challenges

Low Awareness and Limited Penetration in Rural Areas

Despite growing urban demand, the India mayonnaise market faces challenges in penetrating rural regions and tier-III cities. In these areas, awareness about mayonnaise is limited, and traditional condiments like pickles, chutneys, and curd dominate. Many consumers are unfamiliar with its uses or view it as a foreign, non-essential product. The lack of exposure to global food trends and lower access to fast food establishments contribute to this gap. Additionally, price sensitivity remains a barrier, as mayonnaise is perceived as a premium product in comparison to local alternatives. To expand reach, brands need to invest in education, affordable packaging, and region-specific marketing strategies. Without addressing these rural limitations, market growth may remain concentrated in urban centers.

Key Market Trends

Rising Popularity of Flavored and Fusion Mayonnaise

The rising demand for flavored and fusion variants of mayonnaise is a key trend in the Indian market. While plain mayonnaise continues to hold value, Indian consumers are increasingly drawn to bolder flavors such as peri-peri, garlic, chili, tandoori, mint, schezwan, and cheese. These variants are better suited to local dishes and street food, allowing consumers to integrate mayonnaise into everyday Indian cuisine such as rolls, parathas, and snacks like samosas and pakoras. This trend reflects a growing desire for personalization in food preferences, combining global products with regional flavors. Companies are expanding product lines to meet this demand, including offerings for foodservice clients. Limited-edition and seasonal flavors are also gaining traction as a way to engage consumers and encourage repeat purchases.

Key Market Players

Saras Foods

Del Monte Foods

Britannia Industries

Sundrop

Hindustan Unilever

Dabur India

Kraft Heinz

Patanjali Ayurved

Nestle

MTR Foods

Report Scope:

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

India Mayonnaise Market, By Product Type:

Flavored

Unflavored

India Mayonnaise Market, By Packaging:

Bottles

Pouches

Others

India Mayonnaise Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

India Mayonnaise Market, By Region:

North

South

East

West

Competitive Landscape

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

Available Customizations:

India 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

India Mayonnaise Market By Product Type (Flavored, Unflavored), By Packaging (Bottles, Pouches, Others), By Di...

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

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