

# **Mayonnaise Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Flavored, Unflavored), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

### Market Overview

The Global Mayonnaise Market was valued at USD 12.86 billion in 2024 and is projected to reach USD 16.51 billion by 2030, growing at a CAGR of 4.25%. The market's growth is driven by increasing consumer demand for convenience foods, the rapid expansion of fast-food chains, and the rising popularity of Western cuisines in developing regions. With health and wellness gaining traction, there is a growing shift toward low-fat, organic, and vegan mayonnaise products, encouraging innovation in product formulations. Flavored variants—including garlic, chili, and herb-infused mayonnaise—have gained widespread acceptance in both retail and foodservice sectors. The rising trend of home cooking and the proliferation of online grocery platforms are enhancing product accessibility. While North America and Europe remain dominant markets, the Asia-Pacific region is emerging as a key growth area due to evolving dietary preferences, urbanization, and increased consumption of packaged condiments.

### Key Market Drivers

#### Rising Demand for Convenience and Ready-to-Eat Foods

The growing preference for convenience and ready-to-eat (RTE) foods is a major factor propelling the global mayonnaise market. Urban lifestyles characterized by hectic schedules and dual-income households have led to a decline in traditional cooking,

pushing consumers toward quick-prep options. Mayonnaise serves as a versatile condiment in RTE meals such as sandwiches, burgers, salads, and wraps, making it a staple in both domestic and commercial kitchens. In emerging economies, rising disposable incomes and the expanding middle class are accelerating the shift toward processed and convenience foods. Quick Service Restaurants (QSRs), food delivery services, and convenience store formats have further increased the visibility and availability of mayonnaise-based products, supporting strong market expansion globally.

## Key Market Challenges

### Health Concerns Related to High Fat and Calorie Content

The traditional formulation of mayonnaise, which is high in fats and calories, poses a key challenge to its widespread acceptance among health-conscious consumers. Made predominantly with eggs and oil, conventional mayonnaise is often associated with elevated cholesterol and calorie intake, deterring adoption among individuals aiming to manage weight or cardiovascular health. In developed countries, where food labeling regulations are more rigorous, consumers are especially cautious. Although brands have introduced low-fat and vegan versions to address this concern, issues related to taste, shelf life, and the use of additives have limited their acceptance. Additionally, strict advertising guidelines restrict health claims, making it difficult for manufacturers to effectively promote reformulated variants.

## Key Market Trends

### Rising Demand for Plant-Based and Vegan Mayonnaise

The increasing interest in plant-based diets is significantly influencing the mayonnaise market, with a growing number of consumers seeking egg-free and vegan alternatives. Plant-derived ingredients such as aquafaba, soy protein, and starches are being used to develop mayonnaise that meets the demands of vegans, flexitarians, and those with egg allergies. Environmental concerns, ethical considerations regarding animal welfare, and health motivations are fueling this transition. Leading brands like Hellmann's and JUST Mayo have introduced successful vegan lines, which are now widely available across supermarkets and online platforms. As demand for sustainable and clean-label products rises, plant-based mayonnaise is becoming a mainstream offering, supported by both established players and emerging food-tech companies.

## 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 Global Mayonnaise Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Mayonnaise Market, By Product Type:

Flavored

Unflavored

### Mayonnaise Market, By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Online

Others

Mayonnaise Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Vietnam

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Mayonnaise Market.

Available Customizations:

Global 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. Market 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**

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

### **5. GLOBAL 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 Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Online, Others)

5.2.3. By Region

5.2.4. By Company (2024)

## 5.3. Market Map

# 6. NORTH AMERICA MAYONNAISE MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Distribution Channel

6.2.3. By Country

## 6.3. North America: Country Analysis

### 6.3.1. United States Mayonnaise Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product Type

6.3.1.2.2. By Distribution Channel

### 6.3.2. Canada Mayonnaise Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product Type

6.3.2.2.2. By Distribution Channel

### 6.3.3. Mexico Mayonnaise Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Product Type

6.3.3.2.2. By Distribution Channel

# 7. EUROPE MAYONNAISE MARKET OUTLOOK

## 7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Product Type
  - 7.2.2. By Distribution Channel
  - 7.2.3. By Country
- 7.3. Europe: Country Analysis
  - 7.3.1. France Mayonnaise Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Product Type
      - 7.3.1.2.2. By Distribution Channel
  - 7.3.2. Germany Mayonnaise Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Product Type
      - 7.3.2.2.2. By Distribution Channel
  - 7.3.3. Spain Mayonnaise Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Product Type
      - 7.3.3.2.2. By Distribution Channel
  - 7.3.4. Italy Mayonnaise Market Outlook
    - 7.3.4.1. Market Size & Forecast
      - 7.3.4.1.1. By Value
    - 7.3.4.2. Market Share & Forecast
      - 7.3.4.2.1. By Product Type
      - 7.3.4.2.2. By Distribution Channel
  - 7.3.5. United Kingdom Mayonnaise Market Outlook
    - 7.3.5.1. Market Size & Forecast
      - 7.3.5.1.1. By Value
    - 7.3.5.2. Market Share & Forecast
      - 7.3.5.2.1. By Product Type
      - 7.3.5.2.2. By Distribution Channel

## **8. ASIA-PACIFIC MAYONNAISE MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Product Type
  - 8.2.2. By Distribution Channel
  - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Mayonnaise Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Product Type
      - 8.3.1.2.2. By Distribution Channel
  - 8.3.2. Japan Mayonnaise Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Product Type
      - 8.3.2.2.2. By Distribution Channel
  - 8.3.3. India Mayonnaise Market Outlook
    - 8.3.3.1. Market Size & Forecast
      - 8.3.3.1.1. By Value
    - 8.3.3.2. Market Share & Forecast
      - 8.3.3.2.1. By Product Type
      - 8.3.3.2.2. By Distribution Channel
  - 8.3.4. Vietnam Mayonnaise Market Outlook
    - 8.3.4.1. Market Size & Forecast
      - 8.3.4.1.1. By Value
    - 8.3.4.2. Market Share & Forecast
      - 8.3.4.2.1. By Product Type
      - 8.3.4.2.2. By Distribution Channel
  - 8.3.5. South Korea Mayonnaise Market Outlook
    - 8.3.5.1. Market Size & Forecast
      - 8.3.5.1.1. By Value
    - 8.3.5.2. Market Share & Forecast
      - 8.3.5.2.1. By Product Type
      - 8.3.5.2.2. By Distribution Channel

## **9. MIDDLE EAST & AFRICA MAYONNAISE MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Product Type
  - 9.2.2. By Distribution Channel
  - 9.2.3. By Country
- 9.3. MEA: Country Analysis
  - 9.3.1. South Africa Mayonnaise Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Product Type
      - 9.3.1.2.2. By Distribution Channel
  - 9.3.2. Saudi Arabia Mayonnaise Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Product Type
      - 9.3.2.2.2. By Distribution Channel
  - 9.3.3. UAE Mayonnaise Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Product Type
      - 9.3.3.2.2. By Distribution Channel
  - 9.3.4. Turkey Mayonnaise Market Outlook
    - 9.3.4.1. Market Size & Forecast
      - 9.3.4.1.1. By Value
    - 9.3.4.2. Market Share & Forecast
      - 9.3.4.2.1. By Product Type
      - 9.3.4.2.2. By Distribution Channel

## **10. SOUTH AMERICA MAYONNAISE MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Product Type

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Mayonnaise Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Product Type
      - 10.3.1.2.2. By Distribution Channel
  - 10.3.2. Argentina Mayonnaise Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Product Type
      - 10.3.2.2.2. By Distribution Channel
  - 10.3.3. Colombia Mayonnaise Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Product Type
      - 10.3.3.2.2. By Distribution Channel

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

## **13. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **14. PORTERS FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Company Profiles
  - 15.1.1. Nestl? SA
    - 15.1.1.1. Business Overview
    - 15.1.1.2. Company Snapshot
    - 15.1.1.3. Products & Services
    - 15.1.1.4. Financials (As Per Availability)
    - 15.1.1.5. Key Market Focus & Geographical Presence
    - 15.1.1.6. Recent Developments
    - 15.1.1.7. Key Management Personnel
  - 15.1.2. Ajinomoto Co. Inc.
  - 15.1.3. McCormick & Company Inc.
  - 15.1.4. Kraft Heinz Company
  - 15.1.5. Unilever PLC
  - 15.1.6. Oetker
  - 15.1.7. American Garden
  - 15.1.8. Cibona Foods
  - 15.1.9. Del Monte
  - 15.1.10. Kenko Mayonnaise

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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