

Global Mayonnaise Market 2016 to 2020

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PUNE, INDIA, April 7, 2016 /EINPresswire.com/ -- This market research report presents a comprehensive analysis of the global [mayonnaise market](#) by geography (the Americas, APAC, Europe, and MEA). The key vendors identified in the market are Dr. Oetker, Kraft Heinz, McCormick, and Unilever.

Outlook of the global mayonnaise market:

The analyst predicts that the global mayonnaise market is expected to grow at a moderate CAGR of more than 4% during the forecast period. The rising demand for convenient food will accelerate the growth of the mayonnaise market during the forecast period. An expanding working population in G7 and EU

countries has led to a significant shortage of time and busier lifestyles among consumers. This directly impacts the eating habits as consumers tend to rely on convenience and RTE foods. As mayonnaise is one of the most widely used ingredients in the preparation of fast foods such as hamburgers and sandwiches, its consumption is growing. This increasing preference for fast and convenient food will accelerate the growth of the mayonnaise market until the end of 2020.

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The augmented demand for vegetarian or egg-free spreads in countries like India is also expected to contribute to the market growth during the forecast period. Since the country has a sizeable population of vegetarians in addition to non-vegetarians who avoid meat on certain days of the week, the demand for plant-based mayonnaise is on the rise. In 2014, Hampton Creek, a food technology startup, introduced a new plant protein alternative to egg used in mayonnaise. Consumers are increasingly opting for these plant-based egg alternatives given their identical nutritional profile. Moreover, these products are popular with vegetarians, vegans,



and those with egg allergy. This recent shift toward the consumption of plant-based products is expected to drive the market growth for mayonnaise during the forecast period.

Geographical segmentation and analysis of the mayonnaise market

- Americas
- APAC
- Europe
- MEA

During 2015, the Americas dominated the mayonnaise market and accounted for close to 59% of the market share. With 4.2 pounds of per capita consumption of mayonnaise, this market is vast and steadily growing in America. The preference for fast food such as burgers and sandwiches, for which mayonnaise is a common accompaniment, drives the market in the Americas. Moreover, cheap food and minimal table service add to the popularity of fast food restaurants like KFC, McDonalds, Chick-fil-A, and Chipotle Mexican Grill. Also, factors like the growing popularity of Mexican and Latin American style food and healthier varieties of mayonnaise is expected to propel the prospects of growth in the Americas until the end of 2020.

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Competitive landscape and key vendors

The global mayonnaise market is highly fragmented due to the presence of numerous regional and international suppliers. These vendors are fiercely competing on the basis of a pricing, product differentiation, quality, and brand recognition. The report predicts that with the launch of gourmet variants and unique flavours, the vendor competition is expected to intensify during the forecast period.

Key vendors in the market are -

- Dr. Oetker
- Kraft Heinz
- McCormick
- Unilever

Other prominent vendors in the market are American Garden, Cibona, Del Monte, Duke's, Kenko Mayonnaise, Ken's Foods, Mrs. Bector's Cremica, Oasis Foods, Remia, Scandic Food India, Stokes Sauces, Tina.

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