

India Mayonnaise Market Report and Forecast 2024-2032

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Report description:

India Mayonnaise Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the India mayonnaise market is projected to grow at a CAGR of 24.8% between 2024 and 2032 reaching a value of around USD 3 billion by 2032. Aided by the inflating disposable income and changing lifestyles, the market is expected to grow significantly by 2032.

Mayonnaise, a rich, creamy condiment typically made of oil, egg yolk, and vinegar or lemon juice, has seen a remarkable surge in its adoption across Indian households and commercial food setups. Primarily used as a spread, dip, or dressing, mayonnaise has successfully integrated itself into various Indian cuisines and dishes, reflecting the evolving taste preferences of the Indian consumer.

The driving force behind the India mayonnaise market growth can be attributed to its versatile culinary applications and the nation's burgeoning fast-food industry. Global fast-food chains and local eateries have introduced an array of dishes that prominently feature mayonnaise as a primary ingredient, amplifying its appeal to the urban populace. Moreover, the evolving urban lifestyle and the increasing number of dual-income households have prompted a shift towards convenience foods, further propelling the demand for ready-to-use condiments like mayonnaise.

Additionally, innovative marketing strategies, coupled with the introduction of various flavours catering to the Indian palate, have played a pivotal role in elevating the product's stature. Flavours such as tandoori, garlic, and mint mayonnaise have found significant traction among Indian consumers, showcasing the industry's ability to innovate and adapt.

The health and wellness trend, gaining momentum across India, has further influenced the India mayonnaise market outlook. Recognising the rising demand for healthier alternatives, manufacturers have introduced variants with reduced fat content, olive oil bases, and eggless options. Such innovations not only cater to the health-conscious consumer but also resonate with vegetarians, a considerable demographic in India.

Another dimension contributing to the expansion of the mayonnaise market in India is its increasing application in traditional dishes. From sandwiches to chaats and from rolls to salads, mayonnaise is steadily becoming a staple in many Indian kitchens. Its creamy texture and the ability to enhance the overall taste of a dish make it a favoured choice for many.

According to the India mayonnaise market analysis, the organised retail sector's growth, characterised by the proliferation of

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supermarkets and hypermarkets, has streamlined the distribution channels for mayonnaise. The ease of access, coupled with the exposure to various brands and flavours, has significantly influenced purchasing behaviours. The growing e-commerce sector also presents a lucrative platform for brands to reach a wider and more diverse consumer base.

Market Segmentation

The market can be divided based on type, product, end use, distribution channel, and region.

Market Breakup by Type

- Eggless
- Conventional

Market Breakup by Product

- Flavoured
- Unflavoured

Market Breakup by End Use

- Retail
- Institutional

Market Breakup by Distribution Channel

- Supermarket and Hypermarket
- Convenience Store
- Online
- Others

Market Breakup by Region

- North India
- East India
- West India
- South India

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the India mayonnaise market. Some of the major players explored in the report by Expert Market Research are as follows:

- The Kraft Heinz Company
- Dr. August Oetker Nahrungsmittel KG
- Veeba Foods
- DEL MONTE (FieldFresh Foods Private Limited)
- Cremica Food Industries Ltd.
- Wingreens Farms Private Limited
- Others

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