

Margarine Market By Type (Hard, Soft, Liquid) , By End User (Household Consumers, HoReCa, Industrial) By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online Retailers, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

<https://marketpublishers.com/r/MC9C84611E4DEN.html>

Date: July 2024

Pages: 348

Price: US\$ 2,439.00 (Single User License)

ID: MC9C84611E4DEN

Abstracts

The global margarine market was valued at \$22.1 billion in 2023, and is projected to reach \$29.2 billion by 2033, growing at a CAGR of 2.9% from 2024 to 2033.

Margarine is a spreadable, butter-like product commonly used as a substitute for butter in cooking, baking, and as a table spread. It is typically made from vegetable oils, such as soybean, palm, or canola oil, which are hydrogenated to solidify the product. Margarine is created through a process called hydrogenation, where unsaturated fats in the oils are converted into saturated fats, resulting in a semi-solid consistency at room temperature. It is often fortified with vitamins, such as vitamins A and D, to mimic the nutritional profile of butter.

The growth of the margarine market is driven by versatility of margarine in various culinary applications, including baking, cooking, and spreading, which makes it an attractive option for health-conscious consumers seeking to maintain a balanced diet without compromising on taste or texture. Moreover, rise in trend toward consuming plant-based and healthier alternatives has significantly boosted the demand for margarine, owing to changes in consumer preferences toward healthier dietary choices. As health consciousness grows, consumers are increasingly seeking alternatives to traditional butter and spreads that are lower in saturated fats and trans fats. Margarine, particularly plant-based varieties, fulfills the demand by offering

products with reduced or zero trans fats and cholesterol.

However, stringent regulations regarding trans fats pose challenges on the global margarine market growth. Many governments globally have implemented regulations limiting the permissible levels of trans fats in food products due to their adverse health effects, particularly on cardiovascular health. Contrarily, expansion of product portfolios with innovative flavors and textures in the global margarine market presents numerous opportunities for manufacturers to diversify offerings and cater to evolving consumer preferences. By introduction of new and exciting flavors such as herb-infused or spicy varieties and experimenting with textures such as whipped or spreadable margarine, companies attract a wider consumer base, including millennials and Generation Z. For instance, in February 2023, Unilever, a major player in the food and beverage industry, announced the introduction of a new range of margarine water products to offer a healthier alternative to traditional margarine, featuring lower fat and calorie content.

Segmentation Overview

The margarine market is segmented by type, end user, distribution channel, and region. Depending on the type, the market is divided into hard, soft, and liquid. As per end user, it is categorized into household consumers, HoReCa, and industrial. By distribution channel, the market is segregated into supermarkets/hypermarkets, specialty stores, convenience stores, online retailers, and others. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

By type, the soft segment held the highest market share in 2023.

Depending on end user, the household consumers segment accounted for the largest share in the market in 2023.

According to distribution channel, the supermarkets/hypermarkets segment gained the maximum market share in 2023.

Region wise, Europe dominated the margarine market in 2023.

Competitive Scenario

The major players operating in the margarine market include Associated British Foods, Conagra Brands Inc., Fuji Oil Co. Ltd, Bunge Limited, Wilmar International, Upfield BV, Puratos NV, BRF SA, Richardson International Limited, NMGK Group, and Vandemoortele. Other players in the margarine market include EFKO Group, Goodman Fielder, NMGK Group, and Melfort. These players have adopted several marketing strategies, including new product introduction & diversification, mergers & acquisitions, collaborations, partnerships, and marketing & advertising, to maintain their foothold in the competitive market.

Additional benefits you will get with this purchase are:

Quarterly Update and* (only available with a corporate license, on listed price)

5 additional Company Profile of client Choice pre- or Post-purchase, as a free update.

Free Upcoming Version on the Purchase of Five and Enterprise User License.

16 analyst hours of support* (post-purchase, if you find additional data requirements upon review of the report, you may receive support amounting to 16 analyst hours to solve questions, and post-sale queries)

15% Free Customization* (in case the scope or segment of the report does not match your requirements, 15% is equivalent to 3 working days of free work, applicable once)

Free data Pack on the Five and Enterprise User License. (Excel version of the report)

Free Updated report if the report is 6-12 months old or older.

24-hour priority response*

Free Industry updates and white papers.

Possible Customization with this report (with additional cost and timeline, please talk to the sales executive to know more)

Consumer Buying Behavior Analysis

Industry life cycle assessment, by region

Technology Trend Analysis

Regulatory Guidelines

Additional company profiles with specific t%li%client's interest

Additional country or region analysis- market size and forecast

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Product Consumption Analysis

Key Market Segments

By Type

Hard

Soft

Liquid

By End User

Household Consumers

HoReCa

Industrial

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Convenience Stores

Online Retailers

Others

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Associated British Foods PLC

Conagra Brands Inc.

Bunge Limited.

Wilmar International Ltd

Upfield BV

Puratos NV

BRF SA

Richardson International Limited

NMGK Group

Vandemoortele

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits
- 1.4. Research Methodology
 - 1.4.1. Primary Research
 - 1.4.2. Secondary Research
 - 1.4.3. Analyst Tools and Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO Perspective

CHAPTER 3: MARKET LANDSCAPE

- 3.1. Market Definition and Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
 - 3.2.2. Top Winning Strategies
- 3.3. Porter's Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Threat of New Entrants
 - 3.3.3. Threat of Substitutes
 - 3.3.4. Competitive Rivalry
 - 3.3.5. Bargaining Power among Buyers
- 3.4. Market Dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities

CHAPTER 4: WIRE PULLING AND TENSIONING MARKET, BY TYPE

- 4.1. Market Overview
 - 4.1.1 Market Size and Forecast, By Type
- 4.2. Manual Wire Pulling And Tensioning Equipment
 - 4.2.1. Key Market Trends, Growth Factors and Opportunities

- 4.2.2. Market Size and Forecast, By Region
- 4.2.3. Market Share Analysis, By Country
- 4.3. Electric Wire Pulling And Tensioning Equipment
 - 4.3.1. Key Market Trends, Growth Factors and Opportunities
 - 4.3.2. Market Size and Forecast, By Region
 - 4.3.3. Market Share Analysis, By Country
- 4.4. Hydraulic Wire Pulling And Tensioning Equipment
 - 4.4.1. Key Market Trends, Growth Factors and Opportunities
 - 4.4.2. Market Size and Forecast, By Region
 - 4.4.3. Market Share Analysis, By Country
- 4.5. Pneumatic Wire Pulling And Tensioning Equipment
 - 4.5.1. Key Market Trends, Growth Factors and Opportunities
 - 4.5.2. Market Size and Forecast, By Region
 - 4.5.3. Market Share Analysis, By Country

CHAPTER 5: WIRE PULLING AND TENSIONING MARKET, BY APPLICATION

- 5.1. Market Overview
 - 5.1.1 Market Size and Forecast, By Application
- 5.2. Construction
 - 5.2.1. Key Market Trends, Growth Factors and Opportunities
 - 5.2.2. Market Size and Forecast, By Region
 - 5.2.3. Market Share Analysis, By Country
- 5.3. Power Transmission And Distribution
 - 5.3.1. Key Market Trends, Growth Factors and Opportunities
 - 5.3.2. Market Size and Forecast, By Region
 - 5.3.3. Market Share Analysis, By Country
- 5.4. Telecommunication
 - 5.4.1. Key Market Trends, Growth Factors and Opportunities
 - 5.4.2. Market Size and Forecast, By Region
 - 5.4.3. Market Share Analysis, By Country
- 5.5. Others
 - 5.5.1. Key Market Trends, Growth Factors and Opportunities
 - 5.5.2. Market Size and Forecast, By Region
 - 5.5.3. Market Share Analysis, By Country

CHAPTER 6: WIRE PULLING AND TENSIONING MARKET, BY REGION

- 6.1. Market Overview

- 6.1.1 Market Size and Forecast, By Region
- 6.2. North America
 - 6.2.1. Key Market Trends and Opportunities
 - 6.2.2. Market Size and Forecast, By Type
 - 6.2.3. Market Size and Forecast, By Application
 - 6.2.4. Market Size and Forecast, By Country
 - 6.2.5. U.S. Wire Pulling And Tensioning Market
 - 6.2.5.1. Market Size and Forecast, By Type
 - 6.2.5.2. Market Size and Forecast, By Application
 - 6.2.6. Canada Wire Pulling And Tensioning Market
 - 6.2.6.1. Market Size and Forecast, By Type
 - 6.2.6.2. Market Size and Forecast, By Application
 - 6.2.7. Mexico Wire Pulling And Tensioning Market
 - 6.2.7.1. Market Size and Forecast, By Type
 - 6.2.7.2. Market Size and Forecast, By Application
- 6.3. Europe
 - 6.3.1. Key Market Trends and Opportunities
 - 6.3.2. Market Size and Forecast, By Type
 - 6.3.3. Market Size and Forecast, By Application
 - 6.3.4. Market Size and Forecast, By Country
 - 6.3.5. France Wire Pulling And Tensioning Market
 - 6.3.5.1. Market Size and Forecast, By Type
 - 6.3.5.2. Market Size and Forecast, By Application
 - 6.3.6. Germany Wire Pulling And Tensioning Market
 - 6.3.6.1. Market Size and Forecast, By Type
 - 6.3.6.2. Market Size and Forecast, By Application
 - 6.3.7. Italy Wire Pulling And Tensioning Market
 - 6.3.7.1. Market Size and Forecast, By Type
 - 6.3.7.2. Market Size and Forecast, By Application
 - 6.3.8. UK Wire Pulling And Tensioning Market
 - 6.3.8.1. Market Size and Forecast, By Type
 - 6.3.8.2. Market Size and Forecast, By Application
 - 6.3.9. Rest of Europe Wire Pulling And Tensioning Market
 - 6.3.9.1. Market Size and Forecast, By Type
 - 6.3.9.2. Market Size and Forecast, By Application
- 6.4. Asia-Pacific
 - 6.4.1. Key Market Trends and Opportunities
 - 6.4.2. Market Size and Forecast, By Type
 - 6.4.3. Market Size and Forecast, By Application

- 6.4.4. Market Size and Forecast, By Country
- 6.4.5. China Wire Pulling And Tensioning Market
 - 6.4.5.1. Market Size and Forecast, By Type
 - 6.4.5.2. Market Size and Forecast, By Application
- 6.4.6. Japan Wire Pulling And Tensioning Market
 - 6.4.6.1. Market Size and Forecast, By Type
 - 6.4.6.2. Market Size and Forecast, By Application
- 6.4.7. India Wire Pulling And Tensioning Market
 - 6.4.7.1. Market Size and Forecast, By Type
 - 6.4.7.2. Market Size and Forecast, By Application
- 6.4.8. South Korea Wire Pulling And Tensioning Market
 - 6.4.8.1. Market Size and Forecast, By Type
 - 6.4.8.2. Market Size and Forecast, By Application
- 6.4.9. Rest of Asia-Pacific Wire Pulling And Tensioning Market
 - 6.4.9.1. Market Size and Forecast, By Type
 - 6.4.9.2. Market Size and Forecast, By Application
- 6.5. Latin America
 - 6.5.1. Key Market Trends and Opportunities
 - 6.5.2. Market Size and Forecast, By Type
 - 6.5.3. Market Size and Forecast, By Application
 - 6.5.4. Market Size and Forecast, By Country
 - 6.5.5. Brazil Wire Pulling And Tensioning Market
 - 6.5.5.1. Market Size and Forecast, By Type
 - 6.5.5.2. Market Size and Forecast, By Application
 - 6.5.6. Chile Wire Pulling And Tensioning Market
 - 6.5.6.1. Market Size and Forecast, By Type
 - 6.5.6.2. Market Size and Forecast, By Application
 - 6.5.7. Rest of LAMEA Wire Pulling And Tensioning Market
 - 6.5.7.1. Market Size and Forecast, By Type
 - 6.5.7.2. Market Size and Forecast, By Application
- 6.6. Middle East And Africa
 - 6.6.1. Key Market Trends and Opportunities
 - 6.6.2. Market Size and Forecast, By Type
 - 6.6.3. Market Size and Forecast, By Application
 - 6.6.4. Market Size and Forecast, By Country
 - 6.6.5. Saudi Arabia Wire Pulling And Tensioning Market
 - 6.6.5.1. Market Size and Forecast, By Type
 - 6.6.5.2. Market Size and Forecast, By Application
 - 6.6.6. UAE Wire Pulling And Tensioning Market

- 6.6.6.1. Market Size and Forecast, By Type
- 6.6.6.2. Market Size and Forecast, By Application
- 6.6.7. Nigeria Wire Pulling And Tensioning Market
 - 6.6.7.1. Market Size and Forecast, By Type
 - 6.6.7.2. Market Size and Forecast, By Application
- 6.6.8. South Africa Wire Pulling And Tensioning Market
 - 6.6.8.1. Market Size and Forecast, By Type
 - 6.6.8.2. Market Size and Forecast, By Application
- 6.6.9. Rest of Middle East And Africa Wire Pulling And Tensioning Market
 - 6.6.9.1. Market Size and Forecast, By Type
 - 6.6.9.2. Market Size and Forecast, By Application

CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Introduction
- 7.2. Top Winning Strategies
- 7.3. Product Mapping of Top 10 Player
- 7.4. Competitive Dashboard
- 7.5. Competitive Heatmap
- 7.6. Top Player Positioning, 2023

CHAPTER 8: COMPANY PROFILES

- 8.1. Greenlee (Emerson Electric Co)
 - 8.1.1. Company Overview
 - 8.1.2. Key Executives
 - 8.1.3. Company Snapshot
 - 8.1.4. Operating Business Segments
 - 8.1.5. Product Portfolio
 - 8.1.6. Business Performance
 - 8.1.7. Key Strategic Moves and Developments
- 8.2. Southwire Company, LLC
 - 8.2.1. Company Overview
 - 8.2.2. Key Executives
 - 8.2.3. Company Snapshot
 - 8.2.4. Operating Business Segments
 - 8.2.5. Product Portfolio
 - 8.2.6. Business Performance
 - 8.2.7. Key Strategic Moves and Developments

- 8.3. Milwaukee Tool
 - 8.3.1. Company Overview
 - 8.3.2. Key Executives
 - 8.3.3. Company Snapshot
 - 8.3.4. Operating Business Segments
 - 8.3.5. Product Portfolio
 - 8.3.6. Business Performance
 - 8.3.7. Key Strategic Moves and Developments
- 8.4. Klein Tools, Inc.
 - 8.4.1. Company Overview
 - 8.4.2. Key Executives
 - 8.4.3. Company Snapshot
 - 8.4.4. Operating Business Segments
 - 8.4.5. Product Portfolio
 - 8.4.6. Business Performance
 - 8.4.7. Key Strategic Moves and Developments
- 8.5. Hilti
 - 8.5.1. Company Overview
 - 8.5.2. Key Executives
 - 8.5.3. Company Snapshot
 - 8.5.4. Operating Business Segments
 - 8.5.5. Product Portfolio
 - 8.5.6. Business Performance
 - 8.5.7. Key Strategic Moves and Developments
- 8.6. General Machine Products Co., Inc.
 - 8.6.1. Company Overview
 - 8.6.2. Key Executives
 - 8.6.3. Company Snapshot
 - 8.6.4. Operating Business Segments
 - 8.6.5. Product Portfolio
 - 8.6.6. Business Performance
 - 8.6.7. Key Strategic Moves and Developments
- 8.7. Current Tools Incorporated
 - 8.7.1. Company Overview
 - 8.7.2. Key Executives
 - 8.7.3. Company Snapshot
 - 8.7.4. Operating Business Segments
 - 8.7.5. Product Portfolio
 - 8.7.6. Business Performance

- 8.7.7. Key Strategic Moves and Developments
- 8.8. Ideal Industries, Inc.
 - 8.8.1. Company Overview
 - 8.8.2. Key Executives
 - 8.8.3. Company Snapshot
 - 8.8.4. Operating Business Segments
 - 8.8.5. Product Portfolio
 - 8.8.6. Business Performance
 - 8.8.7. Key Strategic Moves and Developments
- 8.9. Condux International Inc.
 - 8.9.1. Company Overview
 - 8.9.2. Key Executives
 - 8.9.3. Company Snapshot
 - 8.9.4. Operating Business Segments
 - 8.9.5. Product Portfolio
 - 8.9.6. Business Performance
 - 8.9.7. Key Strategic Moves and Developments
- 8.10. Ideal Networks Inc.
 - 8.10.1. Company Overview
 - 8.10.2. Key Executives
 - 8.10.3. Company Snapshot
 - 8.10.4. Operating Business Segments
 - 8.10.5. Product Portfolio
 - 8.10.6. Business Performance
 - 8.10.7. Key Strategic Moves and Developments

I would like to order

Product name: Margarine Market By Type (Hard, Soft, Liquid) , By End User (Household Consumers, HoReCa, Industrial) By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Convenience Stores, Online Retails, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2033

Product link: <https://marketpublishers.com/r/MC9C84611E4DEN.html>

Price: US\$ 2,439.00 (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/MC9C84611E4DEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970