

Global Shortening Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

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Abstracts

This report studies the Shortening market, Shortening refers to edible fats or vegetable or animal origin used in baked goods primarily to improve the eating qualities of the finished product through making it tender and 'short'. There is a variety of shortenings available. These differ mainly in their origin, flavor, and consistency.

According to APO Research, The global Shortening market is projected to grow from US\$ million in 2024 to US\$ million by 2030, at a Compound Annual Growth Rate (CAGR) of % during the forecast period.

In Europe market, Germany is the largest region of Shortening, with a market share about 25%, followed by France and UK, etc. ADM, Walter Rau, AAK, Puratos and Princes Group are the top 5 manufacturers of industry, and they had about 50% combined market share.

This report presents an overview of global market for Shortening, sales, revenue and price. Analyses of the global market trends, with historic market revenue or sales data for 2019 - 2023, estimates for 2024, and projections of CAGR through 2030.

This report researches the key producers of Shortening, also provides the sales of main regions and countries. Of the upcoming market potential for Shortening, and key regions or countries of focus to forecast this market into various segments and sub-segments. Country specific data and market value analysis for the U.S., Canada, Mexico, Brazil, China, Japan, South Korea, Southeast Asia, India, Germany, the U.K., Italy, Middle East, Africa, and Other Countries.

This report focuses on the Shortening sales, revenue, market share and industry ranking of main manufacturers, data from 2019 to 2024. Identification of the major stakeholders in the global Shortening market, and analysis of their competitive landscape and market positioning based on recent developments and segmental revenues. This report will help stakeholders to understand the competitive landscape and gain more insights and position their businesses and market strategies in a better way.

This report analyzes the segments data by Type and by Application, sales, revenue, and price, from 2019 to 2030. Evaluation and forecast the market size for Shortening sales, projected growth trends, production technology, application and end-user industry.

Descriptive company profiles of the major global players, including Olenex, ADM, Walter Rau, Y?ld?z Holding, VFI GmbH, AAK, Zeelandia, Puratos and Princes Group, etc.

Shortening segment by Company

Olenex

ADM

Walter Rau

Y?ld?z Holding

VFI GmbH

AAK

Zeelandia

Puratos

Princes Group

HAS Group

Shortening segment by Type

All Purpose Shortening

Emulsified Shortening

High Stability Shortening

Shortening segment by Application

Baking

Frying

Confectionery and Pastry

Others

Shortening segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Study Objectives

Global Shortening Market by Size, by Type, by Application, by Region, History and Forecast 2019-2030

1. To analyze and research the global status and future forecast, involving, production, value, consumption, growth rate (CAGR), market share, historical and forecast.
2. To present the key manufacturers, capacity, production, revenue, market share, and Recent Developments.
3. To split the breakdown data by regions, type, manufacturers, and Application.
4. To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints, and risks.
5. To identify significant trends, drivers, influence factors in global and regions.
6. To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global Shortening market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.
2. This report will help stakeholders to understand the global industry status and trends of Shortening and provides them with information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.
4. This report stays updated with novel technology integration, features, and the latest developments in the market.

5. This report helps stakeholders to gain insights into which regions to target globally.
6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Shortening.
7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Provides an overview of the Shortening market, including product definition, global market growth prospects, market size, sales, and average price forecasts (2019-2030).

Chapter 2: Provides the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Shortening manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, etc.

Chapter 4: Provides the analysis of various market segments by type, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 5: Provides the analysis of various market segments by application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 6: Sales of Shortening in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 7: Revenue of Shortening in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the market development, future development prospects, market space of each country in the world.

Chapter 8: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin,

product introduction, recent development, etc.

Chapter 9: Analysis of industrial chain, including the upstream and downstream of the industry.

Chapter 10: Concluding Insights of the report

Contents

1 MARKET OVERVIEW

- 1.1 Product Definition
- 1.2 Global Shortening Market Size, 2019 VS 2023 VS 2030
- 1.3 Global Shortening Market Size Estimates and Forecasts (2019-2030)
- 1.4 Global Shortening Sales Estimates and Forecasts (2019-2030)
- 1.5 Global Shortening Market Average Price (2019-2030)
- 1.6 Assumptions and Limitations
- 1.7 Study Goals and Objectives

2 GLOBAL SHORTENING MARKET DYNAMICS

- 2.1 Shortening Industry Trends
- 2.2 Shortening Industry Drivers
- 2.3 Shortening Industry Opportunities and Challenges
- 2.4 Shortening Industry Restraints

3 SHORTENING MARKET BY MANUFACTURERS

- 3.1 Global Shortening Revenue by Manufacturers (2019-2024)
- 3.2 Global Shortening Sales by Manufacturers (2019-2024)
- 3.3 Global Shortening Average Sales Price by Manufacturers (2019-2024)
- 3.4 Global Shortening Industry Manufacturers Ranking, 2022 VS 2023 VS 2024
- 3.5 Global Shortening Key Manufacturers Manufacturing Sites & Headquarters
- 3.6 Global Shortening Manufacturers, Product Type & Application
- 3.7 Global Shortening Manufacturers Commercialization Time
- 3.8 Market Competitive Analysis
 - 3.8.1 Global Shortening Market CR5 and HHI
 - 3.8.2 Global Top 5 and 10 Shortening Players Market Share by Revenue in 2023
 - 3.8.3 2023 Shortening Tier 1, Tier 2, and Tier

4 SHORTENING MARKET BY TYPE

- 4.1 Shortening Type Introduction
 - 4.1.1 All Purpose Shortening
 - 4.1.2 Emulsified Shortening
 - 4.1.3 High Stability Shortening

4.2 Global Shortening Sales by Type

4.2.1 Global Shortening Sales by Type (2019 VS 2023 VS 2030)

4.2.2 Global Shortening Sales by Type (2019-2030)

4.2.3 Global Shortening Sales Market Share by Type (2019-2030)

4.3 Global Shortening Revenue by Type

4.3.1 Global Shortening Revenue by Type (2019 VS 2023 VS 2030)

4.3.2 Global Shortening Revenue by Type (2019-2030)

4.3.3 Global Shortening Revenue Market Share by Type (2019-2030)

5 SHORTENING MARKET BY APPLICATION

5.1 Shortening Application Introduction

5.1.1 Baking

5.1.2 Frying

5.1.3 Confectionery and Pastry

5.1.4 Others

5.2 Global Shortening Sales by Application

5.2.1 Global Shortening Sales by Application (2019 VS 2023 VS 2030)

5.2.2 Global Shortening Sales by Application (2019-2030)

5.2.3 Global Shortening Sales Market Share by Application (2019-2030)

5.3 Global Shortening Revenue by Application

5.3.1 Global Shortening Revenue by Application (2019 VS 2023 VS 2030)

5.3.2 Global Shortening Revenue by Application (2019-2030)

5.3.3 Global Shortening Revenue Market Share by Application (2019-2030)

6 GLOBAL SHORTENING SALES BY REGION

6.1 Global Shortening Sales by Region: 2019 VS 2023 VS 2030

6.2 Global Shortening Sales by Region (2019-2030)

6.2.1 Global Shortening Sales by Region (2019-2024)

6.2.2 Global Shortening Sales Forecasted by Region (2025-2030)

6.3 North America

6.3.1 North America Shortening Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.3.2 North America Shortening Sales by Country (2019-2030)

6.3.3 U.S.

6.3.4 Canada

6.4 Europe

6.4.1 Europe Shortening Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.4.2 Europe Shortening Sales by Country (2019-2030)

6.4.3 Germany

6.4.4 France

6.4.5 U.K.

6.4.6 Italy

6.4.7 Netherlands

6.5 Asia Pacific

6.5.1 Asia Pacific Shortening Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.5.2 Asia Pacific Shortening Sales by Country (2019-2030)

6.5.3 China

6.5.4 Japan

6.5.5 South Korea

6.5.6 Southeast Asia

6.5.7 India

6.5.8 Australia

6.6 LAMEA

6.6.1 LAMEA Shortening Sales Growth Rate by Country: 2019 VS 2023 VS 2030

6.6.2 LAMEA Shortening Sales by Country (2019-2030)

6.6.3 Mexico

6.6.4 Brazil

6.6.5 Turkey

6.6.6 GCC Countries

7 GLOBAL SHORTENING REVENUE BY REGION

7.1 Global Shortening Revenue by Region

7.1.1 Global Shortening Revenue by Region: 2019 VS 2023 VS 2030

7.1.2 Global Shortening Revenue by Region (2019-2024)

7.1.3 Global Shortening Revenue by Region (2025-2030)

7.1.4 Global Shortening Revenue Market Share by Region (2019-2030)

7.2 North America

7.2.1 North America Shortening Revenue (2019-2030)

7.2.2 North America Shortening Revenue Share by Country: 2019 VS 2023 VS 2030

7.3 Europe

7.3.1 Europe Shortening Revenue (2019-2030)

7.3.2 Europe Shortening Revenue Share by Country: 2019 VS 2023 VS 2030

7.4 Asia-Pacific

7.4.1 Asia-Pacific Shortening Revenue (2019-2030)

7.4.2 Asia-Pacific Shortening Revenue Share by Country: 2019 VS 2023 VS 2030

7.5 LAMEA

7.5.1 LAMEA Shortening Revenue (2019-2030)

7.5.2 LAMEA Shortening Revenue Share by Country: 2019 VS 2023 VS 2030

8 COMPANY PROFILES

8.1 Olenex

8.1.1 Olenex Company Information

8.1.2 Olenex Business Overview

8.1.3 Olenex Shortening Sales, Price, Revenue and Gross Margin (2019-2024)

8.1.4 Olenex Shortening Product Portfolio

8.1.5 Olenex Recent Developments

8.2 ADM

8.2.1 ADM Company Information

8.2.2 ADM Business Overview

8.2.3 ADM Shortening Sales, Price, Revenue and Gross Margin (2019-2024)

8.2.4 ADM Shortening Product Portfolio

8.2.5 ADM Recent Developments

8.3 Walter Rau

8.3.1 Walter Rau Company Information

8.3.2 Walter Rau Business Overview

8.3.3 Walter Rau Shortening Sales, Price, Revenue and Gross Margin (2019-2024)

8.3.4 Walter Rau Shortening Product Portfolio

8.3.5 Walter Rau Recent Developments

8.4 Y?ld?z Holding

8.4.1 Y?ld?z Holding Company Information

8.4.2 Y?ld?z Holding Business Overview

8.4.3 Y?ld?z Holding Shortening Sales, Price, Revenue and Gross Margin (2019-2024)

8.4.4 Y?ld?z Holding Shortening Product Portfolio

8.4.5 Y?ld?z Holding Recent Developments

8.5 VFI GmbH

8.5.1 VFI GmbH Company Information

8.5.2 VFI GmbH Business Overview

8.5.3 VFI GmbH Shortening Sales, Price, Revenue and Gross Margin (2019-2024)

8.5.4 VFI GmbH Shortening Product Portfolio

8.5.5 VFI GmbH Recent Developments

8.6 AAK

8.6.1 AAK Company Information

- 8.6.2 AAK Business Overview
- 8.6.3 AAK Shortening Sales, Price, Revenue and Gross Margin (2019-2024)
- 8.6.4 AAK Shortening Product Portfolio
- 8.6.5 AAK Recent Developments
- 8.7 Zeelandia
 - 8.7.1 Zeelandia Company Information
 - 8.7.2 Zeelandia Business Overview
 - 8.7.3 Zeelandia Shortening Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.7.4 Zeelandia Shortening Product Portfolio
 - 8.7.5 Zeelandia Recent Developments
- 8.8 Puratos
 - 8.8.1 Puratos Company Information
 - 8.8.2 Puratos Business Overview
 - 8.8.3 Puratos Shortening Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.8.4 Puratos Shortening Product Portfolio
 - 8.8.5 Puratos Recent Developments
- 8.9 Princes Group
 - 8.9.1 Princes Group Company Information
 - 8.9.2 Princes Group Business Overview
 - 8.9.3 Princes Group Shortening Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.9.4 Princes Group Shortening Product Portfolio
 - 8.9.5 Princes Group Recent Developments
- 8.10 HAS Group
 - 8.10.1 HAS Group Company Information
 - 8.10.2 HAS Group Business Overview
 - 8.10.3 HAS Group Shortening Sales, Price, Revenue and Gross Margin (2019-2024)
 - 8.10.4 HAS Group Shortening Product Portfolio
 - 8.10.5 HAS Group Recent Developments

9 VALUE CHAIN AND SALES CHANNELS ANALYSIS

- 9.1 Shortening Value Chain Analysis
 - 9.1.1 Shortening Key Raw Materials
 - 9.1.2 Raw Materials Key Suppliers
 - 9.1.3 Manufacturing Cost Structure
 - 9.1.4 Shortening Production Mode & Process
- 9.2 Shortening Sales Channels Analysis
 - 9.2.1 Direct Comparison with Distribution Share
 - 9.2.2 Shortening Distributors

9.2.3 Shortening Customers

10 CONCLUDING INSIGHTS

11 APPENDIX

11.1 Reasons for Doing This Study

11.2 Research Methodology

11.3 Research Process

11.4 Authors List of This Report

11.5 Data Source

11.5.1 Secondary Sources

11.5.2 Primary Sources

11.6 Disclaimer

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