

# Global Shortening Market Size, Manufacturers, Growth Analysis Industry Forecast to 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

1. To analyze and research the global Shortening status and future forecast, involving,

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sales, revenue, growth rate (CAGR), market share, historical and forecast.

2. To present the key manufacturers, sales, 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 Shortening market potential and advantage, opportunity and challenge, restraints, and risks.

5. To identify Shortening significant trends, drivers, influence factors in global and regions.

6. To analyze Shortening 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 sales 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, sales value, sales volume, and average price forecasts (2019-2030).

Chapter 2: Analysis key trends, drivers, challenges, and opportunities within the global Shortening industry.

Chapter 3: Detailed analysis of Shortening manufacturers competitive landscape, price, sales and revenue market share, latest development plan, merger, and acquisition information, 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 and value 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, and market size of each country in the world.

Chapter 7: Sales and value of Shortening in country level. It provides sigmate data by type, and by application for each country/region.

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.

Chapter 10: Concluding Insights.

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