

Global Shortening Powder Market Size study, By Source (Palm, Soybean, Others), By End Use (Food Industry, Foodservice/HoReCa (Hotels/Restaurants/Caf?), Household), By Sales Channel (Direct Sales, Indirect Sales, Hypermarkets/Supermarkets, Wholesalers, Convenience Stores, Specialty Stores, Online Retailers), and Regional Forecasts 2022-2028

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Abstracts

Global Shortening Powder Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. The Shortening Powder refers to an edible fat made out mostly from vegetable sources like soya bean or palm kernel. Shortening powder is used making of different bakery products such as brownies and bar cookies. The growing Bakery and Confectionery industry and increasing number chain restaurants & outlets are accelerating the global market demand. For instance, according to Statista – as of 2022, revenue of Bread & Bakery Products segment is estimated at USD 1197 billion, and this market is projected to grow by CAGR of 5.52% between 2022 and 2027 to reach to USD 1565.91 billion by end of 2027. Furthermore, in February 2019 US-based food and agriculture group Cargill launched its new palm shortening line named Palm Agility for bakery products customers. Moreover, according to Statista – In 2020, the market of the bakery cafe sector in the United States was valued at USD 11.2 billion, and it further increased to USD 11.69 billion by end of 2021. Also, growing consumption of ready-to-eat food products and increasing penetration of online food services platforms are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, health issues associated with overconsumption of Fats impede the

growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Shortening Powder Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing expansion of organized food outlets and presence of leading market players in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving growth of online food services and rising demand for convenience food products in the region, would create lucrative growth prospects for the global Shortening Powder Market across the Asia Pacific region.

Major market players included in this report are:

Augason Farms
Archer Daniels Midland Company
DairiConcepts, L.P.
Cargill Incorporated
Bluegrass Dairy & Food, Inc.
Honeyville, Inc.
The J.M. Smucker Company
Stratas Foods, LLC
KB Ingredients
Ciranda, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Source:

Palm
Soybean
Others

By End Use:

Food Industry

Foodservice/HoReCa (Hotels/Restaurants/Caf?)

Household

By Sales Channel:

Direct Sales

Indirect Sales

Hypermarkets/Supermarkets

Wholesalers

Convenience Stores

Specialty Stores

Online Retailers

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Shortening Powder Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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