

Global Shortenings Market Size study & Forecast, by Type, Formulation, Application, End Use and Regional Forecasts 2025-2035

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Abstracts

The Global Shortenings Market is valued approximately at USD 4.21 billion in 2024 and is anticipated to grow with a robust CAGR of 2.65% over the forecast period 2025–2035. Shortenings—those semi-solid fats essential for imparting flakiness in pastries and richness in cookies—have long served as the invisible yet irreplaceable backbone of the global baking and frying industries. As the landscape of consumer eating habits transforms, so too does the role of shortenings. Once synonymous with hydrogenated fats, today’s shortenings have morphed into an arena of innovation, clean-label functionality, and performance enhancement. The shift towards plant-based diets, trans-fat-free alternatives, and healthier lipid formulations is breathing new life into a category previously viewed with nutritional skepticism. The market is steadily gaining traction not only across the commercial food production sector but also in household use, thanks to the rise of home baking and DIY culinary trends.

Accelerating demand from the processed food and baked goods segments is one of the prime catalysts propelling market growth. With global bakery sales undergoing rapid globalization, manufacturers are aggressively reformulating recipes to incorporate healthier shortenings that balance functionality with flavor. Furthermore, the preference for non-hydrogenated and vegetable-based options has sparked a wave of R&D in emulsification technologies and fat crystallization science. Shortenings are also evolving beyond their traditional roles, now doubling up as carriers for flavor and color, or acting as stabilizers in moisture-sensitive products. The heightened regulatory scrutiny over saturated fats and trans fats is challenging manufacturers to reimagine their formulations without compromising on performance, leading to a surge in demand for palm oil blends, sunflower oil shortenings, and interesterified fats.

From a regional standpoint, North America continues to dominate the global shortenings market, underpinned by a mature baking industry, a well-developed fast-food infrastructure, and strong consumer awareness around product labels. The U.S., in particular, is witnessing a renaissance in artisanal and frozen bakery products, leading to rising demand for specialty shortening blends. Europe follows suit, especially in countries like Germany and the UK, where organic and vegan baking trends are creating fertile ground for innovation in plant-based shortenings. Meanwhile, Asia Pacific is emerging as the fastest-growing region, with countries like India, China, and Indonesia pushing the demand envelope due to their rapidly expanding food manufacturing sectors. The surging middle-class population, evolving dietary preferences, and strategic investments by multinational companies are reinforcing the region's upward trajectory.

Major market player included in this report are:

BASF SE

Bunge Limited

Cargill, Incorporated

Wilmar International Limited

IOI Corporation Berhad

AAK AB

Nestl? S.A.

Archer Daniels Midland Company (ADM)

Puratos Group

Olenex Sarl

Conagra Brands, Inc.

Associated British Foods plc

AAK Kamani Pvt. Ltd.

PT SMART Tbk

Unity Foods Limited

Global Shortenings Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players.

The detailed segments and sub-segments of the market are explained below:

By Type:

Vegetable Shortening

Animal Shortening

Trans Fat Shortening

Non-Hydrogenated Shortening

By Formulation:

Solid Shortening

Liquid Shortening

Whipped Shortening

By Application:

Baking

Frying

Confectionery

Snacks

By End Use:

Commercial

Household

Industrial

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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