

# Global Shortening Fat Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

Shortening fat is a type of fat used in baking and cooking to create a tender and flaky texture in pastries, as well as to add richness and moisture to various dishes. It is typically made from hydrogenated vegetable oils, which are solid at room temperature. Shortening fat is commonly used in pie crusts, cookies, cakes, and other baked goods to achieve a desired texture and flavor profile. Due to its high melting point, shortening fat helps create a light and airy texture in pastries by trapping air during the baking process. However, with growing concerns over the health implications of trans fats, many manufacturers have shifted towards producing trans-fat-free shortening fats using alternative ingredients such as palm oil or soybean oil.

The market for shortening fat is experiencing several key trends and market drivers. One significant trend is the increasing demand for plant-based and clean label products, driven by consumer preferences for healthier and more natural ingredients. As a result, manufacturers are focusing on developing shortening fats that are free from trans fats, hydrogenated oils, and artificial additives. Additionally, the rising popularity of vegan and vegetarian diets is driving the demand for plant-based shortening fats derived from sources such as palm, coconut, or avocado oil. Moreover, the growing foodservice industry and the expanding bakery sector are also contributing to the market growth of shortening fat, as these sectors rely heavily on fats and oils for their culinary creations. At the same time, the convenience and versatility of shortening fat in various cooking applications continue to make it a staple ingredient in both commercial and household kitchens.

This report provides a deep insight into the global Shortening Fat market covering all its

essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Shortening Fat Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Shortening Fat market in any manner.

#### Global Shortening Fat Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

#### Key Company

Unilever

Bunge

NMGK Group

ConAgra

Zydus Cadila

Wilmar-International

Fuji Oil

BRF

Yidiz Holding

Grupo Lala

NamChow

Sunnyfoods

Cargill

COFCO

Uni-President

Mengniu

Yili

Brightdairy

Dairy Cres

Market Segmentation (by Type)

From Soybeans

From Rapeseeds

From Sunflower Seed

From Palm and Palmkernel

From Maize

From Coconut

From Linseed

From Groundnut

Others

Market Segmentation (by Application)

Confectionary

Ice Cream

Snacks

Bakery

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Shortening Fat Market

Overview of the regional outlook of the Shortening Fat Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

## Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Shortening Fat Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan,

merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the 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 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to 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 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

#### 1.1 Market Definition and Statistical Scope of Shortening Fat

#### 1.2 Key Market Segments

##### 1.2.1 Shortening Fat Segment by Type

##### 1.2.2 Shortening Fat Segment by Application

#### 1.3 Methodology & Sources of Information

##### 1.3.1 Research Methodology

##### 1.3.2 Research Process

##### 1.3.3 Market Breakdown and Data Triangulation

##### 1.3.4 Base Year

##### 1.3.5 Report Assumptions & Caveats

### **2 SHORTENING FAT MARKET OVERVIEW**

#### 2.1 Global Market Overview

##### 2.1.1 Global Shortening Fat Market Size (M USD) Estimates and Forecasts (2020-2033)

##### 2.1.2 Global Shortening Fat Sales Estimates and Forecasts (2020-2033)

#### 2.2 Market Segment Executive Summary

#### 2.3 Global Market Size by Region

### **3 SHORTENING FAT MARKET COMPETITIVE LANDSCAPE**

#### 3.1 Company Assessment Quadrant

#### 3.2 Global Shortening Fat Product Life Cycle

#### 3.3 Global Shortening Fat Sales by Manufacturers (2020-2025)

#### 3.4 Global Shortening Fat Revenue Market Share by Manufacturers (2020-2025)

#### 3.5 Shortening Fat Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

#### 3.6 Global Shortening Fat Average Price by Manufacturers (2020-2025)

#### 3.7 Manufacturers Shortening Fat Manufacturing Sites, Area Served, Product Type

#### 3.8 Shortening Fat Market Competitive Situation and Trends

##### 3.8.1 Shortening Fat Market Concentration Rate

##### 3.8.2 Global 5 and 10 Largest Shortening Fat Players Market Share by Revenue

##### 3.8.3 Mergers & Acquisitions, Expansion

### **4 SHORTENING FAT INDUSTRY CHAIN ANALYSIS**

- 4.1 Shortening Fat Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF SHORTENING FAT MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Shortening Fat Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 Global Trade Frictions and Their Impacts to Shortening Fat Market
- 5.7 ESG Ratings of Leading Companies

## **6 SHORTENING FAT MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Shortening Fat Sales Market Share by Type (2020-2025)
- 6.3 Global Shortening Fat Market Size Market Share by Type (2020-2025)
- 6.4 Global Shortening Fat Price by Type (2020-2025)

## **7 SHORTENING FAT MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Shortening Fat Market Sales by Application (2020-2025)
- 7.3 Global Shortening Fat Market Size (M USD) by Application (2020-2025)
- 7.4 Global Shortening Fat Sales Growth Rate by Application (2020-2025)

## **8 SHORTENING FAT MARKET SALES BY REGION**

### 8.1 Global Shortening Fat Sales by Region

#### 8.1.1 Global Shortening Fat Sales by Region

#### 8.1.2 Global Shortening Fat Sales Market Share by Region

### 8.2 Global Shortening Fat Market Size by Region

#### 8.2.1 Global Shortening Fat Market Size by Region

#### 8.2.2 Global Shortening Fat Market Size Market Share by Region

### 8.3 North America

#### 8.3.1 North America Shortening Fat Sales by Country

#### 8.3.2 North America Shortening Fat Market Size by Country

#### 8.3.3 U.S. Market Overview

#### 8.3.4 Canada Market Overview

#### 8.3.5 Mexico Market Overview

### 8.4 Europe

#### 8.4.1 Europe Shortening Fat Sales by Country

#### 8.4.2 Europe Shortening Fat Market Size by Country

#### 8.4.3 Germany Market Overview

#### 8.4.4 France Market Overview

#### 8.4.5 U.K. Market Overview

#### 8.4.6 Italy Market Overview

#### 8.4.7 Spain Market Overview

### 8.5 Asia Pacific

#### 8.5.1 Asia Pacific Shortening Fat Sales by Region

#### 8.5.2 Asia Pacific Shortening Fat Market Size by Region

#### 8.5.3 China Market Overview

#### 8.5.4 Japan Market Overview

#### 8.5.5 South Korea Market Overview

#### 8.5.6 India Market Overview

#### 8.5.7 Southeast Asia Market Overview

### 8.6 South America

#### 8.6.1 South America Shortening Fat Sales by Country

#### 8.6.2 South America Shortening Fat Market Size by Country

#### 8.6.3 Brazil Market Overview

#### 8.6.4 Argentina Market Overview

#### 8.6.5 Columbia Market Overview

### 8.7 Middle East and Africa

#### 8.7.1 Middle East and Africa Shortening Fat Sales by Region

8.7.2 Middle East and Africa Shortening Fat Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

## **9 SHORTENING FAT MARKET PRODUCTION BY REGION**

9.1 Global Production of Shortening Fat by Region(2020-2025)

9.2 Global Shortening Fat Revenue Market Share by Region (2020-2025)

9.3 Global Shortening Fat Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Shortening Fat Production

9.4.1 North America Shortening Fat Production Growth Rate (2020-2025)

9.4.2 North America Shortening Fat Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Shortening Fat Production

9.5.1 Europe Shortening Fat Production Growth Rate (2020-2025)

9.5.2 Europe Shortening Fat Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Shortening Fat Production (2020-2025)

9.6.1 Japan Shortening Fat Production Growth Rate (2020-2025)

9.6.2 Japan Shortening Fat Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Shortening Fat Production (2020-2025)

9.7.1 China Shortening Fat Production Growth Rate (2020-2025)

9.7.2 China Shortening Fat Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

10.1 Unilever

10.1.1 Unilever Basic Information

10.1.2 Unilever Shortening Fat Product Overview

10.1.3 Unilever Shortening Fat Product Market Performance

10.1.4 Unilever Business Overview

10.1.5 Unilever SWOT Analysis

10.1.6 Unilever Recent Developments

10.2 Bunge

10.2.1 Bunge Basic Information

- 10.2.2 Bunge Shortening Fat Product Overview
- 10.2.3 Bunge Shortening Fat Product Market Performance
- 10.2.4 Bunge Business Overview
- 10.2.5 Bunge SWOT Analysis
- 10.2.6 Bunge Recent Developments
- 10.3 NMGK Group
  - 10.3.1 NMGK Group Basic Information
  - 10.3.2 NMGK Group Shortening Fat Product Overview
  - 10.3.3 NMGK Group Shortening Fat Product Market Performance
  - 10.3.4 NMGK Group Business Overview
  - 10.3.5 NMGK Group SWOT Analysis
  - 10.3.6 NMGK Group Recent Developments
- 10.4 ConAgra
  - 10.4.1 ConAgra Basic Information
  - 10.4.2 ConAgra Shortening Fat Product Overview
  - 10.4.3 ConAgra Shortening Fat Product Market Performance
  - 10.4.4 ConAgra Business Overview
  - 10.4.5 ConAgra Recent Developments
- 10.5 Zydus Cadila
  - 10.5.1 Zydus Cadila Basic Information
  - 10.5.2 Zydus Cadila Shortening Fat Product Overview
  - 10.5.3 Zydus Cadila Shortening Fat Product Market Performance
  - 10.5.4 Zydus Cadila Business Overview
  - 10.5.5 Zydus Cadila Recent Developments
- 10.6 Wilmar-International
  - 10.6.1 Wilmar-International Basic Information
  - 10.6.2 Wilmar-International Shortening Fat Product Overview
  - 10.6.3 Wilmar-International Shortening Fat Product Market Performance
  - 10.6.4 Wilmar-International Business Overview
  - 10.6.5 Wilmar-International Recent Developments
- 10.7 Fuji Oil
  - 10.7.1 Fuji Oil Basic Information
  - 10.7.2 Fuji Oil Shortening Fat Product Overview
  - 10.7.3 Fuji Oil Shortening Fat Product Market Performance
  - 10.7.4 Fuji Oil Business Overview
  - 10.7.5 Fuji Oil Recent Developments
- 10.8 BRF
  - 10.8.1 BRF Basic Information
  - 10.8.2 BRF Shortening Fat Product Overview

- 10.8.3 BRF Shortening Fat Product Market Performance
- 10.8.4 BRF Business Overview
- 10.8.5 BRF Recent Developments
- 10.9 Yidiz Holding
  - 10.9.1 Yidiz Holding Basic Information
  - 10.9.2 Yidiz Holding Shortening Fat Product Overview
  - 10.9.3 Yidiz Holding Shortening Fat Product Market Performance
  - 10.9.4 Yidiz Holding Business Overview
  - 10.9.5 Yidiz Holding Recent Developments
- 10.10 Grupo Lala
  - 10.10.1 Grupo Lala Basic Information
  - 10.10.2 Grupo Lala Shortening Fat Product Overview
  - 10.10.3 Grupo Lala Shortening Fat Product Market Performance
  - 10.10.4 Grupo Lala Business Overview
  - 10.10.5 Grupo Lala Recent Developments
- 10.11 NamChow
  - 10.11.1 NamChow Basic Information
  - 10.11.2 NamChow Shortening Fat Product Overview
  - 10.11.3 NamChow Shortening Fat Product Market Performance
  - 10.11.4 NamChow Business Overview
  - 10.11.5 NamChow Recent Developments
- 10.12 Sunnyfoods
  - 10.12.1 Sunnyfoods Basic Information
  - 10.12.2 Sunnyfoods Shortening Fat Product Overview
  - 10.12.3 Sunnyfoods Shortening Fat Product Market Performance
  - 10.12.4 Sunnyfoods Business Overview
  - 10.12.5 Sunnyfoods Recent Developments
- 10.13 Cargill
  - 10.13.1 Cargill Basic Information
  - 10.13.2 Cargill Shortening Fat Product Overview
  - 10.13.3 Cargill Shortening Fat Product Market Performance
  - 10.13.4 Cargill Business Overview
  - 10.13.5 Cargill Recent Developments
- 10.14 COFCO
  - 10.14.1 COFCO Basic Information
  - 10.14.2 COFCO Shortening Fat Product Overview
  - 10.14.3 COFCO Shortening Fat Product Market Performance
  - 10.14.4 COFCO Business Overview
  - 10.14.5 COFCO Recent Developments

## 10.15 Uni-President

- 10.15.1 Uni-President Basic Information
- 10.15.2 Uni-President Shortening Fat Product Overview
- 10.15.3 Uni-President Shortening Fat Product Market Performance
- 10.15.4 Uni-President Business Overview
- 10.15.5 Uni-President Recent Developments

## 10.16 Mengniu

- 10.16.1 Mengniu Basic Information
- 10.16.2 Mengniu Shortening Fat Product Overview
- 10.16.3 Mengniu Shortening Fat Product Market Performance
- 10.16.4 Mengniu Business Overview
- 10.16.5 Mengniu Recent Developments

## 10.17 Yili

- 10.17.1 Yili Basic Information
- 10.17.2 Yili Shortening Fat Product Overview
- 10.17.3 Yili Shortening Fat Product Market Performance
- 10.17.4 Yili Business Overview
- 10.17.5 Yili Recent Developments

## 10.18 Brightdairy

- 10.18.1 Brightdairy Basic Information
- 10.18.2 Brightdairy Shortening Fat Product Overview
- 10.18.3 Brightdairy Shortening Fat Product Market Performance
- 10.18.4 Brightdairy Business Overview
- 10.18.5 Brightdairy Recent Developments

## 10.19 Dairy Cres

- 10.19.1 Dairy Cres Basic Information
- 10.19.2 Dairy Cres Shortening Fat Product Overview
- 10.19.3 Dairy Cres Shortening Fat Product Market Performance
- 10.19.4 Dairy Cres Business Overview
- 10.19.5 Dairy Cres Recent Developments

# **11 SHORTENING FAT MARKET FORECAST BY REGION**

## 11.1 Global Shortening Fat Market Size Forecast

## 11.2 Global Shortening Fat Market Forecast by Region

- 11.2.1 North America Market Size Forecast by Country
- 11.2.2 Europe Shortening Fat Market Size Forecast by Country
- 11.2.3 Asia Pacific Shortening Fat Market Size Forecast by Region
- 11.2.4 South America Shortening Fat Market Size Forecast by Country

#### 11.2.5 Middle East and Africa Forecasted Sales of Shortening Fat by Country

### 12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

#### 12.1 Global Shortening Fat Market Forecast by Type (2026-2033)

##### 12.1.1 Global Forecasted Sales of Shortening Fat by Type (2026-2033)

##### 12.1.2 Global Shortening Fat Market Size Forecast by Type (2026-2033)

##### 12.1.3 Global Forecasted Price of Shortening Fat by Type (2026-2033)

#### 12.2 Global Shortening Fat Market Forecast by Application (2026-2033)

##### 12.2.1 Global Shortening Fat Sales (K MT) Forecast by Application

##### 12.2.2 Global Shortening Fat Market Size (M USD) Forecast by Application (2026-2033)

### 13 CONCLUSION AND KEY FINDINGS

#### List of Tables

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Shortening Fat Market Size Comparison by Region (M USD)

Table 5. Global Shortening Fat Sales (K MT) by Manufacturers (2020-2025)

Table 6. Global Shortening Fat Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Shortening Fat Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Shortening Fat Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Shortening Fat as of 2024)

Table 10. Global Market Shortening Fat Average Price (USD/MT) of Key Manufacturers (2020-2025)

Table 11. Manufacturers Shortening Fat Manufacturing Sites and Area Served

Table 12. Manufacturers Shortening Fat Product Type

Table 13. Global Shortening Fat Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Shortening Fat Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

|                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------|
| Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027                                                     |
| Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026                                                     |
| Table 24. Global Shortening Fat Sales by Type (K MT)                                                                   |
| Table 25. Global Shortening Fat Market Size by Type (M USD)                                                            |
| Table 26. Global Shortening Fat Sales (K MT) by Type (2020-2025)                                                       |
| Table 27. Global Shortening Fat Sales Market Share by Type (2020-2025)                                                 |
| Table 28. Global Shortening Fat Market Size (M USD) by Type (2020-2025)                                                |
| Table 29. Global Shortening Fat Market Size Share by Type (2020-2025)                                                  |
| Table 30. Global Shortening Fat Price (USD/MT) by Type (2020-2025)                                                     |
| Table 31. Global Shortening Fat Sales (K MT) by Application                                                            |
| Table 32. Global Shortening Fat Market Size by Application                                                             |
| Table 33. Global Shortening Fat Sales by Application (2020-2025) & (K MT)                                              |
| Table 34. Global Shortening Fat Sales Market Share by Application (2020-2025)                                          |
| Table 35. Global Shortening Fat Market Size by Application (2020-2025) & (M USD)                                       |
| Table 36. Global Shortening Fat Market Share by Application (2020-2025)                                                |
| Table 37. Global Shortening Fat Sales Growth Rate by Application (2020-2025)                                           |
| Table 38. Global Shortening Fat Sales by Region (2020-2025) & (K MT)                                                   |
| Table 39. Global Shortening Fat Sales Market Share by Region (2020-2025)                                               |
| Table 40. Global Shortening Fat Market Size by Region (2020-2025) & (M USD)                                            |
| Table 41. Global Shortening Fat Market Size Market Share by Region (2020-2025)                                         |
| Table 42. North America Shortening Fat Sales by Country (2020-2025) & (K MT)                                           |
| Table 43. North America Shortening Fat Market Size by Country (2020-2025) & (M USD)                                    |
| Table 44. Europe Shortening Fat Sales by Country (2020-2025) & (K MT)                                                  |
| Table 45. Europe Shortening Fat Market Size by Country (2020-2025) & (M USD)                                           |
| Table 46. Asia Pacific Shortening Fat Sales by Region (2020-2025) & (K MT)                                             |
| Table 47. Asia Pacific Shortening Fat Market Size by Region (2020-2025) & (M USD)                                      |
| Table 48. South America Shortening Fat Sales by Country (2020-2025) & (K MT)                                           |
| Table 49. South America Shortening Fat Market Size by Country (2020-2025) & (M USD)                                    |
| Table 50. Middle East and Africa Shortening Fat Sales by Region (2020-2025) & (K MT)                                   |
| Table 51. Middle East and Africa Shortening Fat Market Size by Region (2020-2025) & (M USD)                            |
| Table 52. Global Shortening Fat Production (K MT) by Region(2020-2025)                                                 |
| Table 53. Global Shortening Fat Revenue (US\$ Million) by Region (2020-2025)                                           |
| Table 54. Global Shortening Fat Revenue Market Share by Region (2020-2025)                                             |
| Table 55. Global Shortening Fat Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025) |
| Table 56. North America Shortening Fat Production (K MT), Revenue (US\$ Million),                                      |

Price (USD/MT) and Gross Margin (2020-2025)

Table 57. Europe Shortening Fat Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 58. Japan Shortening Fat Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 59. China Shortening Fat Production (K MT), Revenue (US\$ Million), Price (USD/MT) and Gross Margin (2020-2025)

Table 60. Unilever Basic Information

Table 61. Unilever Shortening Fat Product Overview

Table 62. Unilever Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 63. Unilever Business Overview

Table 64. Unilever SWOT Analysis

Table 65. Unilever Recent Developments

Table 66. Bunge Basic Information

Table 67. Bunge Shortening Fat Product Overview

Table 68. Bunge Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 69. Bunge Business Overview

Table 70. Bunge SWOT Analysis

Table 71. Bunge Recent Developments

Table 72. NMGK Group Basic Information

Table 73. NMGK Group Shortening Fat Product Overview

Table 74. NMGK Group Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 75. NMGK Group Business Overview

Table 76. NMGK Group SWOT Analysis

Table 77. NMGK Group Recent Developments

Table 78. ConAgra Basic Information

Table 79. ConAgra Shortening Fat Product Overview

Table 80. ConAgra Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 81. ConAgra Business Overview

Table 82. ConAgra Recent Developments

Table 83. Zydus Cadila Basic Information

Table 84. Zydus Cadila Shortening Fat Product Overview

Table 85. Zydus Cadila Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 86. Zydus Cadila Business Overview

|                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------|
| Table 87. Zyklus Cadila Recent Developments                                                                              |
| Table 88. Wilmar-International Basic Information                                                                         |
| Table 89. Wilmar-International Shortening Fat Product Overview                                                           |
| Table 90. Wilmar-International Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025) |
| Table 91. Wilmar-International Business Overview                                                                         |
| Table 92. Wilmar-International Recent Developments                                                                       |
| Table 93. Fuji Oil Basic Information                                                                                     |
| Table 94. Fuji Oil Shortening Fat Product Overview                                                                       |
| Table 95. Fuji Oil Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)             |
| Table 96. Fuji Oil Business Overview                                                                                     |
| Table 97. Fuji Oil Recent Developments                                                                                   |
| Table 98. BRF Basic Information                                                                                          |
| Table 99. BRF Shortening Fat Product Overview                                                                            |
| Table 100. BRF Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)                 |
| Table 101. BRF Business Overview                                                                                         |
| Table 102. BRF Recent Developments                                                                                       |
| Table 103. Yidiz Holding Basic Information                                                                               |
| Table 104. Yidiz Holding Shortening Fat Product Overview                                                                 |
| Table 105. Yidiz Holding Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)       |
| Table 106. Yidiz Holding Business Overview                                                                               |
| Table 107. Yidiz Holding Recent Developments                                                                             |
| Table 108. Grupo Lala Basic Information                                                                                  |
| Table 109. Grupo Lala Shortening Fat Product Overview                                                                    |
| Table 110. Grupo Lala Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)          |
| Table 111. Grupo Lala Business Overview                                                                                  |
| Table 112. Grupo Lala Recent Developments                                                                                |
| Table 113. NamChow Basic Information                                                                                     |
| Table 114. NamChow Shortening Fat Product Overview                                                                       |
| Table 115. NamChow Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)             |
| Table 116. NamChow Business Overview                                                                                     |
| Table 117. NamChow Recent Developments                                                                                   |
| Table 118. Sunnyfoods Basic Information                                                                                  |
| Table 119. Sunnyfoods Shortening Fat Product Overview                                                                    |

Table 120. Sunnyfoods Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 121. Sunnyfoods Business Overview

Table 122. Sunnyfoods Recent Developments

Table 123. Cargill Basic Information

Table 124. Cargill Shortening Fat Product Overview

Table 125. Cargill Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 126. Cargill Business Overview

Table 127. Cargill Recent Developments

Table 128. COFCO Basic Information

Table 129. COFCO Shortening Fat Product Overview

Table 130. COFCO Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 131. COFCO Business Overview

Table 132. COFCO Recent Developments

Table 133. Uni-President Basic Information

Table 134. Uni-President Shortening Fat Product Overview

Table 135. Uni-President Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 136. Uni-President Business Overview

Table 137. Uni-President Recent Developments

Table 138. Mengniu Basic Information

Table 139. Mengniu Shortening Fat Product Overview

Table 140. Mengniu Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 141. Mengniu Business Overview

Table 142. Mengniu Recent Developments

Table 143. Yili Basic Information

Table 144. Yili Shortening Fat Product Overview

Table 145. Yili Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 146. Yili Business Overview

Table 147. Yili Recent Developments

Table 148. Brightdairy Basic Information

Table 149. Brightdairy Shortening Fat Product Overview

Table 150. Brightdairy Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 151. Brightdairy Business Overview

Table 152. Brightdairy Recent Developments

Table 153. Dairy Cres Basic Information

Table 154. Dairy Cres Shortening Fat Product Overview

Table 155. Dairy Cres Shortening Fat Sales (K MT), Revenue (M USD), Price (USD/MT) and Gross Margin (2020-2025)

Table 156. Dairy Cres Business Overview

Table 157. Dairy Cres Recent Developments

Table 158. Global Shortening Fat Sales Forecast by Region (2026-2033) & (K MT)

Table 159. Global Shortening Fat Market Size Forecast by Region (2026-2033) & (M USD)

Table 160. North America Shortening Fat Sales Forecast by Country (2026-2033) & (K MT)

Table 161. North America Shortening Fat Market Size Forecast by Country (2026-2033) & (M USD)

Table 162. Europe Shortening Fat Sales Forecast by Country (2026-2033) & (K MT)

Table 163. Europe Shortening Fat Market Size Forecast by Country (2026-2033) & (M USD)

Table 164. Asia Pacific Shortening Fat Sales Forecast by Region (2026-2033) & (K MT)

Table 165. Asia Pacific Shortening Fat Market Size Forecast by Region (2026-2033) & (M USD)

Table 166. South America Shortening Fat Sales Forecast by Country (2026-2033) & (K MT)

Table 167. South America Shortening Fat Market Size Forecast by Country (2026-2033) & (M USD)

Table 168. Middle East and Africa Shortening Fat Sales Forecast by Country (2026-2033) & (Units)

Table 169. Middle East and Africa Shortening Fat Market Size Forecast by Country (2026-2033) & (M USD)

Table 170. Global Shortening Fat Sales Forecast by Type (2026-2033) & (K MT)

Table 171. Global Shortening Fat Market Size Forecast by Type (2026-2033) & (M USD)

Table 172. Global Shortening Fat Price Forecast by Type (2026-2033) & (USD/MT)

Table 173. Global Shortening Fat Sales (K MT) Forecast by Application (2026-2033)

Table 174. Global Shortening Fat Market Size Forecast by Application (2026-2033) & (M USD)

List of Figures

Figure 1. Product Picture of Shortening Fat

Figure 2. Data Triangulation

Figure 3. Key Caveats

- Figure 4. Global Shortening Fat Market Size (M USD), 2024-2033
- Figure 5. Global Shortening Fat Market Size (M USD) (2020-2033)
- Figure 6. Global Shortening Fat Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Shortening Fat Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Shortening Fat Product Life Cycle
- Figure 13. Shortening Fat Sales Share by Manufacturers in 2024
- Figure 14. Global Shortening Fat Revenue Share by Manufacturers in 2024
- Figure 15. Shortening Fat Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Shortening Fat Average Price (USD/MT) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Shortening Fat Revenue in 2024
- Figure 18. Industry Chain Map of Shortening Fat
- Figure 19. Global Shortening Fat Market PEST Analysis
- Figure 20. Global Shortening Fat Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Shortening Fat Market Share by Type
- Figure 27. Sales Market Share of Shortening Fat by Type (2020-2025)
- Figure 28. Sales Market Share of Shortening Fat by Type in 2024
- Figure 29. Market Size Share of Shortening Fat by Type (2020-2025)
- Figure 30. Market Size Share of Shortening Fat by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Shortening Fat Market Share by Application
- Figure 33. Global Shortening Fat Sales Market Share by Application (2020-2025)
- Figure 34. Global Shortening Fat Sales Market Share by Application in 2024
- Figure 35. Global Shortening Fat Market Share by Application (2020-2025)
- Figure 36. Global Shortening Fat Market Share by Application in 2024
- Figure 37. Global Shortening Fat Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Shortening Fat Sales Market Share by Region (2020-2025)
- Figure 39. Global Shortening Fat Market Size Market Share by Region (2020-2025)

Figure 40. North America Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Shortening Fat Sales Market Share by Country in 2024

Figure 43. North America Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Shortening Fat Market Size Market Share by Country in 2024

Figure 45. U.S. Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Shortening Fat Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Shortening Fat Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Shortening Fat Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Shortening Fat Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Shortening Fat Sales Market Share by Country in 2024

Figure 53. Europe Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Shortening Fat Market Size Market Share by Country in 2024

Figure 55. Germany Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Shortening Fat Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Shortening Fat Sales Market Share by Region in 2024

Figure 67. Asia Pacific Shortening Fat Market Size Market Share by Region in 2024

Figure 68. China Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)

- Figure 75. India Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Shortening Fat Sales and Growth Rate (K MT)
- Figure 79. South America Shortening Fat Sales Market Share by Country in 2024
- Figure 80. South America Shortening Fat Market Size and Growth Rate (M USD)
- Figure 81. South America Shortening Fat Market Size Market Share by Country in 2024
- Figure 82. Brazil Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Shortening Fat Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Shortening Fat Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Shortening Fat Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Shortening Fat Market Size Market Share by Region in 2024
- Figure 92. Saudi Arabia Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Shortening Fat Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Shortening Fat Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Shortening Fat Production Market Share by Region (2020-2025)
- Figure 103. North America Shortening Fat Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Shortening Fat Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Shortening Fat Production (K MT) Growth Rate (2020-2025)

Figure 106. China Shortening Fat Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Shortening Fat Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Shortening Fat Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Shortening Fat Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Shortening Fat Market Share Forecast by Type (2026-2033)

Figure 111. Global Shortening Fat Sales Forecast by Application (2026-2033)

Figure 112. Global Shortening Fat Market Share Forecast by Application (2026-2033)

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