

# Asia-Pacific Shortening Market by Manufacturers, Regions, Type and Application, Forecast to 2023

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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.

Scope of the Report:

This report focuses on the Shortening in Asia-Pacific market, especially in China, Japan, Korea, Taiwan, Southeast Asia, India and Australia. This report categorizes the market based on manufacturers, countries/Regions, type and application.

Market Segment by Manufacturers, this report covers

Olenex

ADM

Walter Rau

Y?ld?z Holding

VFI GmbH

AAK

Zeelandia

Puratos

Princes Group

HAS Group

Market Segment by Countries, covering

China

Japan

Korea

Taiwan

Southeast Asia

India

Australia

Market Segment by Type, covers

All Purpose Shortening

Emulsified Shortening

High Stability Shortening

Market Segment by Applications, can be divided into

Baking

Frying

Confectionery and Pastry

Other

There are 19 Chapters to deeply display the Asia-Pacific Shortening market.

Chapter 1, to describe Shortening Introduction, product type and application, market overview, market analysis by countries, market opportunities, market risk, market driving force;

Chapter 2, to analyze the manufacturers of Shortening, with profile, main business, news, sales, price, revenue and market share in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the Asia-Pacific market by countries, covering China, Japan, Korea, Southeast Asia, Taiwan, India and Australia, with sales, price, revenue and market share of Shortening, for each country, from 2013 to 2018;

Chapter 5 and 6, to show the market by type and application, with sales, price, revenue, market share and growth rate by type, application, from 2013 to 2018;

Chapter 7, 8, 9, 10, 11, 12 and 13 to analyze the key countries by manufacturers, Type and Application, covering 7 Region, with sales, revenue and market share by manufacturers, types and applications;

Chapter 14, Shortening market forecast, by countries, type and application, with sales, price, revenue and growth rate forecast, from 2018 to 2023;

Chapter 15, to analyze the manufacturing cost, key raw materials and manufacturing process, etc.

Chapter 16, to analyze the industrial chain, sourcing strategy and downstream end users (buyers);

Chapter 17, to describe sales channel, distributors, traders, dealers, etc.

Chapter 18 and 19, to describe the research findings and conclusion, appendix, methodology and data source.

## Contents

### 1 MARKET OVERVIEW

- 1.1 Shortening Introduction
- 1.2 Market Analysis by Type
  - 1.2.1 All Purpose Shortening
  - 1.2.2 Emulsified Shortening
  - 1.2.3 High Stability Shortening
- 1.3 Market Analysis by Applications
  - 1.3.1 Baking
  - 1.3.2 Frying
  - 1.3.3 Confectionery and Pastry
  - 1.3.4 Other
- 1.4 Market Analysis by Countries
  - 1.4.1 China Status and Prospect (2013-2023)
  - 1.4.2 Korea Status and Prospect (2013-2023)
  - 1.4.3 Japan Status and Prospect (2013-2023)
  - 1.4.4 Taiwan Status and Prospect (2013-2023)
  - 1.4.5 Southeast Asia Status and Prospect (2013-2023)
  - 1.4.6 India Status and Prospect (2013-2023)
  - 1.4.7 Australia Status and Prospect (2013-2023)
- 1.5 Market Dynamics
  - 1.5.1 Market Opportunities
  - 1.5.2 Market Risk
  - 1.5.3 Market Driving Force

### 2 MANUFACTURERS PROFILES

- 2.1 Olenex
  - 2.1.1 Business Overview
  - 2.1.2 Shortening Type and Applications
    - 2.1.2.1 Type
    - 2.1.2.2 Type
  - 2.1.3 Olenex Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 ADM
  - 2.2.1 Business Overview
  - 2.2.2 Shortening Type and Applications

2.2.2.1 Type

2.2.2.2 Type

2.2.3 ADM Shortening Sales, Price, Revenue, Gross Margin and Market Share  
(2016-2017)

2.3 Walter Rau

2.3.1 Business Overview

2.3.2 Shortening Type and Applications

2.3.2.1 Type

2.3.2.2 Type

2.3.3 Walter Rau Shortening Sales, Price, Revenue, Gross Margin and Market Share  
(2016-2017)

2.4 Y?ld?z Holding

2.4.1 Business Overview

2.4.2 Shortening Type and Applications

2.4.2.1 Type

2.4.2.2 Type

2.4.3 Y?ld?z Holding Shortening Sales, Price, Revenue, Gross Margin and Market  
Share (2016-2017)

2.5 VFI GmbH

2.5.1 Business Overview

2.5.2 Shortening Type and Applications

2.5.2.1 Type

2.5.2.2 Type

2.5.3 VFI GmbH Shortening Sales, Price, Revenue, Gross Margin and Market Share  
(2016-2017)

2.6 AAK

2.6.1 Business Overview

2.6.2 Shortening Type and Applications

2.6.2.1 Type

2.6.2.2 Type

2.6.3 AAK Shortening Sales, Price, Revenue, Gross Margin and Market Share  
(2016-2017)

2.7 Zeelandia

2.7.1 Business Overview

2.7.2 Shortening Type and Applications

2.7.2.1 Type

2.7.2.2 Type

2.7.3 Zeelandia Shortening Sales, Price, Revenue, Gross Margin and Market Share  
(2016-2017)

## 2.8 Puratos

### 2.8.1 Business Overview

### 2.8.2 Shortening Type and Applications

#### 2.8.2.1 Type

#### 2.8.2.2 Type

### 2.8.3 Puratos Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

## 2.9 Princes Group

### 2.9.1 Business Overview

### 2.9.2 Shortening Type and Applications

#### 2.9.2.1 Type

#### 2.9.2.2 Type

### 2.9.3 Princes Group Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

## 2.10 HAS Group

### 2.10.1 Business Overview

### 2.10.2 Shortening Type and Applications

#### 2.10.2.1 Type

#### 2.10.2.2 Type

### 2.10.3 HAS Group Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

## **3 ASIA-PACIFIC SHORTENING MARKET COMPETITION, BY MANUFACTURER**

### 3.1 Asia-Pacific Shortening Sales and Market Share by Manufacturer (2016-2017)

### 3.2 Asia-Pacific Shortening Revenue and Market Share by Manufacturer (2016-2017)

#### 3.2.1 Asia-Pacific Shortening Revenue by Manufacturer (2016-2017)

#### 3.2.2 Asia-Pacific Shortening Revenue Market Share by Manufacturer (2016-2017)

### 3.3 Asia-Pacific Shortening Price by Manufacturers (2016-2017)

### 3.4 Market Concentration Rate

#### 3.4.1 Top 3 Shortening Manufacturer Market Share (2016-2017)

#### 3.4.2 Top 6 Shortening Manufacturer Market Share (2016-2017)

### 3.5 Market Competition Trend

## **4 ASIA-PACIFIC SHORTENING MARKET ANALYSIS BY COUNTRIES/REGIONS**

### 4.1 Asia-Pacific Shortening Sales Market Share by Countries/Regions

### 4.2 Asia-Pacific Shortening Sales by Countries/Regions (2013-2018)

#### 4.2.1 Asia-Pacific Shortening Sales by Countries/Regions (2013-2018)

- 4.2.2 Asia-Pacific Shortening Sales Market Share by Countries (2013-2018)
- 4.3 Asia-Pacific Shortening Revenue (Value) by Countries (2013-2018)
  - 4.3.1 Asia-Pacific Shortening Revenue and Growth Rate (2013-2018)
  - 4.3.2 Asia-Pacific Shortening Revenue Market Share by Countries (2013-2018)

## **5 ASIA-PACIFIC MARKET SEGMENTATION SHORTENING BY TYPE**

- 5.1 Asia-Pacific Shortening Sales, Revenue and Market Share by Type (2013-2018)
  - 5.1.1 Asia-Pacific Shortening Sales and Market Share by Type (2013-2018)
  - 5.1.2 Asia-Pacific Shortening Revenue and Market Share by Type (2013-2018)
- 5.2 Type 1 Sales Growth Rate and Price (2013-2018)
  - 5.2.1 Asia-Pacific Type 1 Sales Growth Rate (2013-2018)
  - 5.2.2 Asia-Pacific Type 1 Price (2013-2018)
- 5.3 Type 2 Sales Growth Rate and Price (2013-2018)
  - 5.3.1 Asia-Pacific Type 2 Sales Growth Rate (2013-2018)
  - 5.3.2 Asia-Pacific Type 2 Price (2013-2018)
- 5.4 Type 3 Sales Growth Rate and Price (2013-2018)
  - 5.4.1 Asia-Pacific Type 3 Sales Growth Rate (2013-2018)
  - 5.4.2 Asia-Pacific Type 3 Price (2013-2018)
- 5.5 Type 4 Sales Growth Rate and Price (2013-2018)
  - 5.5.1 Asia-Pacific Type 4 Sales Growth Rate (2013-2018)
  - 5.5.2 Asia-Pacific Type 4 Price (2013-2018)
- 5.6 Type 5 Sales Growth Rate and Price (2013-2018)
  - 5.6.1 Asia-Pacific Type 5 Sales Growth Rate (2013-2018)
  - 5.6.2 Asia-Pacific Type 5 Price (2013-2018)

## **6 ASIA-PACIFIC MARKET SEGMENTATION SHORTENING BY APPLICATION**

- 6.1 Asia-Pacific Shortening Sales Market Share by Application (2013-2018)
- 6.2 Baking Sales Growth (2013-2018)
- 6.3 Frying Sales Growth (2013-2018)
- 6.4 Confectionery and Pastry Sales Growth (2013-2018)
- 6.5 Other Sales Growth (2013-2018)

## **7 CHINA SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 7.1 China Shortening Revenue, Sales and Growth Rate (2013-2018)
- 7.2 China Shortening Sales and Market Share by Type (2013-2018)



- 7.2.1 China Shortening Sales by Type (2013-2018)
- 7.2.2 China Shortening Sales Market Share by Type (2013-2018)
- 7.3 China Shortening Sales and Market Share by Application (2013-2018)
  - 7.3.1 China Shortening Sales by Application (2013-2018)
  - 7.3.2 China Shortening Sales Market Share by Application (2013-2018)
- 7.4 China Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 7.4.1 China Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 7.4.2 China Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 7.5 China Shortening Export and Import (2013-2018)

## **8 JAPAN SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 8.1 Japan Shortening Revenue, Sales and Growth Rate (2013-2018)
- 8.2 Japan Shortening Sales and Market Share by Type (2016-2017)
  - 8.2.1 Japan Shortening Sales by Type (2013-2018)
  - 8.2.2 Japan Shortening Sales Market Share by Type (2013-2018)
- 8.3 Japan Shortening Sales and Market Share by Application (2013-2018)
  - 8.3.1 Japan Shortening Sales by Application (2013-2018)
  - 8.3.2 Japan Shortening Sales Market Share by Application (2013-2018)
- 8.4 Japan Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 8.4.1 Japan Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 8.4.2 Japan Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 8.5 Japan Shortening Export and Import (2013-2018)

## **9 KOREA SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 9.1 Korea Shortening Revenue, Sales and Growth Rate (2013-2018)
- 9.2 Korea Shortening Sales and Market Share by Type (2013-2018)
  - 9.2.1 Korea Shortening Sales by Type (2013-2018)
  - 9.2.2 Korea Shortening Sales Market Share by Type (2013-2018)
- 9.3 Korea Shortening Sales and Market Share by Application (2013-2018)
  - 9.3.1 Korea Shortening Sales by Application (2013-2018)
  - 9.3.2 Korea Shortening Sales Market Share by Application (2013-2018)
- 9.4 Korea Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 9.4.1 Korea Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 9.4.2 Korea Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 9.5 Korea Shortening Export and Import (2013-2018)

## **10 TAIWAN SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 10.1 Taiwan Shortening Revenue, Sales and Growth Rate (2013-2018)
- 10.2 Taiwan Shortening Sales and Market Share by Type (2013-2018)
  - 10.2.1 Taiwan Shortening Sales by Type (2013-2018)
  - 10.2.2 Taiwan Shortening Sales Market Share by Type (2013-2018)
- 10.3 Taiwan Shortening Sales and Market Share by Application (2013-2018)
  - 10.3.1 Taiwan Shortening Sales by Application (2013-2018)
  - 10.3.2 Taiwan Shortening Sales Market Share by Application (2013-2018)
- 10.4 Taiwan Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 10.4.1 Taiwan Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 10.4.2 Taiwan Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 10.5 Taiwan Shortening Export and Import (2013-2018)

## **11 SOUTHEAST ASIA SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 11.1 Southeast Asia Shortening Revenue, Sales and Growth Rate (2013-2018)
- 11.2 Southeast Asia Shortening Sales and Market Share by Type (2013-2018)
  - 11.2.1 Southeast Asia Shortening Sales by Type (2013-2018)
  - 11.2.2 Southeast Asia Shortening Sales Market Share by Type (2013-2018)
- 11.3 Southeast Asia Shortening Sales by Application (2013-2018)
  - 11.3.1 Southeast Asia Shortening Sales by Application (2013-2018)
  - 11.3.2 Southeast Asia Shortening Sales Market Share by Application (2013-2018)
- 11.4 Southeast Asia Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 11.4.1 Southeast Asia Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 11.4.2 Southeast Asia Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 11.5 Southeast Asia Shortening Export and Import (2013-2018)

## **12 INDIA SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 12.1 India Shortening Revenue, Sales and Growth Rate (2013-2018)
- 12.2 India Shortening Sales and Market Share by Type (2013-2018)

- 12.2.1 India Shortening Sales by Type (2013-2018)
- 12.2.2 India Shortening Sales Market Share by Type (2013-2018)
- 12.3 India Shortening Sales and Market Share by Application (2013-2018)
  - 12.3.1 India Shortening Sales by Application (2013-2018)
  - 12.3.2 India Shortening Sales Market Share by Application (2013-2018)
- 12.4 India Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 12.4.1 India Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 12.4.2 India Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 12.5 India Shortening Export and Import (2013-2018)

### **13 AUSTRALIA SHORTENING SALES, REVENUE, BY TYPE, APPLICATION AND MANUFACTURERS**

- 13.1 Australia Shortening Revenue, Sales and Growth Rate (2013-2018)
- 13.2 Australia Shortening Sales and Market Share by Type (2013-2018)
  - 13.2.1 Australia Shortening Sales by Type (2013-2018)
  - 13.2.2 Australia Shortening Sales Market Share by Type (2013-2018)
- 13.3 Australia Shortening Sales by Application (2013-2018)
  - 13.3.1 Australia Shortening Sales by Application (2013-2018)
  - 13.3.2 Australia Shortening Sales Market Share by Application (2013-2018)
- 13.4 Australia Shortening Sales, Revenue and Market Share by Manufacturer (2016-2017)
  - 13.4.1 Australia Shortening Sales and Market Share by Manufacturer (2016-2017)
  - 13.4.2 Australia Shortening Revenue and Market Share by Manufacturer (2016-2017)
- 13.5 Australia Shortening Export and Import (2013-2018)

### **14 SHORTENING MARKET FORECAST (2018-2023)**

- 14.1 Asia-Pacific Shortening Sales, Revenue and Growth Rate (2018-2023)
- 14.2 Shortening Market Forecast by Countries/Regions (2018-2023)
  - 14.2.1 China Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.2 Japan Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.3 Korea Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.4 Taiwan Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.5 Southeast Asia Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.6 India Shortening Sales and Growth Rate Forecast (2018-2023)
  - 14.2.7 Australia Shortening Sales and Growth Rate Forecast (2018-2023)
- 14.3 Shortening Market Forecast by Type (2018-2023)
  - 14.3.1 Asia-Pacific Shortening Sales Forecast by Type (2018-2023)

- 14.3.2 Asia-Pacific Shortening Market Share Forecast by Type (2018-2023)
- 14.4 Shortening Market Forecast by Application (2018-2023)
  - 14.4.1 Asia-Pacific Shortening Sales Forecast by Application (2018-2023)
  - 14.4.2 Asia-Pacific Shortening Market Share Forecast by Application (2018-2023)

## **15 SHORTENING MANUFACTURING COST ANALYSIS**

- 15.1 Shortening Key Raw Materials Analysis
  - 15.1.1 Key Raw Materials
  - 15.1.2 Price Trend of Key Raw Materials
  - 15.1.3 Key Suppliers of Raw Materials
  - 15.1.4 Market Concentration Rate of Raw Materials
- 15.2 Proportion of Manufacturing Cost Structure
  - 15.2.1 Raw Materials
  - 15.2.2 Labor Cost
  - 15.2.3 Manufacturing Expenses
- 15.3 Manufacturing Process Analysis of Shortening

## **16 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

- 16.1 Shortening Industrial Chain Analysis
- 16.2 Upstream Raw Materials Sourcing
- 16.3 Raw Materials Sources of Shortening Major Manufacturers in 2017
- 16.4 Downstream Buyers

## **17 SALES CHANNEL, DISTRIBUTORS, TRADERS AND DEALERS**

- 17.1 Sales Channel
  - 17.1.1 Direct Marketing
  - 17.1.2 Indirect Marketing
  - 17.1.3 Marketing Channel Future Trend
- 17.2 Distributors, Traders and Dealers

## **18 RESEARCH FINDINGS AND CONCLUSION**

## **19 APPENDIX**

- 19.1 Methodology
- 19.2 Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Shortening Picture

Table Product Specifications of Shortening

Figure Asia-Pacific Sales Market Share of Shortening by Types in 2017

Table Types of Shortening

Figure All Purpose Shortening Picture

Figure Emulsified Shortening Picture

Figure High Stability Shortening Picture

Figure Asia-Pacific Shortening Sales Market Share by Applications in 2017

Table Applications of Shortening

Figure Baking Picture

Figure Frying Picture

Figure Confectionery and Pastry Picture

Figure Other Picture

Figure China Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure Korea Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure Japan Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure Taiwan Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure Southeast Asia Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure India Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Figure Australia Shortening Revenue (Million USD) and Growth Rate (2013-2023)

Table Olenex Basic Information, Manufacturing Base and Competitors

Table Olenex Shortening Type and Applications

Table Olenex Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table ADM Basic Information, Manufacturing Base and Competitors

Table ADM Shortening Type and Applications

Table ADM Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Walter Rau Basic Information, Manufacturing Base and Competitors

Table Walter Rau Shortening Type and Applications

Table Walter Rau Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Y?ld?z Holding Basic Information, Manufacturing Base and Competitors

Table Y?ld?z Holding Shortening Type and Applications

Table Y?ld?z Holding Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)



Table VFI GmbH Basic Information, Manufacturing Base and Competitors  
Table VFI GmbH Shortening Type and Applications  
Table VFI GmbH Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table AAK Basic Information, Manufacturing Base and Competitors  
Table AAK Shortening Type and Applications  
Table AAK Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table Zeelandia Basic Information, Manufacturing Base and Competitors  
Table Zeelandia Shortening Type and Applications  
Table Zeelandia Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table Puratos Basic Information, Manufacturing Base and Competitors  
Table Puratos Shortening Type and Applications  
Table Puratos Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table Princes Group Basic Information, Manufacturing Base and Competitors  
Table Princes Group Shortening Type and Applications  
Table Princes Group Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table HAS Group Basic Information, Manufacturing Base and Competitors  
Table HAS Group Shortening Type and Applications  
Table HAS Group Shortening Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)  
Table Asia-Pacific Shortening Sales by Manufacturer (2016-2017)  
Figure Asia-Pacific Shortening Sales Market Share by Manufacturer in 2016  
Figure Asia-Pacific Shortening Sales Market Share by Manufacturer in 2017  
Table Asia-Pacific Shortening Revenue by Manufacturer (2016-2017)  
Table Asia-Pacific Shortening Revenue Market Share by Manufacturer (2016-2017)  
Figure Asia-Pacific Shortening Revenue Market Share by Manufacturer in 2016  
Figure Asia-Pacific Shortening Revenue Market Share by Manufacturer in 2017  
Table Asia-Pacific Shortening Price by Manufacturers (2016-2017)  
Figure Top 3 Shortening Manufacturer Market Share in 2016  
Figure Top 3 Shortening Manufacturer Market Share in 2017  
Figure Top 6 Shortening Manufacturer Market Share in 2016  
Figure Top 6 Shortening Manufacturer Market Share in 2017  
Figure Asia-Pacific Shortening Sales and Growth (2013-2018)  
Table Asia-Pacific Shortening Sales by Countries/Regions (2013-2018)  
Table Asia-Pacific Shortening Sales Market Share by Countries (2013-2018)

Figure Asia-Pacific 2013 Shortening Sales Market Share by Countries  
Figure Asia-Pacific 2017 Shortening Sales Market Share by Countries  
Figure Asia-Pacific Shortening Revenue and Growth Rate (2013-2018)  
Table Asia-Pacific Shortening Revenue by Countries (2013-2018)  
Table Asia-Pacific Shortening Revenue Market Share by Countries (2013-2018)  
Figure Asia-Pacific 2013 Shortening Revenue Market Share by Countries  
Figure Asia-Pacific 2016 Shortening Revenue Market Share by Countries  
Table Asia-Pacific Shortening Sales by Type (2013-2018)  
Table Asia-Pacific Shortening Sales Share by Type (2013-2018)  
Table Asia-Pacific Shortening Revenue by Type (2013-2018)  
Table Asia-Pacific Shortening Revenue Share by Type (2013-2018)  
Figure Asia-Pacific All Purpose Shortening Sales Growth (2013-2018)  
Figure Asia-Pacific All Purpose Shortening Price (2013-2018)  
Figure Asia-Pacific Emulsified Shortening Sales Growth (2013-2018)  
Figure Asia-Pacific Emulsified Shortening Price (2013-2018)  
Figure Asia-Pacific High Stability Shortening Sales Growth (2013-2018)  
Figure Asia-Pacific High Stability Shortening Price (2013-2018)  
Table Asia-Pacific Shortening Sales by Application (2013-2018)  
Table Asia-Pacific Shortening Sales Share by Application (2013-2018)  
Figure Asia-Pacific Baking Sales Growth (2013-2018)  
Figure Asia-Pacific Frying Sales Growth (2013-2018)  
Figure Asia-Pacific Confectionery and Pastry Sales Growth (2013-2018)  
Figure Asia-Pacific Other Sales Growth (2013-2018)  
Figure China Shortening Revenue and Growth Rate (2013-2018)  
Figure China Shortening Sales and Growth Rate (2013-2018)  
Table China Shortening Sales by Type (2013-2018)  
Table China Shortening Sales Market Share by Type (2013-2018)  
Table China Shortening Sales by Application (2013-2018)  
Table China Shortening Sales Market Share by Application (2013-2018)  
Table China Shortening Sales by Manufacturer (2016-2017)  
Figure China Shortening Sales Market Share by Manufacturer in 2016  
Figure China Shortening Sales Market Share by Manufacturer in 2017  
Table China Shortening Revenue by Manufacturer (2016-2017)  
Figure China Shortening Revenue Market Share by Manufacturer in 2016  
Figure China Shortening Revenue Market Share by Manufacturer in 2017  
Table China Shortening Export and Import (2013-2018)  
Figure Japan Shortening Revenue and Growth Rate (2013-2018)  
Figure Japan Shortening Sales and Growth Rate (2013-2018)  
Table Japan Shortening Sales by Type (2013-2018)

Table Japan Shortening Sales Market Share by Type (2013-2018)  
Table Japan Shortening Sales by Application (2013-2018)  
Table Japan Shortening Sales Market Share by Application (2013-2018)  
Table Japan Shortening Sales by Manufacturer (2016-2017)  
Figure Japan Shortening Sales Market Share by Manufacturer in 2016  
Figure Japan Shortening Sales Market Share by Manufacturer in 2017  
Table Japan Shortening Revenue by Manufacturer (2016-2017)  
Figure Japan Shortening Revenue Market Share by Manufacturer in 2016  
Figure Japan Shortening Revenue Market Share by Manufacturer in 2017  
Table Japan Shortening Export and Import (2013-2018)  
Figure Korea Shortening Revenue and Growth Rate (2013-2018)  
Figure Korea Shortening Sales and Growth Rate (2013-2018)  
Table Korea Shortening Sales by Type (2013-2018)  
Table Korea Shortening Sales Market Share by Type (2013-2018)  
Table Korea Shortening Sales by Application (2013-2018)  
Table Korea Shortening Sales Market Share by Application (2013-2018)  
Table Korea Shortening Sales by Manufacturer (2016-2017)  
Figure Korea Shortening Sales Market Share by Manufacturer in 2016  
Figure Korea Shortening Sales Market Share by Manufacturer in 2017  
Table Korea Shortening Revenue by Manufacturer (2016-2017)  
Figure Korea Shortening Revenue Market Share by Manufacturer in 2016  
Figure Korea Shortening Revenue Market Share by Manufacturer in 2017  
Table Korea Shortening Export and Import (2013-2018)  
Figure Taiwan Shortening Revenue and Growth Rate (2013-2018)  
Figure Taiwan Shortening Sales and Growth Rate (2013-2018)  
Table Taiwan Shortening Sales by Type (2013-2018)  
Table Taiwan Shortening Sales Market Share by Type (2013-2018)  
Table Taiwan Shortening Sales by Application (2013-2018)  
Table Taiwan Shortening Sales Market Share by Application (2013-2018)  
Table Taiwan Shortening Sales by Manufacturer (2016-2017)  
Figure Taiwan Shortening Sales Market Share by Manufacturer in 2016  
Figure Taiwan Shortening Sales Market Share by Manufacturer in 2017  
Table Taiwan Shortening Revenue by Manufacturer (2016-2017)  
Figure Taiwan Shortening Revenue Market Share by Manufacturer in 2016  
Figure Taiwan Shortening Revenue Market Share by Manufacturer in 2017  
Table Taiwan Shortening Export and Import (2013-2018)  
Figure Southeast Asia Shortening Revenue and Growth Rate (2013-2018)  
Figure Southeast Asia Shortening Sales and Growth Rate (2013-2018)  
Table Southeast Asia Shortening Sales by Type (2013-2018)



Table Southeast Asia Shortening Sales Market Share by Type (2013-2018)  
Table Southeast Asia Shortening Sales by Application (2013-2018)  
Table Southeast Asia Shortening Sales Market Share by Application (2013-2018)  
Table Southeast Asia Shortening Sales by Manufacturer (2016-2017)  
Figure Southeast Asia Shortening Sales Market Share by Manufacturer in 2016  
Figure Southeast Asia Shortening Sales Market Share by Manufacturer in 2017  
Table Southeast Asia Shortening Revenue by Manufacturer (2016-2017)  
Figure Southeast Asia Shortening Revenue Market Share by Manufacturer in 2016  
Figure Southeast Asia Shortening Revenue Market Share by Manufacturer in 2017  
Table Southeast Asia Shortening Export and Import (2013-2018)  
Figure India Shortening Revenue and Growth Rate (2013-2018)  
Figure India Shortening Sales and Growth Rate (2013-2018)  
Table India Shortening Sales by Type (2013-2018)  
Table India Shortening Sales Market Share by Type (2013-2018)  
Table India Shortening Sales by Application (2013-2018)  
Table India Shortening Sales Market Share by Application (2013-2018)  
Table India Shortening Sales by Manufacturer (2016-2017)  
Figure India Shortening Sales Market Share by Manufacturer in 2016  
Figure India Shortening Sales Market Share by Manufacturer in 2017  
Table India Shortening Revenue by Manufacturer (2016-2017)  
Figure India Shortening Revenue Market Share by Manufacturer in 2016  
Figure India Shortening Revenue Market Share by Manufacturer in 2017  
Table India Shortening Export and Import (2013-2018)  
Figure Australia Shortening Revenue and Growth Rate (2013-2018)  
Figure Australia Shortening Sales and Growth Rate (2013-2018)  
Table Australia Shortening Sales by Type (2013-2018)  
Table Australia Shortening Sales Market Share by Type (2013-2018)  
Table Australia Shortening Sales by Application (2013-2018)  
Table Australia Shortening Sales Market Share by Application (2013-2018)  
Table Australia Shortening Sales by Manufacturer (2016-2017)  
Figure Australia Shortening Sales Market Share by Manufacturer in 2016  
Figure Australia Shortening Sales Market Share by Manufacturer in 2017  
Table Australia Shortening Revenue by Manufacturer (2016-2017)  
Figure Australia Shortening Revenue Market Share by Manufacturer in 2016  
Figure Australia Shortening Revenue Market Share by Manufacturer in 2017  
Table Australia Shortening Export and Import (2013-2018)  
Figure Asia-Pacific Shortening Sales, Revenue and Growth Rate (2018-2023)  
Table Asia-Pacific Shortening Sales Forecast by Countries/Regions (2018-2023)  
Table Asia-Pacific Shortening Market Share Forecast by Countries/Regions

(2018-2023)

Figure China Shortening Sales and Growth Rate Forecast (2018-2023)

Figure Japan Shortening Sales and Growth Rate Forecast (2018-2023)

Figure Korea Shortening Sales and Growth Rate Forecast (2018-2023)

Figure Taiwan Shortening Sales and Growth Rate Forecast (2018-2023)

Figure Southeast Asia Shortening Sales and Growth Rate Forecast (2018-2023)

Figure India Shortening Sales and Growth Rate Forecast (2018-2023)

Figure Australia Shortening Sales and Growth Rate Forecast (2018-2023)

Table Asia-Pacific Shortening Sales Forecast by Type (2018-2023)

Table Asia-Pacific Shortening Market Share Forecast by Type (2018-2023)

Table Asia-Pacific Shortening Sales Forecast by Application (2018-2023)

Table Asia-Pacific Shortening Market Share Forecast by Application (2018-2023)

Table Sales Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Shortening

Figure Manufacturing Process Analysis of Shortening

Figure Shortening Industrial Chain Analysis

Table Raw Materials Sources of Shortening Major Manufacturers in 2017

Table Major Buyers of Shortening

Table Distributors/Traders/ Dealers List

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