

Global Margarine & Shortening Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Margarine & Shortening market size was valued at USD 14350 million in 2023 and is forecast to a readjusted size of USD 15650 million by 2030 with a CAGR of 1.2% during review period.

Margarine is a substitute for butter, prepared from vegetable and animal fats by emulsifying them with water and adding small amount of milk, salt, vitamins, colouring matter, etc.

Shortening is a semi-solid plant-derived fat that can be used as an alternative to butter or similar substances.

Currently, many companies in the world produce margarine & shortening product, mainly concentrating in USA and Europe.

The main market players are Upfield, Bunge, NMGK Group, etc. Upfield account for a revenue share of 20% in 2020.

Shortening account for a revenue share of 70% in 2020.

Catering account for a revenue share of 70% in 2020.

The Global Info Research report includes an overview of the development of the Margarine & Shortening industry chain, the market status of Food Industry (Margarine, Shortening), Household (Margarine, Shortening), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications

and market trends of Margarine & Shortening.

Regionally, the report analyzes the Margarine & Shortening markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Margarine & Shortening market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Margarine & Shortening market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Margarine & Shortening industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K MT), revenue generated, and market share of different by Type (e.g., Margarine, Shortening).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Margarine & Shortening market.

Regional Analysis: The report involves examining the Margarine & Shortening market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Margarine & Shortening market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Margarine & Shortening:

Company Analysis: Report covers individual Margarine & Shortening manufacturers,

suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Margarine & Shortening. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Food Industry, Household).

Technology Analysis: Report covers specific technologies relevant to Margarine & Shortening. It assesses the current state, advancements, and potential future developments in Margarine & Shortening areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Margarine & Shortening market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Margarine & Shortening market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Margarine

Shortening

Market segment by Application

Food Industry

Household

Catering

Major players covered

Upfield

Bunge

NMGK Group

ConAgra

Fuji Oil

BRF

Yildiz Holding

Grupo Lala

NamChow

Cargill

ADM

J.M. Smucker

AAK

Wilmar

COFCO

Uni-President

Mengniu Group

Yili Group

Brightdairy

Dairy Crest

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Margarine & Shortening product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Margarine & Shortening, with price, sales, revenue and global market share of Margarine & Shortening from 2019 to 2024.

Chapter 3, the Margarine & Shortening competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Margarine & Shortening breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share

and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Margarine & Shortening market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Margarine & Shortening.

Chapter 14 and 15, to describe Margarine & Shortening sales channel, distributors, customers, research findings and conclusion.

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