

# Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Shortening Market 2018, 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 global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application. First, shortening are widely used in frying, making confectionery and bakery. With the development of economy, not only retail but also food processing needs more shortening. However, due to the ban of the use of shortening in Europe, the consumption of shortening is decreasing year by year.

The Europe shortening consumption has been reached 581 K MT in 2017, from 605 K MT in 2013, with an average growth rate of about -1.01%. Oil, fat are the main raw materials of shortening. The price of shortening fluctuates with the market demand instead of raw materials price. As the capacity of shortening grows rapidly in recent years, the price of shortening has also been trending up. It is estimated that the price of shortening would still going up slightly in the coming years.

Third, the export and import business of shortening is frequent, with Europe the major import country. The import of shortening has been decreasing with the growth of the consumption in Europe.

The worldwide market for Shortening is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017,

according to a new GIR (Global Info Research) study.

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 Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

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 15 Chapters to deeply display the global Shortening market.

Chapter 1, to describe Shortening Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Shortening, with sales, revenue, and price of Shortening, 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 global market by regions, with sales, revenue and market share of Shortening, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Shortening market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Shortening sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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