

Margarine Market Size, Share & Trends Analysis Report By Product (Hard, Soft, Liquid), By Application (Commercial, Household), By Region (North America, Europe, APAC, CSA, MEA), And Segment Forecasts, 2020 - 2027

<https://marketpublishers.com/r/M62B02BA789CEN.html>

Date: April 2020

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: M62B02BA789CEN

Abstracts

The global margarine market size is expected to reach USD 4.32 billion by 2027, expanding at a CAGR of 2.2% over the forecast period, according to a new report by Grand View Research, Inc. Increasing number of health conscious consumers is expected to drive the demand for the product as it contains low fat, low calorie, and low cholesterol. Furthermore, the consumption pattern will shift towards healthier and heart-friendly alternatives in the near future due to growing aging population.

Increasing application of the product in the bakery and confectionary industry is a key factor fueling the market growth. Margarine has gained significant popularity as an affordable, healthier, and sustainable ingredient among numerous food manufacturers. As a result, in terms of application, the commercial segment dominated the market in 2019.

In terms of product, hard margarine led the market with over 50% share of the total revenue in 2019. It is the most used form of the product in the food industry. Rising acceptance of packaged cookies and biscuits has widened the opportunity for hard margarine over the world. Liquid margarine is expected to witness the fastest growth over the forecast period owing to its lower fat content.

Key competitors in the industry include Unilever; Bunge Limited; NMGK Group; Conagra Brands, Inc.; Wilmar International Ltd.; BRF; Yildiz Holding; Cargill, Incorporated; Uni-President; Upfield; China Mengniu Dairy Company Limited; and

Namchow. Merger & acquisition and new product launch are the key strategies adopted by the margarine manufacturers. For instance, in July 2018, Kohlberg Kravis Roberts & Co. L.P. (KKR) completed its acquisition of Unilever's Spreads business. KKR acquired the business for USD 8.04 billion and it includes Unilever's Country Crock, Becel, Flora, and Blue Band brands. This acquisition helped to reshape and enhance the product portfolio of the Spreads business.

Further key findings from the study suggest:

In terms of product, the hard segment dominated the market in 2019 with over 50% share of the global revenue owing to extensive application scope of the product in the bakery and confectionary industry

The household application segment is expected to expand at the fastest CAGR of 2.8% from 2020 to 2027. This growth is attributed to increasing importance of healthy spreads during breakfast and dinner among the millennials

Asia Pacific is expected to exhibit the fastest CAGR of 3.2% from 2020 to 2027 owing to growing demand for the product in countries, such as China and India

Major players in the margarine market include Unilever; Bunge Limited; NMGK Group; Conagra Brands, Inc.; Wilmar International Ltd.; BRF; Yildiz Holding; Cargill, Incorporated; Uni-President; and Upfield.

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