

Global Shortening Market Research Report 2018

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Abstracts

Summary

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.

Market Segment as follows:

By Region

Asia-Pacific

North America

Europe

South America

Middle East & Africa

By Type

All Purpose Shortening

Emulsified Shortening

High Stability Shortening

By Application

Baking

Frying

Confectionery and Pastry

Others

By Company

Olenex

ADM

Walter Rau

Y?ld?z Holding

VFI GmbH

AAK

Zeelandia

Puratos

Princes Group

HAS Group

The main contents of the report including:

Section 1: Product definition, type and application, global and regional market overview;

- Section 2: Global and regional Market competition by company;
- Section 3: Global and regional sales revenue, volume and price by type;
- Section 4: Global and regional sales revenue, volume and price by application;
- Section 5: Regional export and import;
- Section 6: Company information, business overview, sales data and product specifications;
- Section 7: Industry chain and raw materials;
- Section 8: SWOT and Porter's Five Forces;
- Section 9: Conclusion.

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