

# Global Shortening Industry Market Research 2019

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## Abstracts

In this report, we analyze the Shortening industry from two aspects. One part is about its production and the other part is about its consumption. In terms of its production, we analyze the production, revenue, gross margin of its main manufacturers and the unit price that they offer in different regions from 2014 to 2019. In terms of its consumption, we analyze the consumption volume, consumption value, sale price, import and export in different regions from 2014 to 2019. We also make a prediction of its production and consumption in coming 2019-2024.

At the same time, we classify different Shortening based on their definitions. Upstream raw materials, equipment and downstream consumers analysis is also carried out. What is more, the Shortening industry development trends and marketing channels are analyzed.

Finally, the feasibility of new investment projects is assessed, and overall research conclusions are offered.

Key players in global Shortening market include:

Olenex

ADM

Walter Rau

Y?ld?z Holding

VFI GmbH

AAK

Zeelandia

Puratos

Princes Group

HAS Group

Market segmentation, by product types:

All Purpose Shortening  
Emulsified Shortening  
High Stability Shortening

Market segmentation, by applications:

Baking  
Frying  
Confectionery and Pastry  
Other

Market segmentation, by regions:

North America  
Europe  
Asia Pacific  
Middle East & Africa  
Latin America

The report can answer the following questions:

1. What is the global (North America, South America, Europe, Africa, Middle East, Asia, China, Japan) production, production value, consumption, consumption value, import and export of Shortening?
2. Who are the global key manufacturers of Shortening industry? How are their operating situation (capacity, production, price, cost, gross and revenue)?
3. What are the types and applications of Shortening? What is the market share of each type and application?
4. What are the upstream raw materials and manufacturing equipment of Shortening? What is the manufacturing process of Shortening?
5. Economic impact on Shortening industry and development trend of Shortening industry.
6. What will the Shortening market size and the growth rate be in 2024?
7. What are the key factors driving the global Shortening industry?
8. What are the key market trends impacting the growth of the Shortening market?
9. What are the Shortening market challenges to market growth?
10. What are the Shortening market opportunities and threats faced by the vendors in the global Shortening market?

Objective of Studies:

1. To provide detailed analysis of the market structure along with forecast of the various segments and sub-segments of the global Shortening market.
2. To provide insights about factors affecting the market growth. To analyze the Shortening market based on various factors- price analysis, supply chain analysis, Porter five force analysis etc.
3. To provide historical and forecast revenue of the market segments and sub-segments with respect to four main geographies and their countries- North America, Europe, Asia, Latin America and Rest of the World.
4. To provide country level analysis of the market with respect to the current market size and future prospective.
5. To provide country level analysis of the market for segment by application, product type and sub-segments.
6. To provide strategic profiling of key players in the market, comprehensively analyzing their core competencies, and drawing a competitive landscape for the market.
7. To track and analyze competitive developments such as joint ventures, strategic alliances, mergers and acquisitions, new product developments, and research and developments in the global Shortening market.

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Figure Latin America Consumption Volume (Unit) and Growth Rate of Shortening 2019-2024

Figure Latin America Consumption Value (M USD) and Growth Rate of Shortening 2019-2024

Figure Supply Chain Relationship Analysis of Shortening

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