

# **The 2022 Report on Refining and Blending Fats and Oils and Manufacturing Shortening and Margarine: World Market Segmentation by City**

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## **Abstracts**

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers manufacturing shortening and margarine from purchased fats and oils, refining and blending vegetable, oilseed, and tree nut oils from purchased oils, and blending purchased animal fats with purchased vegetable fats as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for manufacturing shortening and margarine from purchased fats and oils, refining and blending vegetable, oilseed, and tree nut oils from purchased oils, and blending purchased animal fats with purchased vegetable fats is 311225. It is for this definition that aggregate latent demand estimates are derived. Manufacturing shortening and margarine from purchased fats and oils, refining and blending vegetable, oilseed, and tree nut oils from purchased oils, and blending purchased animal fats with purchased vegetable fats is specifically defined as follows:

311225 This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing shortening and margarine from purchased fats and

oils; (2) refining and/or blending vegetable, oilseed, and tree nut oils from purchased oils; and (3) blending purchased animal fats with purchased vegetable fats.

311225M Miscellaneous receipts

311225P Primary products

311225S Secondary products

3112251 Shortening and cooking oils (edible)

3112252 SHORTENING AND COOKING OILS

3112254 Margarine, including butter blends

311225SM Secondary products and miscellaneous receipts

31122511 Baking or frying fats (shortening), 100% vegetable oil (edible)

31122512 Baking or frying fats (shortening), 100% animal fat or blends of vegetable oil  
&

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