

Margarine Market Report by Source (Plant, Animal), Form (Sticks, Cubes, Tubs, Liquid, and Others), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Specialty Stores, Online Stores, and Others) Application (Household, Bakery, Confectionery, Spreads, Sauces and Toppings, and Others), and Region 2024-2032

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Abstracts

The global margarine market size reached US\$ 3.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.6 Billion by 2032, exhibiting a growth rate (CAGR) of 2.9% during 2024-2032. The market is experiencing stable growth driven by the rising awareness among individuals about the benefits of maintaining a healthy lifestyle, increasing need for cost-effective food solutions, and innovations in food processing and formulation techniques.

Margarine Market Analysis:

Market Growth and Size: The market is witnessing steady growth on account of the increasing awareness among individuals about health and wellness, along with rising demand for versatile culinary solutions.

Technological Advancements: Innovations in food processing and formulation are leading to improvements in the taste, texture, and nutritional profile of margarine, making it more appealing to consumers seeking healthier options.

Industry Applications: Margarine finds applications in baking and cooking. In addition, margarine is versatile and a suitable substitute for butter in several

recipes.

Geographical Trends: North America leads the market, driven by changing dietary preferences of individuals. However, Asia Pacific is emerging as a fast-growing market due to increasing concerns about lifestyle diseases and obesity among individuals.

Competitive Landscape: Key players are introducing low-fat, plant-based, and fortified margarine varieties to attract a wider consumer base.

Challenges and Opportunities: While the market faces challenges, such as alternative spreads and oils, it also encounters opportunities on account of the rising demand for healthier and affordable alternatives to traditional products.

Future Outlook: The future of the margarine market looks promising, with the increasing focus on clean-label products. Moreover, the rising demand for plant-based margarine among individuals is expected to bolster the market growth.

Margarine Market Trends:

Rising number of health-conscious individuals

The increasing awareness among individuals about the benefits of maintaining a healthy lifestyle is propelling the margarine market growth. Additionally, people are increasingly seeking healthier alternatives to traditional fats like butter. Besides this, margarine is made from vegetable oils and fortified with vitamins, offering a lower cholesterol option. This aligns with dietary recommendations for reducing saturated fat intake, making margarine an attractive choice for health-conscious individuals looking to maintain heart health and manage weight. Furthermore, the rising focus on plant-based diets is contributing to the growth of the market. In line with this, the growing demand for margarine as a more nutritious alternative to butter is offering a positive market outlook. Apart from this, health-conscious consumers are prioritizing transparency and clean labeling and preferring products with simple, natural ingredients, and minimal additives. Manufacturers are offering cleaner formulations with recognizable ingredients, catering to individuals preferring more natural and wholesome options.

Increasing need for cost-effective solutions

The escalating demand for margarine due to its cost-effectiveness is supporting the growth of the market. Margarine is affordable as compared to butter, appealing to budget-conscious consumers without compromising on taste or quality. The lower production costs associated with margarine, particularly those made from vegetable oils, enable manufacturers to offer competitive pricing. In addition, this affordability factor is particularly essential in households and food service establishments where cost considerations play a crucial role in purchasing decisions. Foodservice operators are adopting margarine to reduce production costs without sacrificing taste or quality, which is impelling the market growth. Moreover, the increasing number of cafes, restaurants, clubs, and hotels is strengthening the market growth. Apart from this, margarine is versatile and functional, which makes it a cost-effective ingredient in various food applications, including baking, cooking, and food processing. Furthermore, the growing demand for margarine on account of the rising need for numerous food products among the masses around the world is positively influencing the market.

Innovation and product development

Innovations in food processing and formulation techniques are leading to advancements in the taste, texture, and nutritional profile of margarine. In line with this, manufacturers are investing in research and development (R&D) activities to enhance the sensory attributes of margarine, such as creaminess, flavor, and mouthfeel, to closely match the sensory experience of butter. Furthermore, the incorporation of functional ingredients, such as omega-3 fatty acids and plant sterols, enhances the health benefits of margarine, attracting health-conscious consumers. Apart from this, packaging innovations, such as convenient portion-controlled formats and eco-friendly options, cater to the evolving preferences of individuals. The rising focus on biodegradable packaging materials and compostable options to reduce the environmental impact of packaging waste is contributing to the market growth. Moreover, tamper-evident seals provide consumers with assurance of product safety and freshness. Innovations in seal design include tear-away tabs, shrink bands, or heat-sealed closures to prevent tampering and ensure the integrity of the product.

Margarine Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on source, form, distribution channel, and application.

Breakup by Source:

Plant

Animal

Plant accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the source. This includes plant and animal. According to the report, plant represented the largest segment.

Plant-based margarine is primarily derived from sources, such as vegetable oils like soybean, sunflower, canola, or palm oil. These oils undergo processing and hydrogenation to solidify them into a spreadable form resembling butter. In addition, plant-based margarine is usually preferred by individuals seeking alternatives to animal-derived products, such as vegetarians, vegans, or those with dietary restrictions related to animal products.

Margarine is also derived from animal sources, such as cow milk. It is made by churning cream or milk to separate the butterfat from the buttermilk, resulting in a solid spread with a characteristic creamy texture and flavor. Besides this, animal-based margarine contains saturated fats and cholesterol due to its animal origin.

Breakup by Form:

Sticks

Cubes

Tubs

Liquid

Others

Tubs hold the largest market share

A detailed breakup and analysis of the market based on the form have also been provided in the report. This includes sticks, cubes, tubs, liquid, and others. According to the report, tubs accounted for the largest market share.

Tubs are containers with wide openings and lids for easy access. Tubs are ideal for spreading margarine directly onto bread, toast, or baked goods. They also allow for easy scooping and measuring, making them suitable for cooking and baking applications. Tubs are widely available in different sizes to accommodate varying consumer needs, ranging from small individual servings to larger family-sized containers.

Sticks are convenient for measuring precise amounts, as they are divided into tablespoon-sized increments. This makes them suitable for recipes that require specific measurements, such as baking cookies or cakes. Sticks also have a longer shelf life as compared to tubs once opened, as they are protected from air exposure by their packaging.

Cubes form of margarine is small, convenient for portion control, and can be easily added to recipes without the need for measuring or cutting. In line with this, it is commonly used in cooking and baking, particularly in recipes that require melting butter or margarine evenly.

Liquid margarine is a pourable form mainly sold in bottles or containers. It is used in commercial food manufacturing and food service establishments due to its ease of use in large-scale cooking and frying applications. Liquid margarine is also used as a topping or flavoring in certain dishes, offering a convenient alternative to solid forms of margarine or butter.

Breakup by Distribution Channel:

Hypermarkets and Supermarkets

Convenience Stores

Specialty Stores

Online Stores

Others

Hypermarkets and supermarkets represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes hypermarkets and supermarkets, convenience stores, specialty stores, online stores, and others. According to the report, hypermarkets and supermarkets represented the largest segment.

Hypermarkets and supermarkets offer a wide variety of margarine products in various forms, including tubs, sticks, cubes, and liquid. They provide a one-stop shopping experience, allowing individuals to easily compare brands, prices, and packaging options. They offer competitive pricing and promotions on margarine products, making them popular choices for individuals seeking enhanced convenience and affordability.

Convenience stores usually stock a limited selection of margarine products in smaller sizes and fewer varieties. These stores prioritize popular forms like tubs or small individual portions due to space constraints. Convenience stores cater to individuals looking for quick and on-the-go purchases rather than extensive shopping trips.

Specialty stores have niche or specialty margarine products. These stores focus on high-quality, organic, or artisanal options, appealing to consumers with specific dietary preferences or seeking unique flavors and ingredients. Specialty stores offer a curated selection of premium margarine products in various forms, catering to individuals willing to pay a premium for quality and exclusivity.

Online stores offer a wide range of options in various forms, allowing individuals to browse and purchase from the comfort of their homes. They provide access to a diverse selection of brands, packaging sizes, and specialty products that may not be readily available in local brick-and-mortar stores. Online shopping offers the convenience of doorstep delivery and the ability to compare prices and read product reviews before making a purchase decision.

Breakup by Application:

Household

Bakery

Confectionery

Spreads, Sauces and Toppings

Others

Bakery dominates the biggest market share

The report has provided a detailed breakup and analysis of the market based on the application. This includes household, bakery, confectionery, spreads, sauces and toppings, and others. According to the report, bakery represented the largest segment.

Margarine is an essential ingredient in bakery products, such as bread, cakes, pastries, and cookies. They provide moisture, flavor, texture, and richness to baked goods. In bakery applications, margarine is used in various forms, including sticks for precise measurements in recipes, tubs for spreading on baked goods, or cubes for melting into doughs and batters.

The rising adoption of margarine in households due to its versatile nature is bolstering the market growth. It is commonly used for spreading on bread, toast, and crackers and for cooking and frying in everyday meal preparation. Margarine is available in convenient forms, such as tubs or sticks, for easy storage and usage in households of all sizes.

Margarine plays a crucial role in confectionery production, contributing to the texture, flavor, and shelf stability of candies, chocolates, and other sweet treats. It is used in combination with other ingredients to create creamy fillings, smooth ganaches, and luscious frostings for confectionery products. Margarine is melted, blended, and incorporated into confectionery recipes to achieve desired taste and consistency.

Margarine is a key ingredient in spreads, sauces, and toppings used in both sweet and savory dishes. It is incorporated into dips, savory sauces, and creamy toppings for vegetables, pasta, and meat dishes. Margarine in liquid form can be used for drizzling over popcorn, vegetables, or grilled meats, while solid forms like sticks or tubs are melted or softened for use in sauces and spreads.

Breakup by Region:

Margarine Market Report by Source (Plant, Animal), Form (Sticks, Cubes, Tubs, Liquid, and Others), Distributio...

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Turkey

Saudi Arabia

United Arab Emirates

Others

North America leads the market, accounting for the largest margarine market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa (Turkey, Saudi Arabia, United Arab Emirates, and others). According to the report, North America accounted for the largest market share driven by the rising number of health-conscious individuals. In addition, the growing demand for margarine due to changing dietary preferences of individuals is offering a positive market outlook. Furthermore, the wide availability of margarine via online and offline stores in the region is impelling the market growth.

Asia Pacific stands as another key region in the market due to rising concerns about lifestyle diseases and obesity among individuals. Besides this, the increasing focus on healthier eating habits among the masses is strengthening the market growth. Additionally, the growing demand for margarine on account of the thriving food and beverage (F&B) industry is positively influencing the market.

Europe maintains a strong presence in the market, with increasing preferences for healthier alternatives to traditional fats like butter. In line with this, Europe has a well-

developed retail infrastructure, including hypermarkets, supermarkets, and specialty and online stores, that provide a wide range of margarine products.

Latin America exhibits growing potential in the market on account of the rising employment of margarine in various culinary applications. Apart from this, the increasing consumption of plant-based margarine options among health-conscious individuals is propelling the market growth in the region.

The Middle East and Africa region is primarily driven by the growing demand for processed food products among the masses. In addition, the rising adoption of margarine due to its versatility and cost-effectiveness is bolstering the market growth.

Leading Key Players in the Margarine Industry:

Key players are investing in R&D activities to introduce innovative products that cater to the evolving preferences and health trends of individuals. They are developing low-fat, plant-based, and fortified margarine varieties with added vitamins and omega-3 fatty acids. In line with this, they are expanding their product portfolios by offering a wide range of margarine options, including different flavors, textures, and packaging formats to appeal to diverse consumer tastes and preferences. Furthermore, major manufacturers are engaging in marketing and advertising campaigns to promote their products and build brand awareness. They are also engaging in strategic partnerships and collaborations with retailers, food service establishments, and other stakeholders to enhance distribution networks, expand market reach, and increase product visibility.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Bunge Limited

Conagra Brands, Inc.

EFKO Group

NMGK Group

PURATOS

Richardson International Limited

Vandemoortele

Wilmar International Ltd.

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

September, 2023: Vandemoortele decided to rebrand its business line margarines, culinary fats and oils (MCOF). The new name 'Plant-Based Food Solutions' reflects consumer trends and is more in line with the sustainable strategy. The new name will also reinforce the company image within the industry and attract a wider consumer base.

March, 2020: Wilmar International Ltd. announced the construction of the Wilmar Processing South Africa project. The crude vegetable oil refining facility at Richards Bay Industrial Development Zone (RBIDZ) would be used to produce cooking oil, mayonnaise and margarine.

Key Questions Answered in This Report

1. What was the size of the global margarine market in 2023?
2. What is the expected growth rate of the global margarine market during 2024-2032?
3. What are the key factors driving the global margarine market?
4. What has been the impact of COVID-19 on the global margarine market?
5. What is the breakup of the global margarine market based on the source?
6. What is the breakup of the global margarine market based on the form?
7. What is the breakup of the global margarine market based on distribution channel?

8. What is the breakup of the global margarine market based on the application?
9. What are the key regions in the global margarine market?
10. Who are the key players/companies in the global margarine market?

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