

Global Margarine Market By Product (Hard, Soft and Liquid) By Application (Commercial and Household) By Region, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Global Margarine Market size is expected to reach \$4.3 billion by 2026, rising at a market growth of 4.5% CAGR during the forecast period. Margarine is an important ingredient for confectionery products. Over the years, it has been an integral component of the household and everyday diet. Margarine, a non-dairy food, is sometimes substituted for butter as a cheaper option if the expense is to be retained. Butter, on the other hand, is a dairy food that is used to make a variety of foods.

Scaling up end-user awareness of chronic disorders along with a thriving food baking industry will boost market growth over the forecast period. In addition, the booming market for low-fat diet as a result of changing consumption patterns and lifestyles will stimulate the expansion of the industrial margarine business over the forecast period. Evidently, an increase in health awareness that leads to more demand for food with fewer calories is likely to graph a profitable road map for the industrial margarine market in the coming years.

In addition, manufacturers are trying to expand their product portfolio by investing heavily in research and development activities, thereby providing products with new features at reduced costs. It, in effect, would fuel demand development in the forecast period. Hectic lives and a rise in the working population have resulted in a humorous demand for processed goods, which has contributed to an expansion of the industry over time.

Margarine has evolved significantly since it was first made as a butter replacement. This

is now a high-tech commodity with several variants and combinations. There are 10 different types of margarine produced today. There are standard, whipped, and polyunsaturated kinds of margarine in both stick and soft forms. There are vegan margarines, edible margarines, and fresh 60% vegetable oil spreads. These margarines are produced from a number of oils, including soy, cottonseed, palm, corn, safflower, and sunflower oils. These custom-made products address the needs of several specific groups of the population.

Based on Product, the market is segmented into Hard, Soft and Liquid. Based on Application, the market is segmented into Commercial and Household. Based on Regions, the market is segmented into North America, Europe, Asia Pacific, and Latin America, Middle East & Africa.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Bunge Limited, Wilmar International Limited, BRF S.A., Land O'Lakes, Inc., Conagra Brands, Inc., Associated British Foods PLC (Wittington Investments Limited), Upfield Holdings B.V. (KKR & Co., Inc.), NMGK Group, Richardson International Limited (James Richardson & Sons, Limited), and Yildiz Holding A.S.

Strategies deployed in Margarine Market

Mar-2020: Wilmar International announced that it is opening a new crude vegetable oil refining facility in South Africa. The facility would be used to produce cooking oil, mayonnaise and margarine..

Dec-2019: Upfield Ghana introduced 10Kg Catering Margarine, the newest addition to the Blue Band Portfolio. This Margarine has been specially formulated with a rich buttery flavor and great taste that provides the required texture and flavor to baked foods.

Dec-2019: Bunge Lodders Croklaan (BLC) launched the new 100% sustainable, non-hydrogenated, shea-based margarine. The margarine has no added coloring or preservatives, and provides high functionality and baking performance and also allowed for better total nutritional value.

Aug-2019: Upfield came into partnership with DKSH Business Unit Consumer Goods, Asia's leading Services provider for Fast Moving Consumer Goods companies. Following the partnership, the latter company aimed to support Upfield in increasing sales for iconic margarine and spreads brands in several Asian markets.

Jun-2019: Associated British Foods signed an agreement with Yihai Kerry Arawana Holdings Co., Ltd, a subsidiary of Wilmar International Limited. Following the

agreement, the companies were aimed to establish a 50-50 joint venture in China for manufacturing, selling, and distributing yeast and bakery ingredients.

Oct-2018: Bunge Loders Croklaan (BLC) introduced Delica Pro Gold, a next-generation plant-based and clean-label liquid margarine for the artisanal and industrial bakery industries. Delica Pro Gold is a liquid, non-hydrogenated margarine that contains no E-numbers or artificial colors and flavors.

Jan-2018: Bunge Limited acquired 70% ownership interest in IOI Loders Croklaan from IOI Corporation Berhad. The acquisition enabled Bunge to become a global leader in business-to-business oil solutions with expanded value-added capabilities, reach, and scale across core geographies.

Mar-2017: Bunge signed a definitive agreement to acquire Westfälische Lebensmittelwerke Lindemann GmbH & Co. KG, a German supplier of oils and fats. The acquisition would broaden the company's balanced B2B oil and fat business by expanding its portfolio and capabilities to the bakery segment.

Nov-2016: BRF announced that it is launching a multigrain margarine product under its Qualy brand. Qualy Multigrain Margarine has benefits of six whole grains namely flax, oat, chia, quinoa, sunflower, and sesame – and is available in 250g tubs with an RRP of 4.70 BRL (\$1.37).

Scope of the Study

Market Segmentation:

By Product

Hard

Soft

Liquid

By Application

Commercial and

Household

By Geography

North America

US

Canada

Mexico

Rest of North America

Europe

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Singapore

Malaysia

Rest of Asia Pacific

LAMEA

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

Companies Profiled

Bunge Limited

Wilmar International Limited

BRF S.A.

Land O'Lakes, Inc.

Conagra Brands, Inc.

Associated British Foods PLC (Wittington Investments Limited)

Upfield Holdings B.V. (KKR & Co., Inc.)

NMGK Group

Richardson International Limited (James Richardson & Sons, Limited)

Yildiz Holding A.S.

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Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Margarine Market, by Product
 - 1.4.2 Global Margarine Market, by Application
 - 1.4.3 Global Margarine Market, by Geography
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
 - 2.1.1 Overview
 - 2.1.2 Market Composition and Scenario
- 2.2 Key Factors Impacting the Market
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. GLOBAL MARGARINE MARKET BY PRODUCT

- 3.1 Global Hard Market by Region
- 3.2 Global Soft Market by Region
- 3.3 Global Liquid Market by Region

CHAPTER 4. GLOBAL MARGARINE MARKET BY APPLICATION

- 4.1 Global Commercial Market by Region
- 4.2 Global Household Market by Region

CHAPTER 5. GLOBAL MARGARINE MARKET BY REGION

- 5.1 North America Margarine Market
 - 5.1.1 North America Margarine Market by Product
 - 5.1.1.1 North America Hard Market by Country
 - 5.1.1.2 North America Soft Market by Country

- 5.1.1.3 North America Liquid Market by Country
- 5.1.2 North America Margarine Market by Application
 - 5.1.2.1 North America Commercial Market by Country
 - 5.1.2.2 North America Household Market by Country
- 5.1.3 North America Margarine Market by Country
 - 5.1.3.1 US Margarine Market
 - 5.1.3.1.1 US Margarine Market by Product
 - 5.1.3.1.2 US Margarine Market by Application
 - 5.1.3.2 Canada Margarine Market
 - 5.1.3.2.1 Canada Margarine Market by Product
 - 5.1.3.2.2 Canada Margarine Market by Application
 - 5.1.3.3 Mexico Margarine Market
 - 5.1.3.3.1 Mexico Margarine Market by Product
 - 5.1.3.3.2 Mexico Margarine Market by Application
 - 5.1.3.4 Rest of North America Margarine Market
 - 5.1.3.4.1 Rest of North America Margarine Market by Product
 - 5.1.3.4.2 Rest of North America Margarine Market by Application
- 5.2 Europe Margarine Market
 - 5.2.1 Europe Margarine Market by Product
 - 5.2.1.1 Europe Hard Market by Country
 - 5.2.1.2 Europe Soft Market by Country
 - 5.2.1.3 Europe Liquid Market by Country
 - 5.2.2 Europe Margarine Market by Application
 - 5.2.2.1 Europe Commercial Market by Country
 - 5.2.2.2 Europe Household Market by Country
 - 5.2.3 Europe Margarine Market by Country
 - 5.2.3.1 Germany Margarine Market
 - 5.2.3.1.1 Germany Margarine Market by Product
 - 5.2.3.1.2 Germany Margarine Market by Application
 - 5.2.3.2 UK Margarine Market
 - 5.2.3.2.1 UK Margarine Market by Product
 - 5.2.3.2.2 UK Margarine Market by Application
 - 5.2.3.3 France Margarine Market
 - 5.2.3.3.1 France Margarine Market by Product
 - 5.2.3.3.2 France Margarine Market by Application
 - 5.2.3.4 Russia Margarine Market
 - 5.2.3.4.1 Russia Margarine Market by Product
 - 5.2.3.4.2 Russia Margarine Market by Application
 - 5.2.3.5 Spain Margarine Market

- 5.2.3.5.1 Spain Margarine Market by Product
- 5.2.3.5.2 Spain Margarine Market by Application
- 5.2.3.6 Italy Margarine Market
 - 5.2.3.6.1 Italy Margarine Market by Product
 - 5.2.3.6.2 Italy Margarine Market by Application
- 5.2.3.7 Rest of Europe Margarine Market
 - 5.2.3.7.1 Rest of Europe Margarine Market by Product
 - 5.2.3.7.2 Rest of Europe Margarine Market by Application
- 5.3 Asia Pacific Margarine Market
 - 5.3.1 Asia Pacific Margarine Market by Product
 - 5.3.1.1 Asia Pacific Hard Market by Country
 - 5.3.1.2 Asia Pacific Soft Market by Country
 - 5.3.1.3 Asia Pacific Liquid Market by Country
 - 5.3.2 Asia Pacific Margarine Market by Application
 - 5.3.2.1 Asia Pacific Commercial Market by Country
 - 5.3.2.2 Asia Pacific Household Market by Country
 - 5.3.3 Asia Pacific Margarine Market by Country
 - 5.3.3.1 China Margarine Market
 - 5.3.3.1.1 China Margarine Market by Product
 - 5.3.3.1.2 China Margarine Market by Application
 - 5.3.3.2 Japan Margarine Market
 - 5.3.3.2.1 Japan Margarine Market by Product
 - 5.3.3.2.2 Japan Margarine Market by Application
 - 5.3.3.3 India Margarine Market
 - 5.3.3.3.1 India Margarine Market by Product
 - 5.3.3.3.2 India Margarine Market by Application
 - 5.3.3.4 South Korea Margarine Market
 - 5.3.3.4.1 South Korea Margarine Market by Product
 - 5.3.3.4.2 South Korea Margarine Market by Application
 - 5.3.3.5 Singapore Margarine Market
 - 5.3.3.5.1 Singapore Margarine Market by Product
 - 5.3.3.5.2 Singapore Margarine Market by Application
 - 5.3.3.6 Malaysia Margarine Market
 - 5.3.3.6.1 Malaysia Margarine Market by Product
 - 5.3.3.6.2 Malaysia Margarine Market by Application
 - 5.3.3.7 Rest of Asia Pacific Margarine Market
 - 5.3.3.7.1 Rest of Asia Pacific Margarine Market by Product
 - 5.3.3.7.2 Rest of Asia Pacific Margarine Market by Application
 - 5.4 LAMEA Margarine Market

- 5.4.1 LAMEA Margarine Market by Product
 - 5.4.1.1 LAMEA Hard Market by Country
 - 5.4.1.2 LAMEA Soft Market by Country
 - 5.4.1.3 LAMEA Liquid Market by Country
- 5.4.2 LAMEA Margarine Market by Application
 - 5.4.2.1 LAMEA Commercial Market by Country
 - 5.4.2.2 LAMEA Household Market by Country
- 5.4.3 LAMEA Margarine Market by Country
 - 5.4.3.1 Brazil Margarine Market
 - 5.4.3.1.1 Brazil Margarine Market by Product
 - 5.4.3.1.2 Brazil Margarine Market by Application
 - 5.4.3.2 Argentina Margarine Market
 - 5.4.3.2.1 Argentina Margarine Market by Product
 - 5.4.3.2.2 Argentina Margarine Market by Application
 - 5.4.3.3 UAE Margarine Market
 - 5.4.3.3.1 UAE Margarine Market by Product
 - 5.4.3.3.2 UAE Margarine Market by Application
 - 5.4.3.4 Saudi Arabia Margarine Market
 - 5.4.3.4.1 Saudi Arabia Margarine Market by Product
 - 5.4.3.4.2 Saudi Arabia Margarine Market by Application
 - 5.4.3.5 South Africa Margarine Market
 - 5.4.3.5.1 South Africa Margarine Market by Product
 - 5.4.3.5.2 South Africa Margarine Market by Application
 - 5.4.3.6 Nigeria Margarine Market
 - 5.4.3.6.1 Nigeria Margarine Market by Product
 - 5.4.3.6.2 Nigeria Margarine Market by Application
 - 5.4.3.7 Rest of LAMEA Margarine Market
 - 5.4.3.7.1 Rest of LAMEA Margarine Market by Product
 - 5.4.3.7.2 Rest of LAMEA Margarine Market by Application

CHAPTER 6. COMPANY PROFILES

- 6.1 Bunge Limited
 - 6.1.1 Company Overview
 - 6.1.2 Financial Analysis
 - 6.1.3 Segmental and Regional Analysis
 - 6.1.4 Research& Development Expense
 - 6.1.5 Recent strategies and developments:
 - 6.1.5.1 Acquisition and Mergers:

- 6.1.5.2 Product Launches and Product Expansions:
- 6.2 Wilmar International Limited
 - 6.2.1 Company Overview
 - 6.2.2 Financial Analysis
 - 6.2.3 Segmental and Regional Analysis
 - 6.2.4 Recent strategies and developments:
 - 6.2.4.1 Geographical Expansions:
 - 6.2.4.2 Partnerships, Collaborations, and Agreements:
- 6.3 BRF S.A.
 - 6.3.1 Company overview
 - 6.3.2 Financial Analysis
 - 6.3.3 Regional Analysis
 - 6.3.4 Recent strategies and developments:
 - 6.3.4.1 Product Launches and Product Expansions:
- 6.4 Land O'Lakes, Inc.
 - 6.4.1 Company Overview
 - 6.4.2 Financial Analysis
- 6.5 Conagra Brands, Inc.
 - 6.5.1 Company Overview
 - 6.5.2 Financial Analysis
 - 6.5.3 Segmental Analysis
 - 6.5.4 Research& Development Expense
- 6.6 Associated British Foods PLC (Wittington Investments Limited)
 - 6.6.1 Company Overview
 - 6.6.2 Financial Analysis
 - 6.6.3 Segmental and Regional Analysis
 - 6.6.4 Recent strategies and developments:
 - 6.6.4.1 Partnerships, Collaborations, and Agreements:
- 6.7 Upfield Holdings B.V. (KKR & Co., Inc.)
 - 6.7.1 Company Overview
 - 6.7.2 Financial Analysis
 - 6.7.3 Regional Analysis
 - 6.7.4 Recent strategies and developments:
 - 6.7.4.1 Partnerships, Collaborations, and Agreements:
 - 6.7.4.2 Product Launches and Product Expansions:
- 6.8 NMGK Group
 - 6.8.1 Company Overview
- 6.9 Richardson International Limited (James Richardson & Sons, Limited)
 - 6.9.1 Company Overview

6.1 Yildiz Holdings A.S.

6.10.1 Company Overview

List Of Tables

LIST OF TABLES

TABLE 1 GLOBAL MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 2 GLOBAL MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 3 GLOBAL MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 4 GLOBAL MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 5 GLOBAL HARD MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 6 GLOBAL HARD MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 7 GLOBAL SOFT MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 8 GLOBAL SOFT MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 9 GLOBAL LIQUID MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 10 GLOBAL LIQUID MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 11 GLOBAL MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 12 GLOBAL MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 13 GLOBAL COMMERCIAL MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 14 GLOBAL COMMERCIAL MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 15 GLOBAL HOUSEHOLD MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 16 GLOBAL HOUSEHOLD MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 17 GLOBAL MARGARINE MARKET BY REGION, 2016 - 2019, USD MILLION

TABLE 18 GLOBAL MARGARINE MARKET BY REGION, 2020 - 2026, USD MILLION

TABLE 19 NORTH AMERICA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 20 NORTH AMERICA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 21 NORTH AMERICA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 22 NORTH AMERICA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 23 NORTH AMERICA HARD MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 24 NORTH AMERICA HARD MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 25 NORTH AMERICA SOFT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 26 NORTH AMERICA SOFT MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 27 NORTH AMERICA LIQUID MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 28 NORTH AMERICA LIQUID MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 29 NORTH AMERICA MARGARINE MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 30 NORTH AMERICA MARGARINE MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 31 NORTH AMERICA COMMERCIAL MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 32 NORTH AMERICA COMMERCIAL MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 33 NORTH AMERICA HOUSEHOLD MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 34 NORTH AMERICA HOUSEHOLD MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 35 NORTH AMERICA MARGARINE MARKET BY COUNTRY, 2016 - 2019,
USD MILLION

TABLE 36 NORTH AMERICA MARGARINE MARKET BY COUNTRY, 2020 - 2026,
USD MILLION

TABLE 37 US MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 38 US MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 39 US MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 40 US MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 41 US MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 42 US MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 43 CANADA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 44 CANADA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 45 CANADA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 46 CANADA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 47 CANADA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 48 CANADA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 49 MEXICO MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 50 MEXICO MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 51 MEXICO MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 52 MEXICO MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 53 MEXICO MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 54 MEXICO MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 55 REST OF NORTH AMERICA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 56 REST OF NORTH AMERICA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 57 REST OF NORTH AMERICA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 58 REST OF NORTH AMERICA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 59 REST OF NORTH AMERICA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 60 REST OF NORTH AMERICA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 61 EUROPE MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 62 EUROPE MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 63 EUROPE MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 64 EUROPE MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 65 EUROPE HARD MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 66 EUROPE HARD MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 67 EUROPE SOFT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 68 EUROPE SOFT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 69 EUROPE LIQUID MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 70 EUROPE LIQUID MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 71 EUROPE MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 72 EUROPE MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 73 EUROPE COMMERCIAL MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 74 EUROPE COMMERCIAL MARKET BY COUNTRY, 2020 - 2026, USD

MILLION

TABLE 75 EUROPE HOUSEHOLD MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 76 EUROPE HOUSEHOLD MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 77 EUROPE MARGARINE MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 78 EUROPE MARGARINE MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 79 GERMANY MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 80 GERMANY MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 81 GERMANY MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 82 GERMANY MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 83 GERMANY MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 84 GERMANY MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 85 UK MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 86 UK MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 87 UK MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 88 UK MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 89 UK MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 90 UK MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 91 FRANCE MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 92 FRANCE MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 93 FRANCE MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 94 FRANCE MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 95 FRANCE MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 96 FRANCE MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 97 RUSSIA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 98 RUSSIA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 99 RUSSIA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 100 RUSSIA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 101 RUSSIA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 102 RUSSIA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 103 SPAIN MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 104 SPAIN MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 105 SPAIN MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 106 SPAIN MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 107 SPAIN MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 108 SPAIN MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 109 ITALY MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 110 ITALY MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 111 ITALY MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 112 ITALY MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 113 ITALY MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 114 ITALY MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 115 REST OF EUROPE MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 116 REST OF EUROPE MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 117 REST OF EUROPE MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 118 REST OF EUROPE MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 119 REST OF EUROPE MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 120 REST OF EUROPE MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 121 ASIA PACIFIC MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 122 ASIA PACIFIC MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 123 ASIA PACIFIC MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 124 ASIA PACIFIC MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 125 ASIA PACIFIC HARD MARKET BY COUNTRY, 2016 - 2019, USD

MILLION

TABLE 126 ASIA PACIFIC HARD MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 127 ASIA PACIFIC SOFT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 128 ASIA PACIFIC SOFT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 129 ASIA PACIFIC LIQUID MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 130 ASIA PACIFIC LIQUID MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 131 ASIA PACIFIC MARGARINE MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 132 ASIA PACIFIC MARGARINE MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 133 ASIA PACIFIC COMMERCIAL MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 134 ASIA PACIFIC COMMERCIAL MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 135 ASIA PACIFIC HOUSEHOLD MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 136 ASIA PACIFIC HOUSEHOLD MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 137 ASIA PACIFIC MARGARINE MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 138 ASIA PACIFIC MARGARINE MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 139 CHINA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 140 CHINA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 141 CHINA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 142 CHINA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 143 CHINA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 144 CHINA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 145 JAPAN MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 146 JAPAN MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 147 JAPAN MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 148 JAPAN MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 149 JAPAN MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 150 JAPAN MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 151 INDIA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 152 INDIA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 153 INDIA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 154 INDIA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 155 INDIA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 156 INDIA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 157 SOUTH KOREA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 158 SOUTH KOREA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 159 SOUTH KOREA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 160 SOUTH KOREA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 161 SOUTH KOREA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 162 SOUTH KOREA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 163 SINGAPORE MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 164 SINGAPORE MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 165 SINGAPORE MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 166 SINGAPORE MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 167 SINGAPORE MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 168 SINGAPORE MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 169 MALAYSIA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 170 MALAYSIA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 171 MALAYSIA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 172 MALAYSIA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 173 MALAYSIA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD

MILLION

TABLE 174 MALAYSIA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 175 REST OF ASIA PACIFIC MARGARINE MARKET, 2016 - 2019, USD
MILLION

TABLE 176 REST OF ASIA PACIFIC MARGARINE MARKET, 2020 - 2026, USD
MILLION

TABLE 177 REST OF ASIA PACIFIC MARGARINE MARKET BY PRODUCT, 2016 -
2019, USD MILLION

TABLE 178 REST OF ASIA PACIFIC MARGARINE MARKET BY PRODUCT, 2020 -
2026, USD MILLION

TABLE 179 REST OF ASIA PACIFIC MARGARINE MARKET BY APPLICATION, 2016
- 2019, USD MILLION

TABLE 180 REST OF ASIA PACIFIC MARGARINE MARKET BY APPLICATION, 2020
- 2026, USD MILLION

TABLE 181 LAMEA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 182 LAMEA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 183 LAMEA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 184 LAMEA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 185 LAMEA HARD MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 186 LAMEA HARD MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 187 LAMEA SOFT MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 188 LAMEA SOFT MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 189 LAMEA LIQUID MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 190 LAMEA LIQUID MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 191 LAMEA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 192 LAMEA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 193 LAMEA COMMERCIAL MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 194 LAMEA COMMERCIAL MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 195 LAMEA HOUSEHOLD MARKET BY COUNTRY, 2016 - 2019, USD
MILLION

TABLE 196 LAMEA HOUSEHOLD MARKET BY COUNTRY, 2020 - 2026, USD
MILLION

TABLE 197 LAMEA MARGARINE MARKET BY COUNTRY, 2016 - 2019, USD MILLION

TABLE 198 LAMEA MARGARINE MARKET BY COUNTRY, 2020 - 2026, USD MILLION

TABLE 199 BRAZIL MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 200 BRAZIL MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 201 BRAZIL MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 202 BRAZIL MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 203 BRAZIL MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 204 BRAZIL MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 205 ARGENTINA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 206 ARGENTINA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 207 ARGENTINA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 208 ARGENTINA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 209 ARGENTINA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 210 ARGENTINA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 211 UAE MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 212 UAE MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 213 UAE MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 214 UAE MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 215 UAE MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD MILLION

TABLE 216 UAE MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD MILLION

TABLE 217 SAUDI ARABIA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 218 SAUDI ARABIA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 219 SAUDI ARABIA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD MILLION

TABLE 220 SAUDI ARABIA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD MILLION

TABLE 221 SAUDI ARABIA MARGARINE MARKET BY APPLICATION, 2016 - 2019,

USD MILLION

TABLE 222 SAUDI ARABIA MARGARINE MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 223 SOUTH AFRICA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 224 SOUTH AFRICA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 225 SOUTH AFRICA MARGARINE MARKET BY PRODUCT, 2016 - 2019,
USD MILLION

TABLE 226 SOUTH AFRICA MARGARINE MARKET BY PRODUCT, 2020 - 2026,
USD MILLION

TABLE 227 SOUTH AFRICA MARGARINE MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 228 SOUTH AFRICA MARGARINE MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 229 NIGERIA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 230 NIGERIA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 231 NIGERIA MARGARINE MARKET BY PRODUCT, 2016 - 2019, USD
MILLION

TABLE 232 NIGERIA MARGARINE MARKET BY PRODUCT, 2020 - 2026, USD
MILLION

TABLE 233 NIGERIA MARGARINE MARKET BY APPLICATION, 2016 - 2019, USD
MILLION

TABLE 234 NIGERIA MARGARINE MARKET BY APPLICATION, 2020 - 2026, USD
MILLION

TABLE 235 REST OF LAMEA MARGARINE MARKET, 2016 - 2019, USD MILLION

TABLE 236 REST OF LAMEA MARGARINE MARKET, 2020 - 2026, USD MILLION

TABLE 237 REST OF LAMEA MARGARINE MARKET BY PRODUCT, 2016 - 2019,
USD MILLION

TABLE 238 REST OF LAMEA MARGARINE MARKET BY PRODUCT, 2020 - 2026,
USD MILLION

TABLE 239 REST OF LAMEA MARGARINE MARKET BY APPLICATION, 2016 - 2019,
USD MILLION

TABLE 240 REST OF LAMEA MARGARINE MARKET BY APPLICATION, 2020 - 2026,
USD MILLION

TABLE 241 KEY INFORMATION – BUNGE LIMITED

TABLE 242 KEY INFORMATION – WILMAR INTERNATIONAL LIMITED

TABLE 243 KEY INFORMATION –BRF S.A.

TABLE 244 KEY INFORMATION – LAND O'LAKES, INC.

TABLE 245 KEY INFORMATION – CONAGRA BRANDS, INC.

TABLE 246 KEY INFORMATION – ASSOCIATED BRITISH FOODS PLC

TABLE 247 KEY INFORMATION – UPFIELD HOLDINGS B.V.

TABLE 248 KEY INFORMATION – NMGK GROUP

TABLE 249 KEY INFORMATION – RICHARDSON INTERNATIONAL LIMITED

TABLE 250 KEY INFORMATION – YILDIZ HOLDINGS A.S.

List Of Figures

LIST OF FIGURES

FIG 1 METHODOLOGY FOR THE RESEARCH

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