

2018-2023 Global Margarine Consumption Market Report

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Abstracts

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In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Margarine market for 2018-2023.

Margarine is a substitute for butter, prepared from vegetable and animal fats by emulsifying them with water and adding small amount of milk, salt, vitamins, colouring matter, etc.

For the definitions and criteria of margarine, there are distinction on the highest water content and the mixing extent of the butter and other fats depend on the different counties.

Currently, lots of companies in the world produce margarine product, mainly concentrating in USA and Europe. The main market players are Unilever, Bunge, NMGK Group, ConAgra, Zydus Cadila, etc. The market volume of margarine decreased from 2155 K MT in 2013 to 2078 K MT in 2017, with an average growth rate of -0.89%. The main reason is that people believe that butter will be better generally.

In consumption market, the entire global market is shrinking. This phenomenon is evident in the United States and Western European countries. In the Asia-Pacific region, especially in China and India. Economic development is good. There will be a slight increase. Because of the base is too small. It is difficult to change the global market trend.

Margarine can be classified as two types, including Special Type and Universal Type. It can be widely used in household and food industry. Survey results showed that 15.9%

of the margarine market is household, 83% is used in food industry. Over the next five years, LPI(LP Information) projects that Margarine will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Margarine market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Special Type

Universal Type

Segmentation by application:

Food Industry

Household

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Unilever

Bunge

NMGK Group

ConAgra

Zydus Cadila

Wilmar-International

Fuji Oil

BRF

Yildiz Holding

Grupo Lala

NamChow

Sunnyfoods

Cargill

COFCO

Uni-President

Mengniu Group

Yili Group

Brightdairy

Dairy Crest

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Margarine consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Margarine market by identifying its various subsegments.

Focuses on the key global Margarine manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Margarine with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Margarine submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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