

2018-2023 Global Shortening Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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

This report studies the Shortening market, Shortening refers to edible fats or vegetable or animal origin used in baked goods primarily to improve the eating qualities of the finished product through making it tender and 'short'. There is a variety of shortenings available. These differ mainly in their origin, flavor, and consistency.

First, shortening are widely used in frying, making confectionery and bakery. With the development of economy, not only retail but also food processing needs more shortening. However, due to the ban of the use of shortening in Europe, the consumption of shortening is decreasing year by year.

The Europe shortening consumption has been reached 581 K MT in 2017, from 605 K MT in 2013, with an average growth rate of about -1.01%. Oil, fat are the main raw materials of shortening. The price of shortening fluctuates with the market demand instead of raw materials price. As the capacity of shortening grows rapidly in recent years, the price of shortening has also been trending up. It is estimated that the price of shortening would still going up slightly in the coming years.

Third, the export and import business of shortening is frequent, with Europe the major import country. The import of shortening has been decreasing with the growth of the consumption in Europe.

Over the next five years, LPI(LP Information) projects that Shortening 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 Shortening 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:

All Purpose Shortening

Emulsified Shortening

High Stability Shortening

Segmentation by application:

Baking

Frying

Confectionery and Pastry

Other

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:

Olenex

ADM

Walter Rau

Y?ld?z Holding

VFI GmbH

AAK

Zeelandia

Puratos

Princes Group

HAS Group

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 Shortening 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 Shortening market by identifying its various subsegments.

Focuses on the key global Shortening 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 Shortening 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 Shortening 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.

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Shortening Consumption 2013-2023
 - 2.1.2 Shortening Consumption CAGR by Region
- 2.2 Shortening Segment by Type
 - 2.2.1 All Purpose Shortening
 - 2.2.2 Emulsified Shortening
 - 2.2.3 High Stability Shortening
- 2.3 Shortening Consumption by Type
 - 2.3.1 Global Shortening Consumption Market Share by Type (2013-2018)
 - 2.3.2 Global Shortening Revenue and Market Share by Type (2013-2018)
 - 2.3.3 Global Shortening Sale Price by Type (2013-2018)
- 2.4 Shortening Segment by Application
 - 2.4.1 Baking
 - 2.4.2 Frying
 - 2.4.3 Confectionery and Pastry
 - 2.4.4 Other
- 2.5 Shortening Consumption by Application
 - 2.5.1 Global Shortening Consumption Market Share by Application (2013-2018)
 - 2.5.2 Global Shortening Value and Market Share by Application (2013-2018)
 - 2.5.3 Global Shortening Sale Price by Application (2013-2018)

3 GLOBAL SHORTENING BY PLAYERS

- 3.1 Global Shortening Sales Market Share by Players
 - 3.1.1 Global Shortening Sales by Players (2016-2018)
 - 3.1.2 Global Shortening Sales Market Share by Players (2016-2018)

- 3.2 Global Shortening Revenue Market Share by Players
 - 3.2.1 Global Shortening Revenue by Players (2016-2018)
 - 3.2.2 Global Shortening Revenue Market Share by Players (2016-2018)
- 3.3 Global Shortening Sale Price by Players
- 3.4 Global Shortening Manufacturing Base Distribution, Sales Area, Product Types by Players
 - 3.4.1 Global Shortening Manufacturing Base Distribution and Sales Area by Players
 - 3.4.2 Players Shortening Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.6 New Products and Potential Entrants
- 3.7 Mergers & Acquisitions, Expansion

4 SHORTENING BY REGIONS

- 4.1 Shortening by Regions
 - 4.1.1 Global Shortening Consumption by Regions
 - 4.1.2 Global Shortening Value by Regions
- 4.2 Americas Shortening Consumption Growth
- 4.3 APAC Shortening Consumption Growth
- 4.4 Europe Shortening Consumption Growth
- 4.5 Middle East & Africa Shortening Consumption Growth

5 AMERICAS

- 5.1 Americas Shortening Consumption by Countries
 - 5.1.1 Americas Shortening Consumption by Countries (2013-2018)
 - 5.1.2 Americas Shortening Value by Countries (2013-2018)
- 5.2 Americas Shortening Consumption by Type
- 5.3 Americas Shortening Consumption by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

6 APAC

- 6.1 APAC Shortening Consumption by Countries

- 6.1.1 APAC Shortening Consumption by Countries (2013-2018)
- 6.1.2 APAC Shortening Value by Countries (2013-2018)
- 6.2 APAC Shortening Consumption by Type
- 6.3 APAC Shortening Consumption by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

7 EUROPE

- 7.1 Europe Shortening by Countries
 - 7.1.1 Europe Shortening Consumption by Countries (2013-2018)
 - 7.1.2 Europe Shortening Value by Countries (2013-2018)
- 7.2 Europe Shortening Consumption by Type
- 7.3 Europe Shortening Consumption by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Shortening by Countries
 - 8.1.1 Middle East & Africa Shortening Consumption by Countries (2013-2018)
 - 8.1.2 Middle East & Africa Shortening Value by Countries (2013-2018)
- 8.2 Middle East & Africa Shortening Consumption by Type
- 8.3 Middle East & Africa Shortening Consumption by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers and Impact

9.1.1 Growing Demand from Key Regions

9.1.2 Growing Demand from Key Applications and Potential Industries

9.2 Market Challenges and Impact

9.3 Market Trends

10 MARKETING, DISTRIBUTORS AND CUSTOMER

10.1 Sales Channel

10.1.1 Direct Marketing

10.1.2 Indirect Marketing

10.2 Shortening Distributors

10.3 Shortening Customer

11 GLOBAL SHORTENING MARKET FORECAST

11.1 Global Shortening Consumption Forecast (2018-2023)

11.2 Global Shortening Forecast by Regions

11.2.1 Global Shortening Forecast by Regions (2018-2023)

11.2.2 Global Shortening Value Forecast by Regions (2018-2023)

11.2.3 Americas Consumption Forecast

11.2.4 APAC Consumption Forecast

11.2.5 Europe Consumption Forecast

11.2.6 Middle East & Africa Consumption Forecast

11.3 Americas Forecast by Countries

11.3.1 United States Market Forecast

11.3.2 Canada Market Forecast

11.3.3 Mexico Market Forecast

11.3.4 Brazil Market Forecast

11.4 APAC Forecast by Countries

11.4.1 China Market Forecast

11.4.2 Japan Market Forecast

11.4.3 Korea Market Forecast

11.4.4 Southeast Asia Market Forecast

11.4.5 India Market Forecast

11.4.6 Australia Market Forecast

- 11.5 Europe Forecast by Countries
 - 11.5.1 Germany Market Forecast
 - 11.5.2 France Market Forecast
 - 11.5.3 UK Market Forecast
 - 11.5.4 Italy Market Forecast
 - 11.5.5 Russia Market Forecast
 - 11.5.6 Spain Market Forecast
- 11.6 Middle East & Africa Forecast by Countries
 - 11.6.1 Egypt Market Forecast
 - 11.6.2 South Africa Market Forecast
 - 11.6.3 Israel Market Forecast
 - 11.6.4 Turkey Market Forecast
 - 11.6.5 GCC Countries Market Forecast
- 11.7 Global Shortening Forecast by Type
- 11.8 Global Shortening Forecast by Application

12 KEY PLAYERS ANALYSIS

- 12.1 Olenex
 - 12.1.1 Company Details
 - 12.1.2 Shortening Product Offered
 - 12.1.3 Olenex Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.1.4 Main Business Overview
 - 12.1.5 Olenex News
- 12.2 ADM
 - 12.2.1 Company Details
 - 12.2.2 Shortening Product Offered
 - 12.2.3 ADM Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.2.4 Main Business Overview
 - 12.2.5 ADM News
- 12.3 Walter Rau
 - 12.3.1 Company Details
 - 12.3.2 Shortening Product Offered
 - 12.3.3 Walter Rau Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.3.4 Main Business Overview
 - 12.3.5 Walter Rau News
- 12.4 Y?ld?z Holding
 - 12.4.1 Company Details
 - 12.4.2 Shortening Product Offered

- 12.4.3 Y?ld?z Holding Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.4.4 Main Business Overview
 - 12.4.5 Y?ld?z Holding News
- 12.5 VFI GmbH
 - 12.5.1 Company Details
 - 12.5.2 Shortening Product Offered
 - 12.5.3 VFI GmbH Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.5.4 Main Business Overview
 - 12.5.5 VFI GmbH News
- 12.6 AAK
 - 12.6.1 Company Details
 - 12.6.2 Shortening Product Offered
 - 12.6.3 AAK Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.6.4 Main Business Overview
 - 12.6.5 AAK News
- 12.7 Zeelandia
 - 12.7.1 Company Details
 - 12.7.2 Shortening Product Offered
 - 12.7.3 Zeelandia Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.7.4 Main Business Overview
 - 12.7.5 Zeelandia News
- 12.8 Puratos
 - 12.8.1 Company Details
 - 12.8.2 Shortening Product Offered
 - 12.8.3 Puratos Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.8.4 Main Business Overview
 - 12.8.5 Puratos News
- 12.9 Princes Group
 - 12.9.1 Company Details
 - 12.9.2 Shortening Product Offered
 - 12.9.3 Princes Group Shortening Sales, Revenue, Price and Gross Margin (2016-2018)
 - 12.9.4 Main Business Overview
 - 12.9.5 Princes Group News
- 12.10 HAS Group
 - 12.10.1 Company Details
 - 12.10.2 Shortening Product Offered
 - 12.10.3 HAS Group Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

12.10.4 Main Business Overview

12.10.5 HAS Group News

13 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Shortening

Table Product Specifications of Shortening

Figure Shortening Report Years Considered

Figure Market Research Methodology

Figure Global Shortening Consumption Growth Rate 2013-2023 (K MT)

Figure Global Shortening Value Growth Rate 2013-2023 (\$ Millions)

Table Shortening Consumption CAGR by Region 2013-2023 (\$ Millions)

Figure Product Picture of All Purpose Shortening

Table Major Players of All Purpose Shortening

Figure Product Picture of Emulsified Shortening

Table Major Players of Emulsified Shortening

Figure Product Picture of High Stability Shortening

Table Major Players of High Stability Shortening

Table Global Consumption Sales by Type (2013-2018)

Table Global Shortening Consumption Market Share by Type (2013-2018)

Figure Global Shortening Consumption Market Share by Type (2013-2018)

Table Global Shortening Revenue by Type (2013-2018) (\$ million)

Table Global Shortening Value Market Share by Type (2013-2018) (\$ Millions)

Figure Global Shortening Value Market Share by Type (2013-2018)

Table Global Shortening Sale Price by Type (2013-2018)

Figure Shortening Consumed in Baking

Figure Global Shortening Market: Baking (2013-2018) (K MT)

Figure Global Shortening Market: Baking (2013-2018) (\$ Millions)

Figure Global Baking YoY Growth (\$ Millions)

Figure Shortening Consumed in Frying

Figure Global Shortening Market: Frying (2013-2018) (K MT)

Figure Global Shortening Market: Frying (2013-2018) (\$ Millions)

Figure Global Frying YoY Growth (\$ Millions)

Figure Shortening Consumed in Confectionery and Pastry

Figure Global Shortening Market: Confectionery and Pastry (2013-2018) (K MT)

Figure Global Shortening Market: Confectionery and Pastry (2013-2018) (\$ Millions)

Figure Global Confectionery and Pastry YoY Growth (\$ Millions)

Figure Shortening Consumed in Other

Figure Global Shortening Market: Other (2013-2018) (K MT)

Figure Global Shortening Market: Other (2013-2018) (\$ Millions)

Figure Global Other YoY Growth (\$ Millions)
Table Global Consumption Sales by Application (2013-2018)
Table Global Shortening Consumption Market Share by Application (2013-2018)
Figure Global Shortening Consumption Market Share by Application (2013-2018)
Table Global Shortening Value by Application (2013-2018)
Table Global Shortening Value Market Share by Application (2013-2018)
Figure Global Shortening Value Market Share by Application (2013-2018)
Table Global Shortening Sale Price by Application (2013-2018)
Table Global Shortening Sales by Players (2016-2018) (K MT)
Table Global Shortening Sales Market Share by Players (2016-2018)
Figure Global Shortening Sales Market Share by Players in 2016
Figure Global Shortening Sales Market Share by Players in 2017
Table Global Shortening Revenue by Players (2016-2018) (\$ Millions)
Table Global Shortening Revenue Market Share by Players (2016-2018)
Figure Global Shortening Revenue Market Share by Players in 2016
Figure Global Shortening Revenue Market Share by Players in 2017
Table Global Shortening Sale Price by Players (2016-2018)
Figure Global Shortening Sale Price by Players in 2017
Table Global Shortening Manufacturing Base Distribution and Sales Area by Players
Table Players Shortening Products Offered
Table Shortening Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
Table Global Shortening Consumption by Regions 2013-2018 (K MT)
Table Global Shortening Consumption Market Share by Regions 2013-2018
Figure Global Shortening Consumption Market Share by Regions 2013-2018
Table Global Shortening Value by Regions 2013-2018 (\$ Millions)
Table Global Shortening Value Market Share by Regions 2013-2018
Figure Global Shortening Value Market Share by Regions 2013-2018
Figure Americas Shortening Consumption 2013-2018 (K MT)
Figure Americas Shortening Value 2013-2018 (\$ Millions)
Figure APAC Shortening Consumption 2013-2018 (K MT)
Figure APAC Shortening Value 2013-2018 (\$ Millions)
Figure Europe Shortening Consumption 2013-2018 (K MT)
Figure Europe Shortening Value 2013-2018 (\$ Millions)
Figure Middle East & Africa Shortening Consumption 2013-2018 (K MT)
Figure Middle East & Africa Shortening Value 2013-2018 (\$ Millions)
Table Americas Shortening Consumption by Countries (2013-2018) (K MT)
Table Americas Shortening Consumption Market Share by Countries (2013-2018)
Figure Americas Shortening Consumption Market Share by Countries in 2017
Table Americas Shortening Value by Countries (2013-2018) (\$ Millions)

Table Americas Shortening Value Market Share by Countries (2013-2018)
Figure Americas Shortening Value Market Share by Countries in 2017
Table Americas Shortening Consumption by Type (2013-2018) (K MT)
Table Americas Shortening Consumption Market Share by Type (2013-2018)
Figure Americas Shortening Consumption Market Share by Type in 2017
Table Americas Shortening Consumption by Application (2013-2018) (K MT)
Table Americas Shortening Consumption Market Share by Application (2013-2018)
Figure Americas Shortening Consumption Market Share by Application in 2017
Figure United States Shortening Consumption Growth 2013-2018 (K MT)
Figure United States Shortening Value Growth 2013-2018 (\$ Millions)
Figure Canada Shortening Consumption Growth 2013-2018 (K MT)
Figure Canada Shortening Value Growth 2013-2018 (\$ Millions)
Figure Mexico Shortening Consumption Growth 2013-2018 (K MT)
Figure Mexico Shortening Value Growth 2013-2018 (\$ Millions)
Table APAC Shortening Consumption by Countries (2013-2018) (K MT)
Table APAC Shortening Consumption Market Share by Countries (2013-2018)
Figure APAC Shortening Consumption Market Share by Countries in 2017
Table APAC Shortening Value by Countries (2013-2018) (\$ Millions)
Table APAC Shortening Value Market Share by Countries (2013-2018)
Figure APAC Shortening Value Market Share by Countries in 2017
Table APAC Shortening Consumption by Type (2013-2018) (K MT)
Table APAC Shortening Consumption Market Share by Type (2013-2018)
Figure APAC Shortening Consumption Market Share by Type in 2017
Table APAC Shortening Consumption by Application (2013-2018) (K MT)
Table APAC Shortening Consumption Market Share by Application (2013-2018)
Figure APAC Shortening Consumption Market Share by Application in 2017
Figure China Shortening Consumption Growth 2013-2018 (K MT)
Figure China Shortening Value Growth 2013-2018 (\$ Millions)
Figure Japan Shortening Consumption Growth 2013-2018 (K MT)
Figure Japan Shortening Value Growth 2013-2018 (\$ Millions)
Figure Korea Shortening Consumption Growth 2013-2018 (K MT)
Figure Korea Shortening Value Growth 2013-2018 (\$ Millions)
Figure Southeast Asia Shortening Consumption Growth 2013-2018 (K MT)
Figure Southeast Asia Shortening Value Growth 2013-2018 (\$ Millions)
Figure India Shortening Consumption Growth 2013-2018 (K MT)
Figure India Shortening Value Growth 2013-2018 (\$ Millions)
Figure Australia Shortening Consumption Growth 2013-2018 (K MT)
Figure Australia Shortening Value Growth 2013-2018 (\$ Millions)
Table Europe Shortening Consumption by Countries (2013-2018) (K MT)

Table Europe Shortening Consumption Market Share by Countries (2013-2018)
Figure Europe Shortening Consumption Market Share by Countries in 2017
Table Europe Shortening Value by Countries (2013-2018) (\$ Millions)
Table Europe Shortening Value Market Share by Countries (2013-2018)
Figure Europe Shortening Value Market Share by Countries in 2017
Table Europe Shortening Consumption by Type (2013-2018) (K MT)
Table Europe Shortening Consumption Market Share by Type (2013-2018)
Figure Europe Shortening Consumption Market Share by Type in 2017
Table Europe Shortening Consumption by Application (2013-2018) (K MT)
Table Europe Shortening Consumption Market Share by Application (2013-2018)
Figure Europe Shortening Consumption Market Share by Application in 2017
Figure Germany Shortening Consumption Growth 2013-2018 (K MT)
Figure Germany Shortening Value Growth 2013-2018 (\$ Millions)
Figure France Shortening Consumption Growth 2013-2018 (K MT)
Figure France Shortening Value Growth 2013-2018 (\$ Millions)
Figure UK Shortening Consumption Growth 2013-2018 (K MT)
Figure UK Shortening Value Growth 2013-2018 (\$ Millions)
Figure Italy Shortening Consumption Growth 2013-2018 (K MT)
Figure Italy Shortening Value Growth 2013-2018 (\$ Millions)
Figure Russia Shortening Consumption Growth 2013-2018 (K MT)
Figure Russia Shortening Value Growth 2013-2018 (\$ Millions)
Figure Spain Shortening Consumption Growth 2013-2018 (K MT)
Figure Spain Shortening Value Growth 2013-2018 (\$ Millions)
Table Middle East & Africa Shortening Consumption by Countries (2013-2018) (K MT)
Table Middle East & Africa Shortening Consumption Market Share by Countries (2013-2018)
Figure Middle East & Africa Shortening Consumption Market Share by Countries in 2017
Table Middle East & Africa Shortening Value by Countries (2013-2018) (\$ Millions)
Table Middle East & Africa Shortening Value Market Share by Countries (2013-2018)
Figure Middle East & Africa Shortening Value Market Share by Countries in 2017
Table Middle East & Africa Shortening Consumption by Type (2013-2018) (K MT)
Table Middle East & Africa Shortening Consumption Market Share by Type (2013-2018)
Figure Middle East & Africa Shortening Consumption Market Share by Type in 2017
Table Middle East & Africa Shortening Consumption by Application (2013-2018) (K MT)
Table Middle East & Africa Shortening Consumption Market Share by Application (2013-2018)
Figure Middle East & Africa Shortening Consumption Market Share by Application in 2017

Figure Egypt Shortening Consumption Growth 2013-2018 (K MT)
Figure Egypt Shortening Value Growth 2013-2018 (\$ Millions)
Figure South Africa Shortening Consumption Growth 2013-2018 (K MT)
Figure South Africa Shortening Value Growth 2013-2018 (\$ Millions)
Figure Israel Shortening Consumption Growth 2013-2018 (K MT)
Figure Israel Shortening Value Growth 2013-2018 (\$ Millions)
Figure Turkey Shortening Consumption Growth 2013-2018 (K MT)
Figure Turkey Shortening Value Growth 2013-2018 (\$ Millions)
Figure GCC Countries Shortening Consumption Growth 2013-2018 (K MT)
Figure GCC Countries Shortening Value Growth 2013-2018 (\$ Millions)
Table Shortening Distributors List
Table Shortening Customer List
Figure Global Shortening Consumption Growth Rate Forecast (2018-2023) (K MT)
Figure Global Shortening Value Growth Rate Forecast (2018-2023) (\$ Millions)
Table Global Shortening Consumption Forecast by Countries (2018-2023) (K MT)
Table Global Shortening Consumption Market Forecast by Regions
Table Global Shortening Value Forecast by Countries (2018-2023) (\$ Millions)
Table Global Shortening Value Market Share Forecast by Regions
Figure Americas Shortening Consumption 2018-2023 (K MT)
Figure Americas Shortening Value 2018-2023 (\$ Millions)
Figure APAC Shortening Consumption 2018-2023 (K MT)
Figure APAC Shortening Value 2018-2023 (\$ Millions)
Figure Europe Shortening Consumption 2018-2023 (K MT)
Figure Europe Shortening Value 2018-2023 (\$ Millions)
Figure Middle East & Africa Shortening Consumption 2018-2023 (K MT)
Figure Middle East & Africa Shortening Value 2018-2023 (\$ Millions)
Figure United States Shortening Consumption 2018-2023 (K MT)
Figure United States Shortening Value 2018-2023 (\$ Millions)
Figure Canada Shortening Consumption 2018-2023 (K MT)
Figure Canada Shortening Value 2018-2023 (\$ Millions)
Figure Mexico Shortening Consumption 2018-2023 (K MT)
Figure Mexico Shortening Value 2018-2023 (\$ Millions)
Figure Brazil Shortening Consumption 2018-2023 (K MT)
Figure Brazil Shortening Value 2018-2023 (\$ Millions)
Figure China Shortening Consumption 2018-2023 (K MT)
Figure China Shortening Value 2018-2023 (\$ Millions)
Figure Japan Shortening Consumption 2018-2023 (K MT)
Figure Japan Shortening Value 2018-2023 (\$ Millions)
Figure Korea Shortening Consumption 2018-2023 (K MT)

Figure Korea Shortening Value 2018-2023 (\$ Millions)
Figure Southeast Asia Shortening Consumption 2018-2023 (K MT)
Figure Southeast Asia Shortening Value 2018-2023 (\$ Millions)
Figure India Shortening Consumption 2018-2023 (K MT)
Figure India Shortening Value 2018-2023 (\$ Millions)
Figure Australia Shortening Consumption 2018-2023 (K MT)
Figure Australia Shortening Value 2018-2023 (\$ Millions)
Figure Germany Shortening Consumption 2018-2023 (K MT)
Figure Germany Shortening Value 2018-2023 (\$ Millions)
Figure France Shortening Consumption 2018-2023 (K MT)
Figure France Shortening Value 2018-2023 (\$ Millions)
Figure UK Shortening Consumption 2018-2023 (K MT)
Figure UK Shortening Value 2018-2023 (\$ Millions)
Figure Italy Shortening Consumption 2018-2023 (K MT)
Figure Italy Shortening Value 2018-2023 (\$ Millions)
Figure Russia Shortening Consumption 2018-2023 (K MT)
Figure Russia Shortening Value 2018-2023 (\$ Millions)
Figure Spain Shortening Consumption 2018-2023 (K MT)
Figure Spain Shortening Value 2018-2023 (\$ Millions)
Figure Egypt Shortening Consumption 2018-2023 (K MT)
Figure Egypt Shortening Value 2018-2023 (\$ Millions)
Figure South Africa Shortening Consumption 2018-2023 (K MT)
Figure South Africa Shortening Value 2018-2023 (\$ Millions)
Figure Israel Shortening Consumption 2018-2023 (K MT)
Figure Israel Shortening Value 2018-2023 (\$ Millions)
Figure Turkey Shortening Consumption 2018-2023 (K MT)
Figure Turkey Shortening Value 2018-2023 (\$ Millions)
Figure GCC Countries Shortening Consumption 2018-2023 (K MT)
Figure GCC Countries Shortening Value 2018-2023 (\$ Millions)
Table Global Shortening Consumption Forecast by Type (2018-2023) (K MT)
Table Global Shortening Consumption Market Share Forecast by Type (2018-2023)
Table Global Shortening Value Forecast by Type (2018-2023) (\$ Millions)
Table Global Shortening Value Market Share Forecast by Type (2018-2023)
Table Global Shortening Consumption Forecast by Application (2018-2023) (K MT)
Table Global Shortening Consumption Market Share Forecast by Application (2018-2023)
Table Global Shortening Value Forecast by Application (2018-2023) (\$ Millions)
Table Global Shortening Value Market Share Forecast by Application (2018-2023)
Table Olenex Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Olenex Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Olenex Shortening Market Share (2016-2018)

Table ADM Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table ADM Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure ADM Shortening Market Share (2016-2018)

Table Walter Rau Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Walter Rau Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Walter Rau Shortening Market Share (2016-2018)

Table Y?ld?z Holding Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Y?ld?z Holding Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Y?ld?z Holding Shortening Market Share (2016-2018)

Table VFI GmbH Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table VFI GmbH Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure VFI GmbH Shortening Market Share (2016-2018)

Table AAK Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table AAK Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure AAK Shortening Market Share (2016-2018)

Table Zeelandia Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Zeelandia Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Zeelandia Shortening Market Share (2016-2018)

Table Puratos Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Puratos Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Puratos Shortening Market Share (2016-2018)

Table Princes Group Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Princes Group Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure Princes Group Shortening Market Share (2016-2018)

Table HAS Group Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table HAS Group Shortening Sales, Revenue, Price and Gross Margin (2016-2018)

Figure HAS Group Shortening Market Share (2016-2018)

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