

# Global Margarine and Shortening Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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## Abstracts

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.

Shortening is a semi-solid plant-derived fat that can be used as an alternative to butter or similar substances.

Based on the Margarine and Shortening market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Margarine and Shortening market covered in Chapter 5:

Currimjee Group

Fuji Oil Holdings Inc

NMGK Group

Wilmar International Limited  
Richardson International Limited  
Bunge Limited  
Conagra Brands, Inc.  
EFKO Group  
Vandemoortele N.V.  
Puratos Group N.V

In Chapter 6, on the basis of types, the Margarine and Shortening market from 2015 to 2025 is primarily split into:

Margarine  
Shortening

In Chapter 7, on the basis of applications, the Margarine and Shortening market from 2015 to 2025 covers:

Residential  
commercial

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

United States

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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