

Asia Pacific Industrial Hard Margarine Market Forecast to 2028 - COVID-19 Impact and Regional Analysis By Type (Spreadable, All-Purpose, Butter Blend) and Application [Bakery and Confectionery (Cookies and Biscuits, Cakes, Flaky Pastries, and Other Bakery and Confectionery), RTE and RTC Food, Meat and Dairy Substitutes, and Others]

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Abstracts

The Asia Pacific industrial hard margarine market is expected to grow from US\$ 581.41 million in 2022 to US\$ 723.15 million by 2028. It is estimated to grow at a CAGR of 3.7% from 2022 to 2028.

Product Innovation to Address Concerns Related to Margarine Ingredients Will Drive the Industrial Hard Margarine Market

Consumers are becoming increasingly conscious about what they eat. They are paying more attention to product labels owing to their preference for products with cleaner ingredients. Moreover, they avoid food with higher fat and calorie content to achieve their health goals. Margarine manufacturers are developing innovative products with improved quality and label claims to address the rising concerns related to the presence of trans fat, palm oil, and animal-based ingredients. Manufacturers are also developing new technologies to launch palm-free margarine with no undesirable flavors. Rapeseed oil and other alternatives to palm oil are associated with various challenges, including intense organoleptic properties, high oxidation potential, and individual processing requirements. In March 2021, Gr?ninger AG, a Swiss producer of industrial and commercial margarine, developed a new technology to launch palm-free, vegan/vegetarian margarine, in which off-note flavors are effectively masked. The new

process developed by Grøninger AG helps in masking the undesirable flavors of palm oil alternatives by using the natural antioxidant derived from rosemary extract. Such new technologies are expected to provide potential growth opportunities to the manufacturers of industrial hard margarine.

Asia Pacific Industrial Hard Margarine Market Overview

The industrial hard margarine market in Asia Pacific is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The growth of the market in Asia Pacific is attributed to the growing food & bakery industry, increasing demand for low-cost alternatives for butter, and changing consumer preference for healthier alternatives. The region holds promising growth potential for the industrial hard margarine market players due to the flourishing food industry and rising foreign investment. The demand for industrial hard margarine is growing with the rising popularity of the western diet and increased demand for ready-to-eat and ready-to-cook products in China, India, Japan, and other countries in Asia Pacific.

In Asia Pacific, the demand for all forms of ready-to-eat or convenience food and beverage products has increased significantly owing to busy lifestyles and the surge in the working population in countries such as India and Japan. As a result, the food processing industry is expected to have significant growth, and it will generate new opportunities for investment and exports. The food processing industry is using industrial hard margarine as a low-cost alternative for butter due to its various benefits, such as low fat and low cholesterol. All these factors are anticipated to boost the industrial hard margarine market growth.

Asia Pacific Industrial Hard Margarine Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Industrial Hard Margarine Market Segmentation

The Asia Pacific industrial hard margarine market is segmented into type, application, and country.

Based on type, the Asia Pacific industrial hard margarine market is sub segmented into spreadable, all-purpose, and butter blend. The all-purpose segment held the largest market share in 2022.

Based on application, the Asia Pacific industrial hard margarine market is segmented

into [bakery and confectionery (cookies and biscuits, cakes, flaky pastries, and other bakery and confectionery), RTE and RTC food, meat and dairy substitutes, and others]. The bakery and confectionery segment held the largest market share in 2022.

Based on country, the Asia Pacific industrial hard margarine market is segmented into China, Japan, India, Australia, South Korea, and Rest of Asia Pacific. The Rest of Asia Pacific dominated the market in 2022.

Bunge Ltd; Puratos NV; Fuji Oil Co Ltd; AAK AB; and Wilmar International Ltd are the leading companies operating in the Asia Pacific industrial hard margarine market.

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