

Middle East & Africa 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 Middle East & Africa industrial hard margarine market is expected to grow from US\$ 99.24 million in 2022 to US\$ 119.95 million by 2028. It is estimated to grow at a CAGR of 3.2% from 2022 to 2028.

Rising Demand for Margarine as a Low-Cost Alternative to Butter is Driving the Industrial Hard Margarine Market

Margarine is traditionally produced by the hydrogenation of vegetable oils such as palm oil, canola oil, rapeseed oil, and safflower oil. Being a cheaper alternative to butter, it is widely used in the industrial-scale production of bakery products, which may allow manufacturers to lower the prices of their final products. With characteristics that are similar to butter, margarine improves the texture and stability of various bakery products, such as cakes, flaky pastries, cookies, biscuits, and croissants. Moreover, it is convenient to use and has a high shelf life. Margarine has less saturated fat content compared to butter. Moreover, it is free from any animal-derived ingredients. Nowadays, manufacturers are providing margarine that is free of palm oil, which is increasing their appeal among consumers. Hard margarine has a high oxidative stability than other margarine types, which makes it a popular ingredient among various commercial and household bakers. The demand for hard margarine is increasing across the

manufacturers of bakery and non-dairy products, and meat substitutes due to its affordability and convenience of use. Bakery manufacturers are taking efforts to reduce the cost of their products to make them accessible to all consumer groups. Therefore, the preference for industrial hard margarine is increasing, driving the growth of the industrial hard margarine market.

Middle East & Africa Industrial Hard Margarine Market Overview

The Middle East & Africa industrial hard margarine market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The food industry is growing rapidly in the Middle East as a result of the proliferating tourism industry, changes in demographics, and shifts in consumer dietary habits. It has led to increased demand for industrial hard margarine, which is required to produce confectionery, bakery, and other ready-to-eat food products. In addition, the demand for industrial hard margarine has surged as food industries are looking for low-cost alternatives for butter used to prepare various products. Industrial margarine can be utilized for various applications where butter is generally used, such as grilling, baking, and seasoning. Moreover, rapidly developing food and beverages industry in Africa coupled with growing consumption of nutritive convenience and fortified food has surged the demand for industrial hard margarine. In addition, rising focus of food manufacturers on developing innovative and healthy food ingredients is likely to attribute the market growth. Thus, all these factors are anticipated to drive the industrial hard margarine market.

Middle East & Africa Industrial Hard Margarine Market Revenue and Forecast to 2028 (US\$ Million)

Middle East & Africa Industrial Hard Margarine Market Segmentation

The Middle East & Africa industrial hard margarine market is segmented into type, application, and country.

Based on type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa industrial hard margarine market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa 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 Middle East & Africa industrial hard margarine market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:

4. MIDDLE EAST & AFRICA INDUSTRIAL HARD MARGARINE MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Manufacturers
 - 4.3.3 End Users
- 4.4 Expert Opinion

5. MIDDLE EAST & AFRICA INDUSTRIAL HARD MARGARINE MARKET – KEY MARKET DYNAMICS

5.1 Market Drivers

5.1.1 Rising Demand for Margarine as a Low-Cost Alternative to Butter

5.2 Market Opportunities

5.2.1 Product Innovation to Address Concerns Related to Margarine Ingredients

5.3 Impact Analysis of Drivers and Restraints

6. INDUSTRIAL WORKWEAR AND GEAR – MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Middle East & Africa Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

7. MIDDLE EAST & AFRICA INDUSTRIAL HARD MARGARINE MARKET ANALYSIS – BY TYPE

7.1 Overview

7.2 Middle East & Africa Industrial Hard Margarine Market, By Type (2021 and 2028)

7.3 Spreadable

7.3.1 Overview

7.3.2 Spreadable: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

7.4 All-Purpose

7.4.1 Overview

7.4.2 All-Purpose: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

7.5 Butter Blend

7.5.1 Overview

7.5.2 Butter Blend: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8. MIDDLE EAST & AFRICA INDUSTRIAL HARD MARGARINE MARKET ANALYSIS – BY APPLICATION

8.1 Overview

8.2 Middle East & Africa Industrial Hard Margarine Market, By Application (2021 and 2028)

8.3 Bakery and Confectionery

8.3.1 Overview

8.3.2 Bakery and Confectionery: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.3.3 Cookies and Biscuits

8.3.3.1 Overview

8.3.3.2 Cookies and Biscuits: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.3.4 Cakes

8.3.4.1 Overview

8.3.4.2 Cakes: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.3.5 Flaky Pastries

8.3.5.1 Overview

8.3.5.2 Flaky Pastries: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.3.6 Other Bakery and Confectionery

8.3.6.1 Overview

8.3.6.2 Other Bakery and Confectionery: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.4 RTE and RTC Food

8.4.1 Overview

8.4.2 RTE and RTC Food: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.5 Meat and Dairy Substitutes

8.5.1 Overview

8.5.2 Meat and Dairy Substitutes: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

8.6 Others

8.6.1 Overview

8.6.2 Others: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

9. MIDDLE EAST & AFRICA INDUSTRIAL HARD MARGARINE MARKET – COUNTRY ANALYSIS

9.1 Overview

9.1.1 Middle East and Africa: Industrial Hard Margarine Market, by Key Country

9.1.1.1 Saudi Arabia: Industrial Hard Margarine Market –Revenue and Forecast to 2028

(US\$ Million)

9.1.1.1.1 Saudi Arabia: Industrial Hard Margarine Market, By Type

9.1.1.1.2 Saudi Arabia: Industrial Hard Margarine Market, by Application

9.1.1.2 UAE: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

9.1.1.2.1 UAE: Industrial Hard Margarine Market, By Type

9.1.1.2.2 UAE: Industrial Hard Margarine Market, by Application

9.1.1.3 South Africa: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

9.1.1.3.1 South Africa: Industrial Hard Margarine Market, By Type

9.1.1.3.2 South Africa: Industrial Hard Margarine Market, by Application

9.1.1.4 Rest of Middle East and Africa: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

9.1.1.4.1 Rest of Middle East and Africa: Industrial Hard Margarine Market, by Type

9.1.1.4.2 Rest of Middle East and Africa: Industrial Hard Margarine Market, by Application

10. INDUSTRY LANDSCAPE

10.1 Overview

10.2 Market Initiative

10.3 New Product Development

10.4 Merger and Acquisition

11. COMPANY PROFILES

11.1 Bunge Ltd

11.1.1 Key Facts

11.1.2 Business Description

11.1.3 Products and Services

11.1.4 Financial Overview

11.1.5 SWOT Analysis

11.1.6 Key Developments

11.2 Puratos NV

11.2.1 Key Facts

11.2.2 Business Description

11.2.3 Products and Services

11.2.4 Financial Overview

11.2.5 SWOT Analysis

- 11.2.6 Key Developments
- 11.3 Fuji Oil Co Ltd
 - 11.3.1 Key Facts
 - 11.3.2 Business Description
 - 11.3.3 Products and Services
 - 11.3.4 Financial Overview
 - 11.3.5 SWOT Analysis
 - 11.3.6 Key Developments
- 11.4 Wilmar International Ltd
 - 11.4.1 Key Facts
 - 11.4.2 Business Description
 - 11.4.3 Products and Services
 - 11.4.4 Financial Overview
 - 11.4.5 SWOT Analysis
 - 11.4.6 Key Developments
- 11.5 AAK AB
 - 11.5.1 Key Facts
 - 11.5.2 Business Description
 - 11.5.3 Products and Services
 - 11.5.4 Financial Overview
 - 11.5.5 SWOT Analysis
 - 11.5.6 Key Developments

12. APPENDIX

- 12.1 About The Insight Partners
- 12.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

Table 2. Saudi Arabia Industrial Hard Margarine Market, By Type – Revenue and Forecast to 2028 (US\$ Million)

Table 3. Saudi Arabia Industrial Hard Margarine Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 4. UAE Industrial Hard Margarine Market, By Type – Revenue and Forecast to 2028 (US\$ Million)

Table 5. UAE Industrial Hard Margarine Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 6. South Africa Industrial Hard Margarine Market, By Type – Revenue and Forecast to 2028 (US\$ Million)

Table 7. South Africa Industrial Hard Margarine Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 8. Rest of Middle East and Africa Industrial Hard Margarine Market, by Type – Revenue and Forecast to 2028 (US\$ Million)

Table 9. Rest of Middle East and Africa Industrial Hard Margarine Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 10. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. Middle East & Africa Industrial Hard Margarine Market Segmentation
- Figure 2. Middle East & Africa Industrial Hard Margarine Market Segmentation – By Country
- Figure 3. Middle East & Africa Industrial Hard Margarine Market Overview
- Figure 4. All-Purpose Segment Held the Largest Market Share in 2021
- Figure 5. Rest of Middle East & Africa Held the Largest Market Share in 2021
- Figure 7. Porter's Five Forces Analysis
- Figure 8. Ecosystem: Middle East & Africa Industrial Hard Margarine Market
- Figure 9. Expert Opinion
- Figure 10. Middle East & Africa Industrial Hard Margarine Market Impact Analysis of Drivers and Restraints
- Figure 11. Middle East & Africa: Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 12. Middle East & Africa Industrial Hard Margarine Market Revenue Share, By Product Type (2021 and 2028)
- Figure 13. Spreadable: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. All-Purpose: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 15. Butter Blend: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. Middle East & Africa Industrial Hard Margarine Market Revenue Share, By Application (2021 and 2028)
- Figure 17. Bakery and Confectionery: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 18. Cookies and Biscuits: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 19. Cakes: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 20. Flaky Pastries: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 21. Other Bakery and Confectionery: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 22. RTE and RTC Food: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 23. Meat and Dairy Substitutes: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 24. Others: Middle East & Africa Industrial Hard Margarine Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 25. Middle East and Africa: Industrial Hard Margarine Market, by Key Country – Revenue (2021) (US\$ Million)

Figure 26. Middle East and Africa: Industrial Hard Margarine Market Revenue Share, by Key Country (2021 and 2028)

Figure 27. Saudi Arabia: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 28. UAE: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 29. South Africa: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

Figure 30. Rest of Middle East and Africa: Industrial Hard Margarine Market –Revenue and Forecast to 2028 (US\$ Million)

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