

# **South & Central America 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 South & Central America industrial hard margarine market is expected to grow from US\$ 206.68 million in 2022 to US\$ 246.50 million by 2028. It is estimated to grow at a CAGR of 3.0% 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.

## South & Central America Industrial Hard Margarine Market Overview

The South & Central America industrial hard margarine market is segmented into Brazil, Argentina, and the Rest of South & Central America. The growth of the industrial hard margarine market in the region is attributed to the rising demand for processed food, snacks, infant food, and convenience food products. In addition, the demand for healthy food products such as plant-based food and food products with low fat and cholesterol has surged owing to enhanced uptake of the healthy lifestyle concept. Moreover, the growing bakery & confectionery industry and rising demand for low-cost alternatives for butter from manufacturers are contributing to the market growth. Thus, with the growing food processing industry, the demand for industrial hard margarine is expected to grow in the region.

## South & Central America Industrial Hard Margarine Market Revenue and Forecast to 2028 (US\$ Million)

### South & Central America Industrial Hard Margarine Market Segmentation

The South & Central America industrial hard margarine market is segmented into type, application, and country.

Based on type, the South & Central America 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 South & Central America 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 South & Central America industrial hard margarine market is segmented into Brazil, Argentina, and Rest of South & Central America. The Rest of South & Central America dominated the market in 2022.

Bunge Ltd; Puratos NV; Fuji Oil Co Ltd; and AAK AB are the leading companies operating in the South & Central America industrial hard margarine market.

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