

# **Margarine and Shortening Market Size, Trends, Analysis, and Outlook By Product (Margarine, Shortening), By Source (Plant-based, Animal-based), By Form (Solid, Liquid), By Application (Baking and Pastry, Cooking and Frying, Spreads and Toppings, Industrial), By End-User (Retail, Food Service, Industrial), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Margarine and Shortening Market Size is valued at \$XX Million in 2024 and is forecast to register a growth rate (CAGR) of 4.7% to reach \$XX Million by 2032.

The margarine and shortening market is witnessing a shift towards healthier formulations as consumers increasingly prioritize low-fat and plant-based options. The rise of veganism and flexitarian diets is driving demand for margarine products that are free from dairy, while innovations in formulation are enhancing the taste and texture of these spreads. Additionally, the growing trend of home cooking and baking is spurring demand for margarine and shortening as essential ingredients in recipes, leading to product innovations that cater to both traditional and health-focused consumers.

Margarine and Shortening Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Margarine and Shortening survey report provides the market size outlook across types, applications, and segments globally and

regionally. It also offers data-driven insights and actionable recommendations for companies in the Margarine and Shortening industry.

Key market trends defining the global Margarine and Shortening demand in 2025 and Beyond

The Margarine and Shortening industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Margarine and Shortening Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Margarine and Shortening industry

Leading Margarine and Shortening companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Margarine and Shortening companies.

Margarine and Shortening Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Margarine and Shortening Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Margarine and Shortening industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

### Margarine and Shortening Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

### North America Margarine and Shortening Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Margarine and Shortening market segments. Similarly, strong market demand encourages Canadian Margarine and Shortening companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

### Europe Margarine and Shortening Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Margarine and Shortening industry remains the major market for companies in the European Margarine and Shortening industry with consumers in

Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Margarine and Shortening market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

**Asia Pacific Margarine and Shortening Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Margarine and Shortening in Asia Pacific. In particular, China, India, and South East Asian Margarine and Shortening markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

**Latin America Margarine and Shortening Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Margarine and Shortening Market Size Outlook-** continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Margarine and Shortening market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Margarine and Shortening.

**Margarine and Shortening Company Profiles**

The global Margarine and Shortening market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are AAK AB, Archer Daniels Midland Company (ADM), Bunge Limited, Cargill, Incorporated, Conagra Brands, Inc., Dairy Farmers of America, Inc., Fuji Oil Holdings Inc., Kerry Group plc, NMGK Group, Puratos Group, Richardson International Limited, Unilever PLC, Upfield Holdings B.V., Vandemoortele NV, Wilmar International Limited.

### Recent Margarine and Shortening Market Developments

The global Margarine and Shortening market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Margarine and Shortening Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

## Case Scenarios- Low, Base, High

### Market Segmentation:

#### By Product

Margarine

Shortening

#### By Source

Plant-based

Animal-based

#### By Form

Solid

Liquid

#### By Application

Baking and Pastry

Cooking and Frying

Spreads and Toppings

Industrial

#### By End-User

Retail

Food Service

## Industrial

### Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

### Companies

AAK AB

Archer Daniels Midland Company (ADM)

Bunge Limited

Cargill, Incorporated

Conagra Brands, Inc.

Dairy Farmers of America, Inc.

Fuji Oil Holdings Inc.

Kerry Group plc

NMGK Group

Puratos Group

Richardson International Limited

Unilever PLC

Upfield Holdings B.V.

Vandemoortele NV

Wilmar International Limited

Formats Available: Excel, PDF, and PPT



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Margarine

Shortening

Source

Plant-based

Animal-based

Form

Solid

Liquid

Application

Baking and Pastry

Cooking and Frying

Spreads and Toppings

Industrial

End-User

Retail

Food Service

Industrial

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