

Shortenings Market Size, Trends, Analysis, and Outlook By Ingredient (Oil, Butter, Tallow, Lard, Others), By Source (Vegetable, Animal), By Variant (Solid, Liquid, Cake/Icing, All-purpose, Others), By Application (Bakery products, Confectionery products, Snacks & savory products, Others), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Shortenings Market Size is valued at \$4.92 Billion in 2024 and is forecast to register a growth rate (CAGR) of 4.4% to reach \$6.9 Billion by 2032.

The shortenings market is expanding as these fats are essential for baking and frying applications. Innovations in healthier shortening options, such as those with reduced trans fats or made from non-hydrogenated oils, are shaping product development. The trend towards clean-label ingredients is also influencing market dynamics.

Shortenings 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 Shortenings 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 Shortenings industry.

Key market trends defining the global Shortenings demand in 2025 and Beyond

The Shortenings 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.

Shortenings 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 Shortenings industry

Leading Shortenings 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 Shortenings companies.

Shortenings 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.

Shortenings Market Size Outlook- Historic and Forecast Revenue in Three Cases

Shortenings Market Size, Trends, Analysis, and Outlook By Ingredient (Oil, Butter, Tallow, Lard, Others), By S...

The Shortenings 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.

Shortenings 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 Shortenings 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 Shortenings market segments. Similarly, strong market demand encourages Canadian Shortenings companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

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

The German Shortenings industry remains the major market for companies in the European Shortenings 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 Shortenings 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 Shortenings 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 Shortenings in Asia Pacific. In particular, China, India, and South East Asian Shortenings 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 Shortenings 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 Shortenings 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 Shortenings market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Shortenings.

Shortenings Company Profiles

The global Shortenings 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, Associated British Foods Plc, B and G Foods Inc, Bunge Ltd, Cargill Inc, CAROTINO SDN BHD, Fuji Oil Co. Ltd, Gujarat Ambuja Exports Ltd, IFFCO Group, Manildra Flour Mills Pty. Ltd, Olivia Impex Pvt. Ltd, Palsgaard A/S, Premium Oils and Fats Sdn Bhd, Riken Vitamin Co. Ltd, S.S.D. Oil Mills Co. Ltd, Stratas Foods, Vantage Specialty Chemicals, Ventura Foods LLC, Wilmar International Ltd.

Recent Shortenings Market Developments

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

Shortenings 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 Ingredient

Oil

Butter

Tallow

Lard

Others

By Source

Vegetable

Animal

By Variant

Solid

Liquid

Cake/Icing

All-purpose

Others

By Application

Bakery products

Confectionery products

Snacks & savory products

Others

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

Associated British Foods Plc

B and G Foods Inc

Bunge Ltd

Cargill Inc

CAROTINO SDN BHD

Fuji Oil Co. Ltd

Gujarat Ambuja Exports Ltd

IFFCO Group

Manildra Flour Mills Pty. Ltd

Olivia Impex Pvt. Ltd

Palsgaard A/S

Premium Oils and Fats Sdn Bhd

Riken Vitamin Co. Ltd

S.S.D. Oil Mills Co. Ltd

Stratas Foods

Vantage Specialty Chemicals

Ventura Foods LLC

Wilmar International Ltd

Formats Available: Excel, PDF, and PPT

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Oil

Butter

Tallow

Lard

Others

Source

Vegetable

Animal

Variant

Solid

Liquid

Cake/Icing

All-purpose

Others

Application

Bakery products

Confectionery products

Snacks & savory products

Others

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Oil

Butter

Tallow

Lard
Others
Source
Vegetable
Animal
Variant
Solid
Liquid
Cake/Icing
All-purpose
Others
Application
Bakery products
Confectionery products
Snacks & savory products
Others

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Oil
Butter
Tallow
Lard
Others
Source
Vegetable
Animal
Variant
Solid
Liquid
Cake/Icing
All-purpose

Others

Application

Bakery products

Confectionery products

Snacks & savory products

Others

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Oil

Butter

Tallow

Lard

Others

Source

Vegetable

Animal

Variant

Solid

Liquid

Cake/Icing

All-purpose

Others

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Confectionery products

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Oil

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Tallow

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Others

Source

Vegetable

Animal

Variant

Solid

Liquid

Cake/Icing

All-purpose

Others

Application

Bakery products

Confectionery products

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Others

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Tallow

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Others

Source

Vegetable

Animal

Variant

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Liquid

Cake/Icing

All-purpose

Others

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Confectionery products

Snacks & savory products

Others

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IFFCO Group
Manildra Flour Mills Pty. Ltd
Olivia Impex Pvt. Ltd
Palsgaard A/S
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