Fats and Oils Market by Type, Application & Geography - Global Trends & Forecast to 2019

Description: Fats and Oils Market by Type [Vegetable Oils (Palm, Soybean, Sunflower, Rapeseed, Olive), Animal Fats (Lard, Tallow, Butter)], Application (Bakery, Confectionery, Salad Dressing, Snacks & Savory, Spreads) & Geography - Global Trends & Forecast to 2019

Fats and oils are obtained through plant and animal sources. They are the most important part of our diet with respect to maintaining body temperature and absorbing nutrients by providing energy. They are increasingly used in markets where the consumption of processed foods is rising. The consumption of high-quality vegetable oils and fats is an opportunity for the key players to innovate and bring changes in their current product portfolio.

The report includes the market sizes in terms of both, value ($million) and volume (KT). The fats and oils market is segmented on the basis of types, applications, and regions. Vegetable oils are further segmented as sunflower oil, rapeseed oil, palm oil, soybean oil, and olive oil; whereas, animal fats are sub-segmented into lard, butter, and tallow. The applications of fats and oils include bakery, snacks & savory, confectionery, salad dressings, and spreads. The market has also been segmented on the basis of various regions such as North America, Europe, Asia-Pacific, Latin America, and Rest of the World (RoW); and has been further segmented on the basis of their key countries.

The market is estimated to grow with the advancements in technologies and increasing trend of consuming processed foods due to increasingly busy lifestyles. The Asia-Pacific region dominated the fats and oils market in 2013. Increasing population and inclination towards the snacks contributed to the growth of the market for fats and oils in Asia-Pacific.

The report provides both, qualitative and quantitative analyses of the market for fats and oils. The report includes the market dynamics, trends, competitive strategies preferred by the key market players, the driving factors that boosted the growth of the fats and oils market, and the restraints of the market. The report also confers the opportunities in the fats and oils market for the new entrants.

To maintain a competitive edge in the fats and oils market, the key players invest heavily in the development of new fat and oil products. The key players of the market were observed to prefer new joint ventures, agreements, collaborations, and expansions as strategies to garner a larger share in the market. Leading players such as Cargill, Inc. (U.S.), Archer Daniels Midland Company (U.S.), Unilever PLC (U.K.), and Wilmar International Limited (Malaysia) have been profiled in the report. The report provides a complete analysis of the prominent companies and a chronology of developments with respect to new products/technologies launched, and their applications. It also analyzes the market dynamics, winning imperatives, and issues faced by the leading players.

SCOPE OF THE REPORT

This report focuses on the fats and oils market. The research study categorizes the fats and oils market on the basis of type, application, and region.

Fats and oils market

On the basis of types, the market was sub-segmented as follows:
- Vegetable oils
  Palm oil
  Soybean oil
  Sunflower oil
  Rapeseed oil
  Olive oil
  Others (coconut, groundnut, and cotton oils)
- Animal fats
  Lard
Tallow and grease
Butter
Others (suet, ghee, and schmaltz)
- Others (Margarine, shortening, and cocoa butter)

On the basis of applications, the market was sub-segmented as follows:
- Bakery
- Confectionery
- Salad dressing
- Spreads
- Snacks & savory
- Others (sauces, desserts, and meat & meat products)

On the basis of geography, the market was sub-segmented as follows:
- North America
- Europe
- Asia-Pacific
- Latin America
- ROW

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