Global Oils and Fats Market 2015-2019

Description: Market outlook of the oils and fats market

The market research analyst predicts the oils and fats market to reach a market value of around USD 170 billion by the end of 2019. The growing usage of high-quality edible oils is driving the growth of this market. Cold pressed oils are high-quality oils as these are pressed at a lower temperature that preserves the flavor and characteristics of the oil. Olive oil is considered as the healthiest oil due to the presence of a high level of monounsaturated fats in it. According to the US International Trade Commissions Report during 2013 on olive oil, the consumption of olive oil in the US has increased by over 650% during the last three decades.

The adverse effects due to excess consumption of oils and fats are expected to pose challenges to the market growth during the forecast period. Most of the oils are high in Omega-6 polyunsaturated fatty acids. These acids if consumed in high quantity result in such as arthritis, cancer, cardiovascular diseases, and diabetes.

Product segmentation and analysis of - oils, solid fats

Oils accounted for nearly 63% of the market share during 2014 and is expected to maintain its dominance until the end of 2019. This segment is further classified as cooking spray, corn oil, olive oil, sunflower oil, vegetable oil, and other edible oils. The growing consumer awareness regarding the health benefits of cooking oils is expected to drive the growth fo this segment by the end of the forecast period.

The report offers an analysis of each of the following segments and discusses its impact on the overall market growth -

Oils
Solid fats

Segmentation by distribution channel and analysis of - food specialists, convenience stores, hypermarkets

Hypermarkets and supermarkets
Convenience stores
Food specialists

Hypermarkets and supermarkets accounted for 61% of the market share during 2014. The value for money and wide choice provided by these stores make them a popular channel among consumers.

Geographical segmentation and analysis of the oils and fats market

Americas
APAC
Eastern Europe
MEA
Western Europe

APAC accounted for 45% of the market share during 2014 and is predicted to retain its leadership until the end of 2019. China and India are the prime contributors to the production of sunflower and soybean oil in this region. The report predicts the market to reach a market value of around USD 89 billion by the end of 2019.

Competitive landscape and key vendors - Bunge, CHS, Unilever, Wilmar

The global oils and fats market is fragmented with numerous vendors, including international and regional players. Vendors compete on the basis of product differentiation, portfolio, and pricing. The market is dominated by six key vendors who have a worldwide presence and have strong brand images for their products in the market.

The leading vendors in the market are -

Associated British Foods
Other vendors in the market include Archer Daniels Midland, Arla, Agropur cooperative, Brf Brasil Foods, Behshahr Industrial, Britannia, Cargill, Carapelli Firenze, China National Cereals, COFCO, ConAgra Foods, Dairy Crest, Deoleo, Fonterra Brands, Goodman Fielder, Gujarat Co-operative Milk Marketing Federation, IFFCO, Kerry Group, Mother Dairy, Monini, The Nisshin OilliO Group, Parmalat, PT Salim Ivomas Pratama Tbk, Ruchi Soya, Saudi Vegetable Oil & Ghee, Strauss, Willowton Group, Yihai Kerry Oils & Grains, and Yug Rusi.

Key questions answered in the report include
What will the market size and the growth rate be in 2019
What are the key factors driving the oils and fats market
What are the Key market trends impacting the growth of the oils and fats market
What are the challenges to market growth
Who are the key vendors in the oils and fats market
What are the market opportunities and threats faced by the vendors in the oils and fats market
Trending factors influencing the market shares of the Americas, APAC, Eastern Europe, MEA, and Western Europe
What are the key outcomes of the five forces analysis of the oils and fats market

Related reports
Soy Market in the US 2015-2019
Global Probiotics Market 2015-2019
Cheese Market in the US 2015-2019
Global Dairy Processing Equipment Market 2015-2019

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