

India Flavor and fragrance Industry Outlook to 2020 – Driven by Demand of Personal Grooming Products and Growth of Food Additives Market

<https://marketpublishers.com/r/I909B86EC84EN.html>

Date: October 2015

Pages: 106

Price: US\$ 1,000.00 (Single User License)

ID: I909B86EC84EN

Abstracts

The report titled “India Flavor and fragrance Industry Outlook to 2020 – Driven by Demand of Personal Grooming Products and Growth of Food Additives Market” provides a comprehensive analysis of the flavor and fragrance products in India including various aspects such as market size by domestic and imported products sales, segmentation on the basis of types of products, organized/unorganized, natural and synthetic, aroma chemicals and essential oils and applications. The report also covers the market shares of major flavor and fragrance players in India as well as the revenues of major players in the flavor and fragrance market along with future outlook and macro variables impacting the industry.

Flavor and fragrance market in India has been dominated by the fragrance market with a majority share in the overall revenues of the market as of FY’2015. The market has majorly been dominated by the organized players. Although, there have been strict rules and regulations formulated by the government, small and medium enterprises usually sway through them due to lack of proper controls over the market players. Bigger players on the other hand are more prone to follow the rules and regulations properly due to timely auditing of the companies and to maintain their goodwill in the market. Also, the government has allowed many international players to set up their manufacturing facilities across the country. This is projected to earmark a growth in demand for different flavors and fragrances by the personal care, home and food industries.

Flavor and Fragrance market in India has flourished in the past five years from FY’2010 to FY’2015 on the grounds of new formulations as well as active supply chain management. The market has been dominated by the global manufacturers lured by the

bright growth prospects of food, home and personal care industries in India. The surfacing of global players into the market has provided buoyancy to the supply chain of flavor and fragrance industry in India. The supply chain analysis of flavors and fragrance market represents the intermediate layers between manufacturers, distributors, importers and finally to the end consumers. The value chain describes the analysis largely for the organized sector which comprises companies such as IFF, Takasago, Firmenich, Givaudan and others.

India flavor market is primarily considered as a fragmented market, owing to the presence of a large number of organizations ranging from multinational companies to domestic companies and small scale industrial units. Flavor market in India has enhanced at a substantial CAGR of around 10% in the last 5 years. The market is diversified across several fragrance families such as vanilla, butterscotch, exotic flavors, blackcurrant, kesar and others. The market was dominated by vanilla flavor which remained the largest demanded flavor of the flavor market in India. Flavor market in India has been segmented on the basis of types of applications which comprise beverages, bakery, confectionery, dairy, pharmaceuticals, tobacco and others. The import demand for flavors was very low. The market for flavors has primarily been dominated by IFF in FY'2015. Other players strongly competing in the market includes Givaudan, Symrise, Firmenich, SH Kelkar, Mane, Goldfield, Sachee, Khattri.

India fragrance market has showcased a steady growth during the span of last five years FY'2010-FY'2015. The expanding product lines due to significant technology advancements and growing importance towards personal grooming and appearance coupled with increasing consumer spending on beauty and wellness products has contributed to the growth of the market. Out of all the fragrances, the floral fragrance is most popular due to varied uses ranging from perfumes, colognes to home cleaning products. Hot and humid climate conditions and increasing population of working class has propelled the fragrance market in India. The fragrance market has significantly grown during the span of last five years FY'2010-FY'2015, at a CAGR of 10.0%. During FY'2015, ~% of the total fragrance production has been consumed in the personal wash products and rest is converted to other fragrance derivatives such as Beauty Care, Hair Care, Household and Air Care and Fabric care products. The market for fragrance products is dominated by organized players namely SH Kelkar, IFF, Givaudan, Firmenich and others. The market for fragrance is expected to flourish at a significant CAGR of 14.2% with the revenues from sales of fragrance products marked at USD ~ million by FY'2020.

Key Topics Covered in the Report:

The market size of the India flavor and fragrance market

The market size of the flavor market

The market size of the fragrance market

Market segmentation of India flavor and fragrance market on the basis of types of products, organized/unorganized, imports and domestic procurement, natural and synthetic, aroma chemicals and essential oils and applications

Trends and Development in the India flavor and fragrance market

Issues and Challenges in India flavor and fragrance market

SWOT Analysis of India flavor and fragrance market

Entry Barriers in India flavor and fragrance market

Government regulations in India flavor and fragrance market

Market share of major players in India flavor and fragrance market

Competitive landscape of the major international players of flavor and fragrance market in India

Competitive landscape of the major domestic players of flavor and fragrance market in India

Future outlook and projections of India flavor and fragrance market

Contents

1. INDIA FLAVOR AND FRAGRANCE MARKET INTRODUCTION

2. INDIA FLAVOR AND FRAGRANCE MARKET SUPPLY CHAIN ANALYSIS

3. INDIA FLAVOR AND FRAGRANCE MARKET SIZE, FY'2010-FY'2015

3.1 By Domestic Sales, FY'2010-FY'2015

4. INDIA FLAVOR AND FRAGRANCE MARKET SEGMENTATION

4.1 By Types of Products (Flavors and Fragrances), FY'2010-FY'2015

4.2 By Organized and Unorganized Market, FY'2010-FY'2015

5. INDIA FLAVOR MARKET

5.1 India Flavor Market Introduction

5.2 India Flavor Market Size, FY'2010-FY'2015

5.2.1 By Domestic Sales, FY'2010-FY'2015

5.3 India Flavor Market Segmentation

5.3.1 By Types of Flavors (Vanilla, Exotic Flavors, Butterscotch, Black Current, Kesar and Others), FY'2015

5.3.2 By Application (Beverage, Confectionary, Dairy, Bakery, Pharmaceuticals, Tobacco, Savory and others), FY'2015

5.3.3 By Imports and Domestic Procurement, FY'2015

5.3.4 By Natural and Synthetic, FY'2015

5.4 Import Scenario of India Flavors Market

Import Demand and Value, FY'2010-FY'2015

Import Duty on Flavors

5.5 Market Share of Major Players in India Flavor Market, FY'2015

5.6 India Flavor Market Future Outlook and Projections, FY'2016-FY'2020

6. INDIA FRAGRANCE MARKET

6.1 India Fragrance Market Introduction and Market Size by Domestic Sales, FY'2010-FY'2015

6.2 India Fragrance Market Segmentation, FY'2010-FY'2015

6.2.1 By Types of Fragrances (Floral, Foug'ere, Woody, Chypre, Citrus, Amberly and

Others), FY'2015

6.2.2 By Aroma Chemicals and Essential Oils, FY'2015

6.2.3 By Application (Personal Wash, Household and Air Care, Fabric Care, Hair Care, Beauty Products and Others), FY'2015

6.2.4 By Imports and Domestic Procurement, FY'2015

6.2.5 By Natural and Synthetic Fragrances, FY'2015

6.3 Snapshot of Perfumes and Deodorants Market in India, 2010-2020

6.4 Market Share of Major Players in India Fragrance Market, FY'2015

6.5 India Fragrance Market Future Outlook and Projections, FY'2016-FY'2020

7. PATENT PROCEDURE IN INDIA FLAVOR AND FRAGRANCE MARKET

8. GROWTH DRIVERS IN INDIA FLAVOR AND FRAGRANCE MARKET

Rising Demand for Cleaning Products

Growth of Food Additives Market

Higher Demand for Personal Grooming Products

Changing Lifestyles

Growing Demand of Energy Drinks

Climatic Factors

9. BARRIERS TO ENTRY IN INDIA FLAVOR AND FRAGRANCE MARKET

10. SWOT ANALYSIS OF INDIA FLAVOR AND FRAGRANCE INDUSTRY

10.1 Strengths

Low Operational Cost

Established Distribution Channels

Customized Products for diverse customers

10.2 Weakness

Unorganized Use of Raw Materials

Stringent Rules and Restrictions

Gap in the Demand and Supply

High Entry Barriers

10.3 Opportunities

Rising Income Level

Growing Youth Population

Wide Variety of Forest Vegetation

10.4 Threats

Large Below Poverty Line Population
Competition from International Players
Government Initiatives

11. ISSUES AND CHALLENGES IN FLAVOR AND FRAGRANCE INDUSTRY

Lack of Buying Power
Lack of Natural Fragrance Ingredients
Regulatory Issues
Catering to Constantly Changing Demands
Limited R&D Facilities
Infrastructural Bottlenecks
Fluctuating Prices of Raw Materials

12. MAJOR DEALS AND ACQUISITIONS IN INDIA FLAVOR AND FRAGRANCE INDUSTRY

13. TRENDS AND DEVELOPMENTS IN INDIA FLAVOR AND FRAGRANCE INDUSTRY

Rise in Organized Share of the Market
Incline In Demand of Organic Flavors and Fragrances
Increasing Use of Modernized Techniques
Innovation of New Product Portfolio
Influence of Global Culture
Consolidation in the Market

14. MARKET SHARE OF MAJOR INTERNATIONAL PLAYERS IN INDIA FLAVOR AND FRAGRANCE INDUSTRY

15. COMPETITIVE LANDSCAPE OF MAJOR INTERNATIONAL PLAYERS IN INDIA FLAVOR AND FRAGRANCE INDUSTRY

16. COMPETITIVE LANDSCAPE OF MAJOR DOMESTIC PLAYERS IN INDIA FLAVOR AND FRAGRANCE MARKET

17. GOVERNMENT REGULATIONS/ENVIRONMENT REGULATIONS IN INDIA FLAVOR AND FRAGRANCE INDUSTRY

Regulation of Flavoring Agents and Related Substances
Regulation of Flavor Enhancers
Labeling Requirement
Restricted Use of Few Chemicals
Other Rules and Regulations

18. INDIA FLAVOR AND FRAGRANCE INDUSTRY FUTURE OUTLOOK AND PROJECTIONS, FY'2016-FY'2020

18.1 By Product Type, FY'2016-FY'2020
18.2 By Applications, FY'2015-FY, 2020
18.3 Cause and Effect Relationship
18.4 Analyst Recommendations

19. MACROECONOMIC VARIABLES, FY'2015-FY'2020

19.1 Perfumes and Deodorants Market Size, FY'2010-FY'2020
19.2 Urban Population in India, FY'2010-FY'2020
19.3 Private Final Consumption Expenditure on Food, Beverages and Tobacco in India, FY'2010-FY'2020
19.4 Skin Care Market Size in India, FY'2010-FY'2020
19.5 Hair Care Market Size in India, FY'2010-FY'2020
19.6 Ice Cream Market Size in India, FY'2010-FY'2020
19.7 Flavored Milk Market Size in India, FY'2010-FY'2020
19.8 Personal Disposable Income in India, FY'2010-FY'2020

20. APPENDIX

20.1 Market Definitions
20.2 Abbreviations
20.3 Research Methodology
 Data Collection Methods
 Approach
 Variables (Dependent and Independent)
 Multi Factor Based Sensitivity Model
 Final Conclusion
20.4 Disclaimer

List Of Figures

LIST OF FIGURES

Figure 1: India Flavor and Fragrance Supply Chain Analysis

Figure 2: India Flavors and Fragrances Industry Size on the Basis of Revenues in USD Million, FY'2010-FY'2015

Figure 3: India Flavor and Fragrance Industry Segmentation by Product Types on the Basis of Revenues in Percentage, FY'2010-FY'2015

Figure 4: India Flavors and Fragrance Industry Segmentation by Organized and Unorganized Sector on the Basis of Revenues in Percentage (%), FY'2015

Figure 5: India Flavor Market Size on the Basis of Revenues in USD Million, FY'2010-FY'2015

Figure 6: India Fragrance Market Segmentation by Type of Flavors on the Basis of Revenues in Percentage (%), FY'2015

Figure 7: India Flavor Market Segmentation by Product Type on the Basis of Revenues in Percentage (%), FY'2015

Figure 8: India Flavor Market Segmentation by Sources of Procurement on the Basis of Revenues in Percentage (%), FY'2015

Figure 9: India Flavor Market Segmentation by Synthetic and Natural Flavors on the Basis of Revenue in Percentage (%), FY'2015

Figure 10: India Flavor Market Import Value in USD Million, FY'2010-FY'2015

Figure 11: India Flavor Market Import Volume in Thousand Tons, FY'2010-FY'2015

Figure 12: India Flavor Market Imports by Major Destinations on the Basis of Value in Percentage (%), FY'2015

Figure 13: Market Share of Major International Players in India Flavor Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 14: India Flavor Market Future Projections on the Basis of Revenues in USD Million, FY'2016-FY'2020

Figure 15: India Fragrance Market Size on the Basis of Revenues in USD Million, FY'2010-FY'2015

Figure 16: India Fragrance Market Segmentation by Type of Fragrances on the Basis of Revenues in Percentage (%), FY'2015

Figure 17: India Fragrance Market Segmentation by Product Type on the Basis of Volume in Percentage (%), FY'2015

Figure 18: India Fragrance Market Segmentation by Application on the Basis of Revenues in Percentage (%), FY'2015

Figure 19: India Fragrance Market Segmentation by Sources of Procurement on the Basis of Revenues in Percentage (%), FY'2015

Figure 20: India Fragrance Industry Segmentation on the Basis of Natural and Synthetic Compounds Used in Production of Fragrances in Percentage (%), FY'2015

Figure 21: India Perfumes and Deodorants Market Revenues in USD Million, 2010-2020

Figure 22: Market Share of Major Players in India Fragrance Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 23: India Fragrance Market Future Projections on the Basis of Revenues in USD Million, FY'2016-FY'2020

Figure 24: India Flavor and Fragrance Market Patent Procedure

Figure 25: Growth Drivers in India Flavor and Fragrance Industry

Figure 26: Market Share of Major Players Operating in India Flavor and Fragrance Market on the Basis of Revenues in Percentage (%), FY'2015

Figure 27: India Flavor and Fragrance Industry Future Projections in USD Million, FY'2016-FY'2020

Figure 28: India Flavor and Fragrance Market Future Projections by Product Types on the Basis of Revenue in Percentage (%), FY'2016- FY'2020

Figure 29: Perfumes and Deodorants Market Size in India in USD Million, FY'2010-FY'2020

Figure 30: Urban Population in India in Million, FY'2010-FY'2020

Figure 31: Private Final Consumption Expenditure on Education in India in USD Million, FY'2010-FY'2020

Figure 32: India Skin Care Market Size in USD Million, FY'2010-FY'2020

Figure 33: India Hair Care Market Size in USD Million, FY'2010-FY'2020

Figure 34: India Ice Cream Market Size in USD Million, FY'2010-FY'2020

Figure 35: India Flavored Milk Market Size in USD Million, FY'2010-FY'2020

Figure 36: India Personal Disposable Income in USD Million, FY'2010-FY'2020

List Of Tables

LIST OF TABLES

Table 1: India Flavors and Fragrance Industry Segmentation by Product Types on the Basis of Revenues in USD Million, FY'2010-FY'2015

Table 2: India Flavors and Fragrances Segmentation by Organized and Unorganized Sector on the Basis of Revenues in USD Million, FY'2015

Table 3: India Flavor Market Segmentation by Types of Flavors on the Basis of Revenues in USD Million, FY'2015

Table 4: India Flavor Market Segmentation by Product Type on the Basis of Revenues in USD Million, FY'2015

Table 5: India Flavor Market Segmentation by Sources of Procurement on the Basis of Revenues in USD Million, FY'2015

Table 6: India Flavor Market Segmentation by Synthetic and Natural Flavors on the Basis of Revenue in USD Million, FY'2015

Table 7: India Flavor Market Imports by Major Destinations on the Basis of Value in USD Million and Volume in Tons, FY'2015

Table 8: India Flavor Import Duty Structure in Percentage Terms (%), FY'2014

Table 9: Market Share of Major International Players in India Flavor Market on the Basis of Revenues in USD Million, FY'2015

Table 10: India Fragrance Market Segmentation by Type of Fragrances on the Basis of Revenues in USD Million, FY'2015

Table 11: India Fragrance Market Segmentation by Product Type on the Basis of Revenues in USD Million, FY'2015

Table 12: India Fragrance Market Segmentation by Sources of Procurement on the Basis of Revenues in USD Million, FY'2015

Table 13: India Fragrance Industry Segmentation on the Basis of Natural and Synthetic Compounds Used in Production of Fragrances in USD Million, FY'2015

Table 14: Market Share of Major Players in India Fragrance Market on the Basis of Revenues in USD million, FY'2015

Table 15: Prices of Raw Materials, 1990 and 2014

Table 16: List of Mergers, Acquisition and Investments in India Flavor and Fragrance Market

Table 17: Market Share of Major International Players Operating in India Flavor and Fragrance Market on the Basis of Revenues in USD Million, FY'2015

Table 18: Competitive Landscape of Major International Players in India Flavor and Fragrance Market

Table 19: Competitive Landscape of Major Domestic Players in India Flavor and

Fragrance Market

Table 20: India Flavor and Fragrance Market Future Projections by Product Types on the basis of Revenue in USD Million, FY'2016- FY'2020

Table 21: India Fragrance and Flavor Market Future Projection by Applications, FY'2020

Table 22: Cause and Effect Relationship Analysis between Industry Factors and Expected India Flavor and Fragrance Market Prospects

Table 23: Correlation Matrix of India Flavor Market

Table 24: Regression Coefficients Output of India Flavor Market

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