

# Symrise AG Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/S0517D3ADDDDBEN.html>

Date: July 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: S0517D3ADDDDBEN

## Abstracts

Symrise AG Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Symrise AG and its competitors. This provides our Clients with a clear understanding of Symrise AG position in the [Chemical](#) Industry.

The report contains detailed information about Symrise AG that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Symrise AG. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Symrise AG financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Symrise AG competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Symrise AG business.

## **About Symrise AG**

Symrise AG develops, produces, and sells flavors, fragrances, aroma, molecules, and cosmetic ingredients for the perfume, cosmetics, and food industries, as well as the personal care and household supply sectors.

### **Segments**

The company's segments include Scent and Care and Flavor and Nutrition.

#### **Scent and Care**

Scent & Care develops, produces and sells fragrances, life essentials, aroma molecules and mint flavors used in the manufacture of perfumes, body care products, cosmetic products and dental care products, as well as cleaning and washing products.

In the Fragrances business sector, the company develops perfume oils for use in perfumes (the Fine Fragrances application area), as well as in body care products (the Personal Care application area) and household products (the Household application area). Perfume oils are delivered to company's customers in liquid or capsule form. The company develops perfume oils geared to the special requirements of household products, including washing and cleaning products, as well as air fresheners.

The Cosmetic Ingredients and UV Filters application areas are assigned to the Life Essentials business unit. The products manufactured in Life Essentials are used in skin care products, hair care products, suntan lotions, aftershave balsams, shower gels, washing lotions, anti-dandruff shampoos and deodorants. In the Botanicals application area, the company produces plant extracts that appeal to consumers. In the organic UV filter area, it has a portfolio of oil- and water-soluble UVB and UVA filters, which it markets under the name Neo-Heliopan. In the inorganic UV filter segment, the company focuses on zinc oxide.

The Aroma Molecules business sector consists of the application areas Sensates (Menthols), Special Fragrance Ingredients, and Fine Aroma Chemicals. In the Menthols application area, the company develops and produces nature-identical menthol. In the Special Fragrance & Flavor Ingredients and Fine Aroma Chemicals application areas, the company develops and produces aroma chemicals (intermediate products used in perfume oils) of special quality. In the Mint business sector, it offers a range of mint flavors and intermediate products used in toothpastes, mouthwashes and chewing gums.

## Flavor & Nutrition

The Flavor & Nutrition division develops, produces and sells flavors that are used by its customers to produce food (savory products and sweets/dairy) and beverage products. Flavor & Nutrition markets approximately 15,000 products in 140 countries and has its own branches in approximately 20 countries. The division has production sites in Europe and Asia, North and South America, and Africa.

The flavors the company develops and manufactures form important components of foods and beverages. The company supplies individual flavorings used in end products, as well as solutions. The Flavor & Nutrition division encompasses four main application areas, such as Beverages, Sweet, Savory and Tobacco.

The Beverages application area develops, produces and markets flavorings for alcohol-free beverages such as refreshment drinks, fruit juice drinks, energy and sports drinks, tea and coffee drinks, and mixed milk beverages. The company's flavorings are also used in functional beverages, which can be mixed with milk, yogurt, vitamins, minerals, fibers or plant and herbal extracts. Another application area is Instant Drinks, such as tea and coffee specialties. In addition, the company develops, produces, and markets flavorings, distillates and extracts for common types of alcoholic beverages for liqueurs,

spirits, mixed beer drinks, and beverages containing wine. In the Sweet application area, flavors are developed and manufactured for sweet products, baked goods, ice cream, and dairy products.

In the Savory application area, the company develops and produces flavors for soups and sauces, as well as instant dishes and snacks. The wine aromas, meat aromas, and herbal and vegetable extracts that it produces are used to refine instant foods. In the Tobacco application area, the company develops and markets tobacco aromas used by the tobacco industry in the manufacture of cigarettes and pipe tobacco.

## Markets

The company develops and produces approximately 30,000 products from approximately 10,000 raw materials on 5 continents. The company sells these products in approximately 160 countries. The company has operation in Western Europe, the United States, parts of Asia, South America, Africa, the Middle East, and Eastern Europe.

## Customers

The company's customers include multinational groups of companies, as well as regional and local manufacturers of food, beverages, perfumes, cosmetics, body care products, and cleaning and washing products. In the Scent & Care division, the company's customers include Procter & Gamble, Johnson & Johnson and L'Oreal, as well as other global manufacturers. In Flavor & Nutrition division, its customers include global manufacturers of food and beverage brands.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

### Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

### **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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