

Fragrance Fixatives Market Analysis By Product (Ambroxide, Galaxolide, Iso E Super, Sucrose Acetate Isobutyrate), By End-Use (Fine Fragrances, Homecare, Color Cosmetics, Haircare & Skincare), And Segment Forecasts, 2011 - 2025

<https://marketpublishers.com/r/F554E89A25FEN.html>

Date: March 2017

Pages: 160

Price: US\$ 5,950.00 (Single User License)

ID: F554E89A25FEN

Abstracts

The global fragrance fixatives market is projected to reach USD 1.79 billion by 2025, according to a new report by Grand View Research, Inc. Increasing consumption of aroma chemicals and essential oils has contributed to industry growth, especially in emerging economies with rising income levels. Fixatives are used across distinct industries including fine perfumery, skincare, homecare, and haircare. Moreover, the therapeutic effects of scents and rising popularity of customized & celebrity perfumes has positively influenced demand over the last few years.

Technological advancements have fostered new synthetic substitutes for natural, animal-derived fixative compounds, thereby meeting sustainability criteria and environmentalist concerns. The market for innovative, long-lasting scents has also expanded considerably in developing regions, providing ample growth opportunities to manufacturers.

Sclareolide is anticipated to grow at a CAGR of 4.0% from 2016 to 2025. It is widely used in fine perfumery, skincare and haircare products to prolong the effect & reduce rapid evaporation. The product has emerged as an inexpensive substitute for ambergris, which originates from the intestines of the endangered sperm whale.

Further key findings from the study suggest:

The fragrance fixatives market volume was nearly 5.60 kilo tons in 2015 and is

projected to grow at a CAGR of 1.9% from 2016 to 2025

Iso E Super was the dominant product and accounted for over 30% of volume share in 2015. Increasing demand from end-use segments such as skin & haircare and color cosmetics owing to its odor-prolonging characteristics is anticipated to drive demand.

Fine fragrances were the dominant end-use for these compounds. Several multinational players in the industry are extensively involved in new product development to gain a competitive advantage and extend their global reach.

Skincare is expected to be the fastest-growing end-use with an expected CAGR of 4% in terms of revenue from 2016 to 2025

Europe dominates the regional industry and contributes over 43% to the global revenue

Rising affluence levels in countries such as India, Vietnam, and Thailand have translated directly into higher spending on luxury perfumes and high-end cosmetics. This has driven industry growth to a large extent in Asia Pacific, with regional CAGR estimated at 4.1% in terms of revenue.

Major companies operating in the industry are Eastman Chemical Company, Tokos B.V., Lotioncarfter LLC, Paris Fragrances Cosmetics E Supplies, SVP Chemicals Pvt. Ltd., Synthodor Company, PFW Aroma Chemicals, and Zaki.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Research methodology
- 1.2 Research scope and assumptions
- 1.3 List of data sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market summary

CHAPTER 3 FRAGRANCE FIXATIVES MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market segmentation
- 3.2 Penetration & growth prospect mapping, 2011 - 2025
- 3.3 Fragrance fixatives market - value chain analysis
- 3.4 Regulatory framework
- 3.5 Technological overview
- 3.6 Fragrance fixatives market dynamics
 - 3.6.1 Market driver analysis
 - 3.6.1.1 Increasing consumption of aroma chemical and essential oils
 - 3.6.1.2 Evolving consumer behavior in Asian market
 - 3.6.2 Market restraint analysis
 - 3.6.2.1 Huge investments in R&D activities
- 3.7 Key opportunities prioritized
 - 3.7.1 New market avenues
- 3.8 Industry analysis - Porter's
- 3.9 Fragrance fixatives market - PESTEL analysis

CHAPTER 4 FRAGRANCE FIXATIVES: PRODUCT ESTIMATES & TREND ANALYSIS

- 4.1 Product market introduction, 2015 & 2025
- 4.2 Market estimates & forecast, by product, 2011 - 2025
- 4.3 Sclareolide
 - 4.3.1 Market estimates & forecast, 2011 - 2025
 - 4.3.2 Market estimates & forecast, by region, 2011 - 2025
- 4.4 Ambroxide

- 4.4.1 Market estimates & forecast, 2011 - 2025
- 4.4.2 Market estimates & forecast, by region, 2011 - 2025
- 4.5 Galaxolide
 - 4.5.1 Market estimates & forecast, 2011 - 2025
 - 4.5.2 Market estimates & forecast, by region, 2011 - 2025
- 4.6 Iso E Super
 - 4.6.1 Market estimates & forecast, 2011 - 2025
 - 4.6.2 Market estimates & forecast, by region, 2011 - 2025
- 4.7 Sucrose Acetate Isobutyrate
 - 4.7.1 Market estimates & forecast, 2011 - 2025
 - 4.7.2 Market estimates & forecast, by region, 2011 - 2025
- 4.8 Ambergris
 - 4.8.1 Market estimates & forecast, 2011 - 2025
 - 4.8.2 Market estimates & forecast, by region, 2011 - 2025
- 4.9 Castoreum
 - 4.9.1 Market estimates & forecast, 2011 - 2025
 - 4.9.2 Market estimates & forecast, by region, 2011 - 2025
- 4.10 Civet
 - 4.10.1 Market estimates & forecast, 2011 - 2025
 - 4.10.2 Market estimates & forecast, by region, 2011 - 2025
- 4.11 Clary Sage
 - 4.11.1 Market estimates & forecast, 2011 - 2025
 - 4.11.2 Market estimates & forecast, by region, 2011 - 2025
- 4.12 Others
 - 4.12.1 Market estimates & forecast, 2011 - 2025
 - 4.12.2 Market estimates & forecast, by region, 2011 - 2025

CHAPTER 5 FRAGRANCE FIXATIVES: END-USE ESTIMATES & TREND ANALYSIS

- 5.1 End-Use market introduction, 2015 & 2025
- 5.2 Market estimates & forecast, by end-use, 2011 - 2025
- 5.3 Fine Fragrances
 - 5.3.1 Market estimates & forecast, 2011 - 2025
 - 5.3.2 Market estimates & forecast, by region, 2011 - 2025
- 5.4 Homecare Products
 - 5.4.1 Market estimates & forecast, 2011 - 2025
 - 5.4.2 Market estimates & forecast, by region, 2011 - 2025
- 5.5 Color Cosmetics
 - 5.5.1 Market estimates & forecast, 2011 - 2025

- 5.5.2 Market estimates & forecast, by region, 2011 - 2025
- 5.6 Haircare Products
 - 5.6.1 Market estimates & forecast, 2011 - 2025
 - 5.6.2 Market estimates & forecast, by region, 2011 - 2025
- 5.7 Skincare Products
 - 5.7.1 Market estimates & forecast, 2011 - 2025
 - 5.7.2 Market estimates & forecast, by region, 2011 - 2025
- 5.8 Others
 - 5.8.1 Market estimates & forecast, 2011 - 2025
 - 5.8.2 Market estimates & forecast, by region, 2011 - 2025

CHAPTER 6 FRAGRANCE FIXATIVES: REGIONAL ESTIMATES & TREND ANALYSIS

- 6.1 Regional market introduction, 2015 & 2025
- 6.2 North America
 - 6.2.1 Market estimates & forecast, 2011 - 2025
 - 6.2.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.2.3 Market estimates & forecast, by end-use, 2011 - 2025
 - 6.2.4 U.S.
 - 6.2.4.1 Market estimates & forecast, 2011 - 2025
 - 6.2.4.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.2.4.3 Market estimates & forecast, by end-use, 2011 - 2025
 - 6.2.5 Canada
 - 6.2.5.1 Market estimates & forecast, 2011 - 2025
 - 6.2.5.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.2.5.3 Market estimates & forecast, by end-use, 2011 - 2025
- 6.3 Europe
 - 6.3.1 Market estimates & forecast, 2011 - 2025
 - 6.3.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.3.3 Market estimates & forecast, by end-use, 2011 - 2025
 - 6.3.4 Germany
 - 6.3.4.1 Market estimates & forecast, 2011 - 2025
 - 6.3.4.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.3.4.3 Market estimates & forecast, by end-use, 2011 - 2025
 - 6.3.5 UK
 - 6.3.5.1 Market estimates & forecast, 2011 - 2025
 - 6.3.5.2 Market estimates & forecast, by product, 2011 - 2025
 - 6.3.5.3 Market estimates & forecast, by end-use, 2011 - 2025

6.3.6 France

6.3.6.1 Market estimates & forecast, 2011 - 2025

6.3.6.2 Market estimates & forecast, by product, 2011 - 2025

6.3.6.3 Market estimates & forecast, by end-use, 2011 - 2025

6.3.7 Italy

6.3.7.1 Market estimates & forecast, 2011 - 2025

6.3.7.2 Market estimates & forecast, by product, 2011 - 2025

6.3.7.3 Market estimates & forecast, by end-use, 2011 - 2025

6.4 Asia Pacific

6.4.1 Market estimates & forecast, 2011 - 2025

6.4.2 Market estimates & forecast, by product, 2011 - 2025

6.4.3 Market estimates & forecast, by end-use, 2011 - 2025

6.4.4 China

6.4.4.1 Market estimates & forecast, 2011 - 2025

6.4.4.2 Market estimates & forecast, by product, 2011 - 2025

6.4.4.3 Market estimates & forecast, by end-use, 2011 - 2025

6.4.5 India

6.4.5.1 Market estimates & forecast, 2011 - 2025

6.4.5.2 Market estimates & forecast, by product, 2011 - 2025

6.4.5.3 Market estimates & forecast, by end-use, 2011 - 2025

6.4.6 Japan

6.4.6.1 Market estimates & forecast, 2011 - 2025

6.4.6.2 Market estimates & forecast, by product, 2011 - 2025

6.4.6.3 Market estimates & forecast, by end-use, 2011 - 2025

6.5 Latin America

6.5.1 Market estimates & forecast, 2011 - 2025

6.5.2 Market estimates & forecast, by product, 2011 - 2025

6.5.3 Market estimates & forecast, by end-use, 2011 - 2025

6.5.4 Brazil

6.5.4.1 Market estimates & forecast, 2011 - 2025

6.5.4.2 Market estimates & forecast, by product, 2011 - 2025

6.5.4.3 Market estimates & forecast, by end-use, 2011 - 2025

6.5.5 Mexico

6.5.5.1 Market estimates & forecast, 2011 - 2025

6.5.5.2 Market estimates & forecast, by product, 2011 - 2025

6.5.5.3 Market estimates & forecast, by end-use, 2011 - 2025

6.6 Middle East & Africa (MEA)

6.6.1 Market estimates & forecast, 2011 - 2025

6.6.2 Market estimates & forecast, by product, 2011 - 2025

6.6.3 Market estimates & forecast, by end-use, 2011 - 2025

CHAPTER 7 COMPETITIVE LANDSCAPE

7.1 Fragrance fixatives company heat map analysis

7.2 Vendor Landscape

7.3 Competitive Environment

7.4 Strategy framework

CHAPTER 8 COMPANY PROFILES

8.1 Eastman Chemical Company

8.1.1 Company Overview

8.1.2 Financial Performance

8.1.3 Industries and Services Catered

8.1.4 Product Benchmarking

8.2 Tokos B.V.

8.2.1 Company Overview

8.2.2 Financial Performance

8.2.3 Industries and Services Catered

8.2.4 Product Benchmarking

8.3 Lotioncraft LLC

8.3.1 Company Overview

8.3.2 Financial Performance

8.3.3 Industries and Services Catered

8.3.4 Product Benchmarking

8.4 Paris Fragrances Cosmetics E Supplies

8.4.1 Company Overview

8.4.2 Financial Performance

8.4.3 Industries and Services Catered

8.4.4 Product Benchmarking

8.5 SVP Chemicals Pvt. Ltd.

8.5.1 Company Overview

8.5.2 Financial Performance

8.5.3 Industries and Services Catered

8.5.4 Product Benchmarking

8.6 Synthodor Company

8.6.1 Company Overview

8.6.2 Financial Performance

- 8.6.3 Industries and Services Catered
- 8.6.4 Product Benchmarking
- 8.7 PFW Aroma Chemicals B.V.
 - 8.7.1 Company Overview
 - 8.7.2 Financial Performance
 - 8.7.3 Industries and Services Catered
 - 8.7.4 Product Benchmarking
- 8.8 Firmenich International SA
 - 8.8.1 Company Overview
 - 8.8.2 Financial Performance
 - 8.8.3 Industries and Services Catered
 - 8.8.4 Product Benchmarking
- 8.9 Givaudan SA
 - 8.9.1 Company Overview
 - 8.9.2 Financial Performance
 - 8.9.3 Industries and Services Catered
 - 8.9.4 Product Benchmarking
- 8.10 Schulke & Mayr GmbH
 - 8.10.1 Company Overview
 - 8.10.2 Financial Performance
 - 8.10.3 Industries and Services Catered
 - 8.10.4 Product Benchmarking

List Of Tables

LIST OF TABLES

Table 1 Key international regulations & their impact on the fragrance fixatives industry

Table 2 Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 3 Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 4 Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 5 Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 6 Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 7 Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 8 Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 9 Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 10 North America Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 11 North America Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 12 North America Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 13 North America Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 14 North America Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 15 North America Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 16 North America Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 17 North America Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 18 North America Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 19 North America Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 20 U.S. Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 21 U.S. Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 22 U.S. Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 23 U.S. Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 24 U.S. Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 25 U.S. Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 26 U.S. Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 27 U.S. Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 28 U.S. Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 29 U.S. Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 30 Canada Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 31 Canada Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 32 Canada Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 33 Canada Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 34 Canada Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 35 Canada Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 36 Canada Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 37 Canada Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 38 Canada Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 39 Canada Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 40 Europe Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 41 Europe Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 42 Europe Fragrance fixatives market volume estimates, by product, 2011 - 2015

(Tons)

Table 43 Europe Fragrance fixatives market volume forecast, by product, 2016 - 2025

(Tons)

Table 44 Europe Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 45 Europe Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 46 Europe Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 47 Europe Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 48 Europe Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 49 Europe Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 50 Germany Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 51 Germany Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 52 Germany Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 53 Germany Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 54 Germany Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 55 Germany Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 56 Germany Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 57 Germany Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 58 Germany Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 59 Germany Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 60 UK Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 61 UK Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 62 UK Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 63 UK Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 64 UK Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 65 UK Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 66 UK Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 67 UK. Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 68 UK Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 69 UK Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 70 France Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 71 France Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 72 France Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 73 France Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 74 France Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 75 France Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 76 France Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 77 France Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 78 France Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 79 France Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 80 Italy Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 81 Italy Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 82 Italy Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 83 Italy Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 84 Italy Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 85 Italy Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 86 Italy Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 87 Italy Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 88 Italy Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 89 Italy Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 90 Asia Pacific Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 91 Asia Pacific Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 92 Asia Pacific Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 93 Asia Pacific Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 94 Asia Pacific Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 95 Asia Pacific Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 96 Asia Pacific Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 97 Asia Pacific Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 98 Asia Pacific Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 99 Asia Pacific Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 100 China Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 101 China Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 102 China Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 103 China Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 104 China Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 105 China Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 106 China Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 107 China Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 108 China Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 109 China Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 110 India Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 111 India Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 112 India Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 113 India Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 114 India Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 115 India Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 116 India Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 117 India Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 118 India Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 119 India Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 120 Japan Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 121 Japan Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 122 Japan Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 123 Japan Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 124 Japan Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 125 Japan Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 126 Japan Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 127 Japan Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 128 Japan Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 129 Japan Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 130 Latin America Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 131 Latin America Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 132 Latin America Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 133 Latin America Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 134 Latin America Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 135 Latin America Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 136 Latin America Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 137 Latin America Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 138 Latin America Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 139 Latin America Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 140 Brazil Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 141 Brazil Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 142 Brazil Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 143 Brazil Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 144 Brazil Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 145 Brazil Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 146 Brazil Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 147 Brazil Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 148 Brazil Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 149 Brazil Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 150 Mexico Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 151 Mexico Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 152 Mexico Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 153 Mexico Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 154 Mexico Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 155 Mexico Fragrance fixatives market revenue forecast, by product, 2016 - 2025 (USD Million)

Table 156 Mexico Fragrance fixatives market volume estimates, by end-use, 2011 - 2015 (Tons)

Table 157 Mexico Fragrance fixatives market volume forecast, by end-use, 2016 - 2025 (Tons)

Table 158 Mexico Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015 (USD Million)

Table 159 Mexico Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025 (USD Million)

Table 160 MEA Fragrance fixatives market estimates, 2011 - 2015 (Tons) (USD Million)

Table 161 MEA Fragrance fixatives market forecast, 2016 - 2025 (Tons) (USD Million)

Table 162 MEA Fragrance fixatives market volume estimates, by product, 2011 - 2015 (Tons)

Table 163 MEA Fragrance fixatives market volume forecast, by product, 2016 - 2025 (Tons)

Table 164 MEA Fragrance fixatives market revenue estimates, by product, 2011 - 2015 (USD Million)

Table 165 MEA Fragrance fixatives market revenue forecast, by product, 2016 - 2025

(USD Million)

Table 166 MEA Fragrance fixatives market volume estimates, by end-use, 2011 - 2015

(Tons)

Table 167 MEA Fragrance fixatives market volume forecast, by end-use, 2016 - 2025

(Tons)

Table 168 MEA Fragrance fixatives market revenue estimates, by end-use, 2011 - 2015

(USD Million)

Table 169 MEA Fragrance fixatives market revenue forecast, by end-use, 2016 - 2025

(USD Million)

Table 170 Fragrance fixatives company heat map analysis

List Of Figures

LIST OF FIGURES

- Figure 1 Fragrance fixatives market summary
- Figure 2 Fragrance fixatives market volume, 2015 (Tons)
- Figure 3 Fragrance fixatives market segmentation
- Figure 4 Fragrance fixatives market volume & revenue, 2011 - 2025 (Tons) (USD Million)
- Figure 5 Fragrance fixatives market value chain analysis
- Figure 6 Fragrance fixatives market dynamics
- Figure 7 Fragrance fixatives market driver impact
- Figure 8 Global essential oil consumption, 2012 - 2016 (tons)
- Figure 9 Fragrance fixatives market restraint impact
- Figure 10 Key opportunities prioritized
- Figure 11 Fragrance fixatives market - Porter's analysis
- Figure 12 PESTEL analysis
- Figure 13 Fragrance fixatives market revenue by product, 2015 & 2025
- Figure 14 Fragrance fixatives market revenue by end-use, 2015 & 2025
- Figure 15 Fragrance fixatives market revenue by region, 2015 & 2025
- Figure 16 Competitive environment
- Figure 17 Strategy framework

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