

Asia-Pacific Flavors (Food & Beverages) Market (2016 - 2022)

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Abstracts

Flavor is the distinct taste of beverages and drinks. Foods such as vegetables, fruits, and grains have their natural flavors. However, to other foods, artificial flavors are being used in order to enhance its taste and fragrance. The main purpose of food flavoring is to discard undesirable odor of the products and also to increase consumer acceptance. Glutamic acid salts, Glycine salts, Guanylic acid salts, 5'-ribonucleotide salts, and Inosinic acid salts are some of the flavorings that are primarily added to the food or drinks.

There has been a prominent growth in the flavors market in the recent years owing to the increasing population and income level of the consumers. Emerging economies like China and India is contributing in the growth of flavors market owing to the increase in population count and income level of the consumers. The emerging economies have the constitute population of around 3 billion.

Growing awareness for personal care is also contributing in the growing demand of flavors market is the Asian regions. Taking care of hygiene and fitness has become regular part of population. Lifestyle and demographic changes have increased the consumers' interest towards the natural products. Now-a-days, consumers are getting more conscious about their health. Therefore, there is a keen interest among the population for the innovation of natural flavors in the food.

The market has been segmented on the basis of type, end-user, and country. Based on End-user, the market is segmented into Beverages, Dairy & Frozen Products, Bakery & Confectionery, Savory & Snacks, and Animal & Pet Food. Beverages are further segmented into Hot Drinks, Soft Drinks, and Alcohol Drinks. Dairy & Frozen Products include Dairy Products and Meat. Bakery & Confectionery is further categorized into

Bakery, Chocolate & Ice-cream, and Confectionery. Savory & Snacks is categorized into Savory and Snacks. Animal & Pet Food includes Animal Food and Pet Food. Based on Product Type, the market is segmented into Natural and Artificial flavors.

Based on country, the market is segmented into China, Japan, India, South Korea, Australia, Singapore, and Rest of Asia-Pacific..

The key players operating in the flavors market are Archer Daniels Medical Company, Kerry Group, Givaudan, Firmenich International SA, Symrise AG, Sensient Technologies Corporation, International Flavors & Fragrances Inc., and Huabao International.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia-Pacific Flavors (Food & Beverages) Market, by End-User
 - 1.4.2 Asia-Pacific Flavors (Food & Beverages) Market, by Product Type
 - 1.4.3 Asia-Pacific Flavors (Food & Beverages) Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET

- 4.1 Asia-Pacific Flavors (Food & Beverages) Market by End User
 - 4.1.1 Asia-Pacific Beverages Market by Country
 - 4.1.2 Asia-Pacific Beverages Market by Type
 - 4.1.2.1 Asia-Pacific Hot Drinks Market by Country
 - 4.1.2.2 Asia-Pacific Soft Drinks Market by Country
 - 4.1.2.3 Asia-Pacific Alcohol Drinks Market by Country
 - 4.1.3 Asia-Pacific Dairy & Frozen Products Market by Country
 - 4.1.4 Asia-Pacific Dairy & Frozen Products Market by Type
 - 4.1.4.1 Asia-Pacific Dairy Products Market by Country
 - 4.1.4.2 Asia-Pacific Meat Market by Country
 - 4.1.5 Asia-Pacific Bakery & Confectionery Market by Country
 - 4.1.6 Asia-Pacific Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 4.1.6.1 Asia-Pacific Bakery Flavors (Food & Beverages) Market by Country
 - 4.1.6.2 Asia-Pacific Chocolate & Ice-cream Flavors (Food & Beverages) Market by

Country

- 4.1.6.3 Asia-Pacific Confectionery Flavors (Food & Beverages) Market by Country
- 4.1.7 Asia-Pacific Savory & Snacks Market by Country
- 4.1.8 Asia-Pacific Flavors (Food & Beverages) Market by Savory & Snacks
 - 4.1.8.1 Asia-Pacific Savory Flavors (Food & Beverages) Market by Country
 - 4.1.8.2 Asia-Pacific Snacks Flavors (Food & Beverages) Market by Country
- 4.1.9 Asia-Pacific Animal & Pet Food Market by Country
- 4.1.10 Asia-Pacific Animal & Pet Food Market by Type
 - 4.1.10.1 Asia-Pacific Animal Food Market by Country
 - 4.1.10.2 Asia-Pacific Pet Food Market by Country

CHAPTER 5. ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE

5.1 Introduction

- 5.1.1 Asia-Pacific Natural Flavors (Food & Beverages) Market by Country
- 5.1.2 Asia-Pacific Artificial Flavors (Food & Beverages) Market by Country

CHAPTER 6. ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY

6.1 Introduction

6.2 China Flavors (Food & Beverages) Market

- 6.2.1 China Flavors (Food & Beverages) Market by End User
 - 6.2.1.1 China Beverages Market by Type
 - 6.2.1.2 China Dairy & Frozen Products Market by Type
 - 6.2.1.3 China Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.2.1.4 China Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.2.1.5 China Animal & Pet Food Market by Type
- 6.2.2 China Flavors (Food & Beverages) Market by Product Type

6.3 Japan Flavors (Food & Beverages) Market

- 6.3.1 Japan Flavors (Food & Beverages) Market by End User
 - 6.3.1.1 Japan Beverages Market by Type
 - 6.3.1.2 Japan Dairy & Frozen Products Market by Type
 - 6.3.1.3 Japan Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.3.1.4 Japan Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.3.1.5 Japan Animal & Pet Food Market by Type
- 6.3.2 Japan Flavors (Food & Beverages) Market by Product Type

6.4 India Flavors (Food & Beverages) Market

- 6.4.1 India Flavors (Food & Beverages) Market by End User
 - 6.4.1.1 India Beverages Market by Type
 - 6.4.1.2 India Dairy & Frozen Products Market by Type
 - 6.4.1.3 India Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.4.1.4 India Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.4.1.5 India Animal & Pet Food Market by Type
- 6.4.2 India Flavors (Food & Beverages) Market by Product Type
- 6.5 Australia Flavors (Food & Beverages) Market
 - 6.5.1 Australia Flavors (Food & Beverages) Market by End User
 - 6.5.1.1 Australia Beverages Market by Type
 - 6.5.1.2 Australia Dairy & Frozen Products Market by Type
 - 6.5.1.3 Australia Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.5.1.4 Australia Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.5.1.5 Australia Animal & Pet Food Market by Type
 - 6.5.2 Australia Flavors (Food & Beverages) Market by Product Type
- 6.6 South Korea Flavors (Food & Beverages) Market
 - 6.6.1 South Korea Flavors (Food & Beverages) Market by End User
 - 6.6.1.1 South Korea Beverages Market by Type
 - 6.6.1.2 South Korea Dairy & Frozen Products Market by Type
 - 6.6.1.3 South Korea Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.6.1.4 South Korea Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.6.1.5 South Korea Animal & Pet Food Market by Type
 - 6.6.2 South Korea Flavors (Food & Beverages) Market by Product Type
- 6.7 Singapore Flavors (Food & Beverages) Market
 - 6.7.1 Singapore Flavors (Food & Beverages) Market by End User
 - 6.7.1.1 Singapore Beverages Market by Type
 - 6.7.1.2 Singapore Dairy & Frozen Products Market by Type
 - 6.7.1.3 Singapore Flavors (Food & Beverages) Market by Bakery & Confectionery Type
 - 6.7.1.4 Singapore Flavors (Food & Beverages) Market by Savory & Snacks
 - 6.7.1.5 Singapore Animal & Pet Food Market by Type
 - 6.7.2 Singapore Flavors (Food & Beverages) Market by Product Type
- 6.8 Rest of Asia-Pacific Flavors (Food & Beverages) Market
 - 6.8.1 Rest of Asia-Pacific Flavors (Food & Beverages) Market by End User
 - 6.8.1.1 Rest of Asia-Pacific Beverages Market by Type
 - 6.8.1.2 Rest of Asia-Pacific Dairy & Frozen Products Market by Type
 - 6.8.1.3 Rest of Asia-Pacific Flavors (Food & Beverages) Market by Bakery &

Confectionery Type

6.8.1.4 Rest of Asia-Pacific Flavors (Food & Beverages) Market by Savory & Snacks

6.8.1.5 Rest of Asia-Pacific Animal & Pet Food Market by Type

6.8.2 Rest of Asia-Pacific Flavors (Food & Beverages) Market by Product Type

CHAPTER 7. COMPANY PROFILES

7.1 Archer Daniels Midland Company (Wild Flavors)

7.1.1 Company Overview

7.1.2 Financial Analysis

7.1.3 Segmental and Regional Analysis

7.1.4 Research & Development Expense

7.2 Kerry Group, Plc.

7.2.1 Company Overview

7.2.2 Financial Analysis

7.2.3 Segmental and Regional Analysis

7.2.4 Research & Development Expense

7.3 Givaudan

7.3.1 Company Overview

7.3.2 Financial Analysis

7.3.3 Segmental and Regional Analysis

7.3.4 Research & Development Expense

7.4 Firmenich International SA

7.4.1 Company Overview

7.5 Symrise AG

7.5.1 Company Overview

7.5.2 Financial Analysis

7.5.3 Segmental and Regional Analysis

7.5.4 Research & Development Expense

7.6 Sensient Technologies Corporation

7.6.1 Company Overview

7.6.2 Financial Analysis

7.6.3 Segmental and Regional Analysis

7.6.4 Research & Development Expense

7.7 International Flavors & Fragrances Inc.

7.7.1 Company Overview

7.7.2 Financial Analysis

7.7.3 Segmental and Regional Analysis

7.7.4 Research & Development Expense

7.8 Huabao International

7.8.1 Company Overview

List Of Tables

LIST OF TABLES

Table 1 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 2 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 3 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 4 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 5 ASIA-PACIFIC BEVERAGES MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 6 ASIA-PACIFIC BEVERAGES MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 7 ASIA-PACIFIC BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 8 ASIA-PACIFIC BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 9 ASIA-PACIFIC HOT DRINKS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 10 ASIA-PACIFIC HOT DRINKS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 11 ASIA-PACIFIC SOFT DRINKS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 12 ASIA-PACIFIC SOFT DRINKS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 13 ASIA-PACIFIC ALCOHOL DRINKS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 14 ASIA-PACIFIC ALCOHOL DRINKS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 15 ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 16 ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 17 ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 18 ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 19 ASIA-PACIFIC DAIRY PRODUCTS MARKET BY COUNTRY, 2012 - 2015,

USD MILLION

Table 20 ASIA-PACIFIC DAIRY PRODUCTS MARKET BY COUNTRY, 2016 - 2022,
USD MILLION

Table 21 ASIA-PACIFIC MEAT MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 22 ASIA-PACIFIC MEAT MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 23 ASIA-PACIFIC BAKERY & CONFECTIONERY MARKET BY COUNTRY,
2012 - 2015, USD MILLION

Table 24 ASIA-PACIFIC BAKERY & CONFECTIONERY MARKET BY COUNTRY,
2016 - 2022, USD MILLION

Table 25 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY &
CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 26 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY &
CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 27 ASIA-PACIFIC BAKERY FLAVORS (FOOD & BEVERAGES) MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 28 ASIA-PACIFIC BAKERY FLAVORS (FOOD & BEVERAGES) MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 29 ASIA-PACIFIC CHOCOLATE & ICE-CREAM FLAVORS (FOOD &
BEVERAGES) MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 30 ASIA-PACIFIC CHOCOLATE & ICE-CREAM FLAVORS (FOOD &
BEVERAGES) MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 31 ASIA-PACIFIC CONFECTIONERY FLAVORS (FOOD & BEVERAGES)
MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 32 ASIA-PACIFIC CONFECTIONERY FLAVORS (FOOD & BEVERAGES)
MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 33 ASIA-PACIFIC SAVORY & SNACKS MARKET BY COUNTRY, 2012 - 2015,
USD MILLION

Table 34 ASIA-PACIFIC SAVORY & SNACKS MARKET BY COUNTRY, 2016 - 2022,
USD MILLION

Table 35 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY &
SNACKS, 2012 - 2015, USD MILLION

Table 36 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY &
SNACKS, 2016 - 2022, USD MILLION

Table 37 ASIA-PACIFIC SAVORY FLAVORS (FOOD & BEVERAGES) MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 38 ASIA-PACIFIC SAVORY FLAVORS (FOOD & BEVERAGES) MARKET BY
COUNTRY, 2016 - 2022, USD MILLION

Table 39 ASIA-PACIFIC SNACKS FLAVORS (FOOD & BEVERAGES) MARKET BY
COUNTRY, 2012 - 2015, USD MILLION

Table 40 ASIA-PACIFIC SNACKS FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 41 ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 42 ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 43 ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 44 ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 45 ASIA-PACIFIC ANIMAL FOOD MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 46 ASIA-PACIFIC ANIMAL FOOD MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 47 ASIA-PACIFIC PET FOOD MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 48 ASIA-PACIFIC PET FOOD MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 49 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 50 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 51 ASIA-PACIFIC NATURAL FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 52 ASIA-PACIFIC NATURAL FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 53 ASIA-PACIFIC ARTIFICIAL FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 54 ASIA-PACIFIC ARTIFICIAL FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 55 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2012 - 2015, USD MILLION

Table 56 ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY COUNTRY, 2016 - 2022, USD MILLION

Table 57 CHINA FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 58 CHINA FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 59 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 -

2015, USD MILLION

Table 60 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 61 CHINA BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 62 CHINA BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 63 CHINA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 64 CHINA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 65 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 66 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 67 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 68 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 69 CHINA ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 70 CHINA ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 71 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 72 CHINA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 73 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 74 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 75 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 76 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 77 JAPAN BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 78 JAPAN BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 79 JAPAN DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 80 JAPAN DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 81 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 82 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 83 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 84 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 85 JAPAN ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 86 JAPAN ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 87 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 88 JAPAN FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 89 INDIA FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 90 INDIA FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 91 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 92 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 93 INDIA BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 94 INDIA BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 95 INDIA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 96 INDIA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 97 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 98 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 99 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 100 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 101 INDIA ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD

MILLION

Table 102 INDIA ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD
MILLION

Table 103 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE,
2012 - 2015, USD MILLION

Table 104 INDIA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE,
2016 - 2022, USD MILLION

Table 105 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015,
USD MILLION

Table 106 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022,
USD MILLION

Table 107 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER,
2012 - 2015, USD MILLION

Table 108 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER,
2016 - 2022, USD MILLION

Table 109 AUSTRALIA BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 110 AUSTRALIA BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 111 AUSTRALIA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 -
2015, USD MILLION

Table 112 AUSTRALIA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 -
2022, USD MILLION

Table 113 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY &
CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 114 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY &
CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 115 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY &
SNACKS, 2012 - 2015, USD MILLION

Table 116 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY &
SNACKS, 2016 - 2022, USD MILLION

Table 117 AUSTRALIA ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD
MILLION

Table 118 AUSTRALIA ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD
MILLION

Table 119 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT
TYPE, 2012 - 2015, USD MILLION

Table 120 AUSTRALIA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT
TYPE, 2016 - 2022, USD MILLION

Table 121 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015,
USD MILLION

Table 122 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 123 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 124 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 125 SOUTH KOREA BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 126 SOUTH KOREA BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 127 SOUTH KOREA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 128 SOUTH KOREA DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 129 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 130 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 131 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 132 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 133 SOUTH KOREA ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 134 SOUTH KOREA ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 135 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 136 SOUTH KOREA FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 137 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 138 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 139 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 140 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 141 SINGAPORE BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 142 SINGAPORE BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 143 SINGAPORE DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 144 SINGAPORE DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 145 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 146 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 147 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 148 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 149 SINGAPORE ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 150 SINGAPORE ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 151 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 152 SINGAPORE FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 153 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET, 2012 - 2015, USD MILLION

Table 154 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET, 2016 - 2022, USD MILLION

Table 155 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2012 - 2015, USD MILLION

Table 156 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY END USER, 2016 - 2022, USD MILLION

Table 157 REST OF ASIA-PACIFIC BEVERAGES MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 158 REST OF ASIA-PACIFIC BEVERAGES MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 159 REST OF ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 160 REST OF ASIA-PACIFIC DAIRY & FROZEN PRODUCTS MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 161 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2012 - 2015, USD MILLION

Table 162 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY BAKERY & CONFECTIONERY TYPE, 2016 - 2022, USD MILLION

Table 163 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2012 - 2015, USD MILLION

Table 164 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY SAVORY & SNACKS, 2016 - 2022, USD MILLION

Table 165 REST OF ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY TYPE, 2012 - 2015, USD MILLION

Table 166 REST OF ASIA-PACIFIC ANIMAL & PET FOOD MARKET BY TYPE, 2016 - 2022, USD MILLION

Table 167 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2012 - 2015, USD MILLION

Table 168 REST OF ASIA-PACIFIC FLAVORS (FOOD & BEVERAGES) MARKET BY PRODUCT TYPE, 2016 - 2022, USD MILLION

Table 169 KEY INFORMATION – ARCHER DANIELS MIDLAND COMPANY(WILD FLAVORS)

Table 170 KEY INFORMATION – KERRY GROUP, PLC.

Table 171 KEY INFORMATION – GIVAUDAN

Table 172 KEY INFORMATION – FIRMENICH INTERNATIONAL SA

Table 173 KEY INFORMATION – SYMRISE AG

Table 174 KEY INFORMATION – SENSIENT TECHNOLOGIES CORPORATION

Table 175 KEY INFORMATION – INTERNATIONAL FLAVORS & FRAGRANCES INC.

Table 176 KEY INFORMATION – HUABAO INTERNATIONAL

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