

# **India Flavors Market By Source (Nature Identical, Artificial and Natural), By Application (Bakery, Beverages, Pharmaceuticals, Dairy, Confectionary and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

### **Market Overview**

India Flavors Market has valued at USD 471.46 million in 2023 and is anticipated to project robust growth in the forecast period with a CAGR of 8.8% through 2029. The India flavors market is a dynamic and rapidly evolving sector within the food and beverage industry. It plays a pivotal role in enhancing the sensory appeal of various products, including packaged foods, beverages, confectionery, and even personal care items.

**Diverse Consumer Preferences:** India's rich cultural diversity and regional variations in cuisine have led to a wide range of flavor preferences. This has fueled the demand for a variety of flavors, from traditional spices like cardamom and turmeric to global favorites like vanilla and chocolate.

Rapid urbanization and a growing middle-class population have led to changes in consumer lifestyles. Busy urban dwellers are increasingly opting for convenience foods, driving the need for flavors that can replicate homemade tastes and aromas.

The increasing health consciousness among consumers has resulted in a shift towards natural and healthy flavors. There is a rising demand for flavors derived from fruits, herbs, and botanicals, which are perceived as healthier alternatives to artificial additives.

Exposure to international cuisines through travel and the internet has expanded the Indian palate. Consumers are now more open to experimenting with novel flavors, leading to the incorporation of exotic and international flavors into local products.

The burgeoning food processing industry in India, driven by rising disposable incomes and changing dietary habits, has significantly contributed to the growth of the flavors market. Processed foods require various flavors to improve taste and shelf life.

Stringent regulations and growing awareness about food safety have pushed manufacturers to focus on the quality and safety of flavor ingredients. This has led to the development of advanced extraction and encapsulation technologies to preserve the integrity of flavors.

Indian flavor companies are investing in research and development to create unique and proprietary flavor profiles. They are also working on sustainable sourcing and production methods to align with global sustainability trends.

The rise of e-commerce platforms has made it easier for consumers to access a wide range of food and beverage products, including those with distinct flavors. Online sales channels have expanded the reach of flavor manufacturers.

India's flavors industry is not limited to domestic consumption. It has been steadily growing its presence in the global market, exporting flavors to various countries and regions.

## Key Market Drivers

### Cultural Diversity and Culinary Heritage

India's cultural diversity and culinary heritage are among the primary drivers of the flavors market. The country boasts a mosaic of regional cuisines, each characterized by distinct flavors and ingredients. This diversity has not only enriched the culinary landscape but has also fueled the demand for a wide range of flavor profiles.

The flavors market benefits from this diversity by catering to regional preferences. For example, in the North, flavors like saffron, cardamom, and garam masala dominate, while in the South, coconut, curry leaves, and tamarind are prominent. This regional variation creates a constant demand for both traditional and innovative flavors.

Moreover, India's diaspora around the world has created a global market for Indian flavors. The popularity of Indian cuisine abroad has led to a surge in demand for authentic Indian flavors, thereby driving innovation and quality improvement in the market.

### Evolving Consumer Preferences

Changing consumer preferences are another significant driver of the Indian flavors market. As India's middle class expands and urbanizes, there is a growing demand for convenience foods, processed snacks, and ready-to-eat meals. This shift in lifestyle has led to an increased reliance on packaged and processed foods, all of which require flavor enhancement to be competitive in the market.

Consumers are also becoming more health-conscious, demanding healthier and natural flavors. As a result, the market has seen a rise in the use of natural ingredients, organic flavors, and reduced-sugar formulations. Manufacturers are constantly innovating to meet these evolving preferences, creating a dynamic and competitive marketplace.

### Food Processing Industry Growth

The growth of the Indian food processing industry is a critical driver for the flavors market. As the food processing sector expands, the demand for flavoring agents, additives, and seasonings increases. This industry growth is driven by factors such as increased urbanization, rising disposable incomes, and changing consumption patterns.

The flavors market, in response, has diversified its product offerings to cater to the food processing industry. This includes a wide range of flavor extracts, seasonings, and additives designed to enhance the taste and aroma of processed foods. The synergy between the food processing industry and the flavors market is expected to continue driving growth in both sectors.

### Key Market Challenges

#### Regulatory Hurdles and Compliance Issues

One of the most pressing challenges in the Indian flavors market is navigating the complex web of regulations and compliance requirements. The food industry is highly regulated in India, and flavor manufacturers must adhere to various standards and

guidelines set by multiple authorities, including the Food Safety and Standards Authority of India (FSSAI).

Firstly, obtaining the necessary approvals and licenses for flavor products can be a time-consuming and costly process. This bureaucratic red tape can deter smaller players and startups from entering the market, limiting innovation and competition.

Secondly, the frequent changes and updates in regulations make it challenging for flavor manufacturers to keep up with compliance requirements. This can lead to costly product recalls, reputational damage, and legal consequences for non-compliance.

Lastly, labeling and advertising regulations are stringent in India, and flavor companies must ensure that their products meet all labeling requirements, including disclosing allergens and additives accurately. Failure to do so can result in fines and a loss of consumer trust.

To address these challenges, flavor companies must invest in regulatory expertise, continuously monitor changes in regulations, and foster stronger relationships with regulatory bodies to streamline compliance processes.

### Supply Chain Disruptions and Sourcing Issues

The Indian flavors market heavily relies on raw materials and ingredients sourced both domestically and internationally. Recent disruptions, such as the COVID-19 pandemic and climate-related challenges, have highlighted the vulnerabilities in the supply chain.

During the pandemic, lockdowns, transportation restrictions, and labor shortages disrupted the production and distribution of flavor ingredients. Additionally, climate change has led to unpredictable weather patterns, impacting the cultivation of certain crops used in flavor production.

Another significant challenge is the quality and consistency of raw materials. Inconsistent quality can affect the final product's taste, aroma, and overall performance, leading to customer dissatisfaction and potential revenue loss.

To mitigate these challenges, flavor manufacturers must diversify their supplier base, invest in supply chain resilience, and explore sustainable sourcing options to reduce environmental impact.

## Intense Competition and Innovation

The Indian flavors market is highly competitive, with both domestic and international players vying for market share. This intense competition drives the need for continuous innovation, product differentiation, and cost-efficiency.

Innovation is crucial in the flavors market as consumer preferences are constantly evolving. Manufacturers must develop unique and appealing flavor profiles to stand out in the crowded marketplace. However, research and development in the flavors industry require substantial investments in resources and talent.

Moreover, pricing pressure from competitors can impact profit margins, making it essential for flavor companies to optimize their production processes and reduce operational costs without compromising on quality.

To thrive in this competitive landscape, flavor manufacturers should focus on market research, consumer insights, and collaboration with food producers to co-create new and exciting products that meet changing consumer demands while maintaining cost-effectiveness.

## Key Market Trends

### Fusion Flavors: A Culinary Adventure

One of the most prominent trends in the Indian flavors market is the rise of fusion flavors. Indian consumers are becoming more adventurous with their palate and are willing to experiment with diverse culinary influences. This trend has given rise to a fusion food movement that combines traditional Indian flavors with international cuisines. For example, you can now find dishes like butter chicken pizza, tandoori tacos, and masala pasta in restaurants across the country.

This fusion trend has also extended to packaged foods and snacks. Companies are introducing innovative products that blend Indian spices with Western snacks, creating unique and appealing flavor combinations. This trend caters to the evolving tastes of Indian consumers who seek novelty and excitement in their culinary experiences.

Moreover, the fusion of flavors is not limited to Indo-Western combinations. Regional Indian flavors are being creatively blended to create exciting new taste profiles. For instance, South Indian spices may be integrated into North Indian dishes, offering

consumers a delightful twist on traditional favorites.

### Health-Conscious Choices: The Quest for Natural and Functional Flavors

As health-consciousness grows among Indian consumers, there is a significant demand for natural and functional flavors. People are increasingly looking for products that not only taste good but also offer health benefits. This trend has led to the incorporation of ingredients like turmeric, ginger, and holy basil (Tulsi) into various food and beverage products.

Turmeric, in particular, has gained immense popularity for its potential health benefits, such as anti-inflammatory properties and antioxidant effects. As a result, it has found its way into a wide range of products, including teas, snacks, and even dairy items.

Functional flavors, such as those with probiotic or prebiotic properties, have also seen a surge in demand. Consumers are becoming more aware of gut health, and products that promote digestive wellness are highly sought after. Flavors that incorporate ingredients like yogurt cultures, fiber-rich fruits, and digestive herbs are becoming increasingly popular.

In addition to health benefits, consumers are looking for products with clean labels and minimal artificial additives. Brands that can provide authentic and natural flavors are gaining a competitive edge in the market.

### Plant-Based Revolution: The Rise of Vegan and Vegetarian Flavors

The global shift towards plant-based diets is making waves in the Indian flavors market as well. India, with its rich tradition of vegetarian cuisine, is particularly receptive to plant-based flavors. As more consumers embrace vegan and vegetarian lifestyles, there is a growing demand for plant-based alternatives to traditional animal-derived flavors.

Plant-based flavors encompass a wide range of products, from meat substitutes to dairy-free alternatives. These flavors are designed to replicate the taste and texture of animal-based ingredients, providing consumers with cruelty-free options.

The plant-based movement is not limited to health-conscious individuals alone; it also appeals to those concerned about sustainability and environmental conservation. As awareness about the environmental impact of animal agriculture grows, more consumers are choosing plant-based flavors to reduce their carbon footprint.

In response to this trend, both established and emerging brands in the Indian flavors market are innovating with plant-based ingredients. They are developing products like vegan ice creams, plant-based milk alternatives, and meatless snacks to cater to the diverse tastes of the Indian consumer.

## Segmental Insights

### Source Insights

Natural flavors hold a substantial and growing share in the Indian flavors market, reflecting a notable shift in consumer preferences towards healthier and more authentic food experiences. This trend is driven by several factors, including heightened awareness of health and wellness, a desire for clean-label products, and an appreciation for traditional and locally-sourced ingredients.

One of the key reasons behind the prominence of natural flavors in India's culinary landscape is the increasing consciousness among consumers regarding the quality and source of ingredients in their food and beverages. Many Indians are becoming more health-conscious, seeking to reduce their consumption of artificial additives and chemicals in their diets. As a result, they are turning to natural flavors, which are derived from real food sources like fruits, herbs, spices, and botanical extracts. This preference for natural ingredients aligns with the broader global trend of clean eating.

Another contributing factor is the appeal of authentic and traditional flavors. India is a diverse country with a rich culinary heritage, boasting a wide array of regional cuisines and flavors. Consumers are increasingly looking for products that capture the essence of these regional tastes and are willing to pay a premium for them. Natural flavors play a crucial role in achieving this, as they can authentically replicate the taste profiles of various regional dishes without resorting to synthetic additives.

Moreover, the Indian government's push for promoting natural and organic products through initiatives like 'Make in India' and 'Vocal for Local' has further bolstered the demand for natural flavors. This has encouraged local manufacturers to develop and market products that leverage the country's abundant natural resources, including an array of herbs and spices.

The food and beverage industry in India has responded to this demand by incorporating natural flavors into a wide range of products, from snacks and beverages to dairy and



confectionery items. This diversification has allowed natural flavors to penetrate various consumer segments, ensuring their sustained market presence.

While the natural flavors segment is thriving, it still faces challenges such as the need for standardized regulations, quality control, and scalability. Additionally, consumers often equate 'natural' with 'healthy,' which may not always be the case, as natural flavors can still be high in sugar, salt, or unhealthy fats.

In conclusion, natural flavors have earned a significant share in the Indian flavors market due to shifting consumer preferences towards healthier and more authentic food options. This trend is supported by a growing awareness of health, a desire for clean-label products, and a penchant for regional and traditional tastes. As the Indian food and beverage industry continues to innovate and meet these demands, the prominence of natural flavors is likely to endure and even expand in the years to come.

### Application Insights

Bakeries hold a substantial share in the ever-expanding India Flavors Market, a testament to the deep-rooted love for baked goods in the country. This flourishing segment has witnessed remarkable growth in recent years, driven by a combination of factors that have made it an integral part of the nation's culinary landscape.

One of the key drivers behind the bakery sector's prominence in the India Flavors Market is the rich tapestry of traditions and diverse tastes that characterize the Indian subcontinent. India's culinary heritage encompasses a vast array of sweet and savory baked items, from the mouthwatering samosas to the delectable naan bread. The inclusion of spices, herbs, and regional ingredients in these baked goods creates a unique and flavorful experience that resonates with the palates of millions.

Furthermore, the growing urbanization and changing lifestyles in India have led to an increased demand for convenient and ready-to-eat products, which the bakery industry has adeptly catered to. Quick snacks like puffs, pastries, and bread are not just breakfast staples but are also enjoyed as snacks throughout the day. This shift in consumer preferences has driven bakeries to innovate and experiment with flavors to keep pace with the evolving tastes of the Indian consumer.

The bakery industry has also capitalized on health-conscious consumers by introducing healthier and whole-grain options. Multigrain bread, sugar-free pastries, and gluten-free muffins have found their way onto bakery shelves, offering consumers more choices



without compromising on taste.

The India Flavors Market is also witnessing a surge in premium bakery products, fueled by a rising middle class with increased disposable income. These consumers are willing to pay a premium for artisanal and gourmet baked goods, including designer cakes, artisan bread, and exotic pastries. This has encouraged bakeries to push the boundaries of flavor and presentation, creating a dynamic market environment.

Moreover, the bakery industry in India has embraced e-commerce and online delivery platforms, making it easier for consumers to access their favorite treats. This digital presence has not only expanded the reach of bakeries but has also facilitated a convenient shopping experience.

In conclusion, the bakery segment undeniably holds a significant share in the India Flavors Market due to its deep-rooted connection to Indian traditions, adaptability to changing consumer preferences, and innovative spirit. As long as the love for delicious, flavorful baked goods persists in India, the bakery industry is poised to continue its remarkable growth and influence in the market. This sector has not only fulfilled the taste buds of millions but has also played a pivotal role in shaping India's culinary landscape.

## Regional Insights

The South region of India has emerged as a significant player in the country's flavors market, making substantial contributions to the vibrant and diverse landscape of the Indian food and beverage industry. This region, comprising states like Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, and Telangana, has a rich culinary heritage deeply rooted in tradition, which has influenced the flavors market in several ways.

One of the key factors contributing to the South region's prominence in the flavors market is its diverse and unique cuisine. South Indian cuisine is renowned for its flavorsome and aromatic dishes that incorporate a wide range of spices and herbs. The extensive use of spices like cardamom, cinnamon, cloves, and fenugreek, along with ingredients like coconut, tamarind, and curry leaves, creates a distinct flavor profile that has captivated the taste buds of people not only within India but also across the globe. The popularity of South Indian cuisine has led to a growing demand for South Indian flavors, such as sambar masala, rasam powder, and various chutneys, in the market.

Additionally, the South region's strong agricultural base has played a vital role in

shaping the flavors market. States like Karnataka are known for their coffee plantations, while Andhra Pradesh and Telangana are renowned for their spicy chili varieties. These agricultural products are key ingredients in many spice blends and condiments, further enhancing the region's influence on the flavors market. The availability of these locally sourced, high-quality ingredients has made South India an attractive hub for flavor manufacturers and exporters.

The South region's hospitality industry has also contributed significantly to the flavors market. Tourists from around the world flock to South India to savor its culinary delights. The demand for authentic South Indian flavors in restaurants, hotels, and even ready-to-eat products has grown substantially, driving innovation and expansion in the flavors market.

Furthermore, the region's progressive outlook and investment in research and development have led to the creation of new and innovative flavors. South Indian flavor manufacturers have adapted traditional recipes to meet modern consumer preferences, resulting in a wide array of fusion flavors that cater to both traditionalists and those seeking novel taste experiences.

### Key Market Players

Doehler India Pvt. Ltd

Firmenich Aromatics (India) Private Limited

Flavaroama Flavors and Fragrances Private Limited

Givaudan (India) Private Limited (Givaudan SA)

Gupta & Company (P) Limited

International Flavors and Fragrances India Pvt. Ltd

Kerry Ingredients India (P) Ltd

Oriental Aromatics Limited

Sacheerome Private Limited

Symrise Private Limited (Symrise AG)

Report Scope:

In this report, the India flavors market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Flavors Market, By Source:

Nature Identical

Artificial

Natural

India Flavors Market, By Application:

Bakery

Beverages

Pharmaceuticals

Dairy

Confectionary

Others

India Flavors Market, By Region:

North

South

East

West

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India flavors market.

## Available Customizations:

India Flavors Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. INDIA FLAVORS MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Source Market Share Analysis (Nature Identical, Artificial and Natural)
  - 4.2.2. By Application Market Share Analysis (Bakery, Beverages, Pharmaceuticals, Dairy, Confectionary and Others)
  - 4.2.3. By Regional Market Share Analysis
    - 4.2.3.1. North India Market Share Analysis
    - 4.2.3.2. South India Market Share Analysis
    - 4.2.3.3. East India Market Share Analysis

- 4.2.3.4. West India Market Share Analysis
- 4.2.4. By Top 5 Companies Market Share Analysis, Others (2029)
- 4.3. India Flavors Market Mapping & Opportunity Assessment
  - 4.3.1. By Product Type Market Mapping & Opportunity Assessment
  - 4.3.2. By Application Market Mapping & Opportunity Assessment
  - 4.3.3. By Regional Market Mapping & Opportunity Assessment

## **5. INDIA NATURE IDENTICAL FLAVORS MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Application Market Share Analysis
  - 5.2.2. By Region Market Share Analysis

## **6. INDIA ARTIFICIAL FLAVORS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Application Market Share Analysis
  - 6.2.2. By Region Market Share Analysis

## **7. INDIA NATURAL FLAVORS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Application Market Share Analysis
  - 7.2.2. By Region Market Share Analysis

## **8. MARKET DYNAMICS**

- 8.1. Drivers
- 8.2. Challenges

## **9. IMPACT OF COVID-19 ON INDIA FLAVORS MARKET**

- 9.1. Impact Assessment Model



9.1.1. Key Segments Impacted

9.1.2. Key Regions Impacted

## **10. MARKET TRENDS & DEVELOPMENTS**

## **11. PORTER'S FIVE FORCES MODEL**

11.1. Competitive Rivalry

11.2. Bargaining Power of Buyers

11.3. Bargaining Power of Suppliers

11.4. Threat of New Entrants

11.5. Threat of Substitutes

## **12. SWOT ANALYSIS**

12.1. Strengths

12.2. Weaknesses

12.3. Opportunities

12.4. Threats

## **13. POLICY AND REGULATORY LANDSCAPE**

## **14. INDIA ECONOMIC PROFILE**

## **15. COMPETITIVE LANDSCAPE**

15.1. Company Profiles

15.1.1. Doehler India Pvt. Ltd

15.1.1.1. Company Details

15.1.1.2. Product & Services

15.1.1.3. Financials (As Per Availability)

15.1.1.4. Key market Focus & Geographical Presence

15.1.1.5. Recent Developments

15.1.1.6. Key Management Personnel

15.1.2. Firmenich Aromatics (India) Private Limited

15.1.2.1. Company Details

- 15.1.2.2. Product & Services
- 15.1.2.3. Financials (As Per Availability)
- 15.1.2.4. Key market Focus & Geographical Presence
- 15.1.2.5. Recent Developments
- 15.1.2.6. Key Management Personnel
- 15.1.3. Flavaroma Flavors and Fragrances Private Limited
  - 15.1.3.1. Company Details
  - 15.1.3.2. Product & Services
  - 15.1.3.3. Financials (As Per Availability)
  - 15.1.3.4. Key market Focus & Geographical Presence
  - 15.1.3.5. Recent Developments
  - 15.1.3.6. Key Management Personnel
- 15.1.4. Givaudan (India) Private Limited (Givaudan SA)
  - 15.1.4.1. Company Details
  - 15.1.4.2. Product & Services
  - 15.1.4.3. Financials (As Per Availability)
  - 15.1.4.4. Key market Focus & Geographical Presence
  - 15.1.4.5. Recent Developments
  - 15.1.4.6. Key Management Personnel
- 15.1.5. Gupta & Company (P) Limited
  - 15.1.5.1. Company Details
  - 15.1.5.2. Product & Services
  - 15.1.5.3. Financials (As Per Availability)
  - 15.1.5.4. Key market Focus & Geographical Presence
  - 15.1.5.5. Recent Developments
  - 15.1.5.6. Key Management Personnel
- 15.1.6. International Flavors and Fragrances India Pvt. Ltd
  - 15.1.6.1. Company Details
  - 15.1.6.2. Product & Services
  - 15.1.6.3. Financials (As Per Availability)
  - 15.1.6.4. Key market Focus & Geographical Presence
  - 15.1.6.5. Recent Developments
  - 15.1.6.6. Key Management Personnel
- 15.1.7. Kerry Ingredients India (P) Ltd
  - 15.1.7.1. Company Details
  - 15.1.7.2. Product & Services
  - 15.1.7.3. Financials (As Per Availability)
  - 15.1.7.4. Key market Focus & Geographical Presence
  - 15.1.7.5. Recent Developments

- 15.1.7.6. Key Management Personnel
- 15.1.8. Oriental Aromatics Limited
  - 15.1.8.1. Company Details
  - 15.1.8.2. Product & Services
  - 15.1.8.3. Financials (As Per Availability)
  - 15.1.8.4. Key market Focus & Geographical Presence
  - 15.1.8.5. Recent Developments
  - 15.1.8.6. Key Management Personnel
- 15.1.9. Sacheerome Private Limited
  - 15.1.9.1. Company Details
  - 15.1.9.2. Product & Services
  - 15.1.9.3. Financials (As Per Availability)
  - 15.1.9.4. Key market Focus & Geographical Presence
  - 15.1.9.5. Recent Developments
  - 15.1.9.6. Key Management Personnel
- 15.1.10. Symrise Private Limited (Symrise AG)
  - 15.1.10.1. Company Details
  - 15.1.10.2. Product & Services
  - 15.1.10.3. Financials (As Per Availability)
  - 15.1.10.4. Key market Focus & Geographical Presence
  - 15.1.10.5. Recent Developments
  - 15.1.10.6. Key Management Personnel

## **16. STRATEGIC RECOMMENDATIONS**

- 16.1. Key Focus Areas
- 16.2. Target Source
- 16.3. Target Application

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: India Flavors Market By Source (Nature Identical, Artificial and Natural), By Application (Bakery, Beverages, Pharmaceuticals, Dairy, Confectionary and Others), By Region, By Competition Forecast & Opportunities, 2019-2029F

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