

# Europe Encapsulated Fragrances Market Forecast to 2028 - Regional Analysis By Product Type (Fragrance Blends, Aroma Chemicals, and Others), and Application (Perfumes and Fragrances, Cleaning Products, Cosmetics, Personal Hygiene Products, Food and Beverages, and Others)

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## Abstracts

The Europe encapsulated fragrances market is expected to grow from US\$ 369.20 million in 2022 to US\$ 485.66 million by 2028. It is estimated to grow at a CAGR of 4.7% from 2022 to 2028.

### Rising Adoption of Encapsulated Fragrances from Various Applications Drive Europe Encapsulated Fragrances Market

Encapsulated fragrances help in minimizing degradation or loss of fragrances during the process of production and storage. Encapsulated fragrances enhance the functional properties of fragrances such as aromatic molecules in the environment. Fragrances are volatile compounds and have high evaporation tendency. Poor chemical stability leads to the loss of fragrances, which has surged the need for encapsulation in various application. Encapsulated fragrance offers various benefits including improved fragrance impression, controlled fragrances release, fragrance stability, and availability in different variants. Such benefits have surged the adoption of encapsulated fragrance in various applications. In presumes and fragrance application, the encapsulation offers better chemical stability to capture the fragrance and ensures controlled release of the fragrances. Encapsulated fragrances play a vital role in cosmetic applications. The technology helps to protect the active ingredients, masks unpleasant odors and enables controlled release making encapsulation necessary for formulation, storage and

application of cosmetic products. Similarly, in personal care and cleaning products the use of encapsulated fragrance helps to avoid interaction between active and other formulation ingredients, and offers long-lasting impression of freshness. Thus, benefits offered by encapsulated fragrances has surged its adoption in various end-use industries, thereby bolstering the Europe encapsulated fragrances market in coming years.

## Europe Encapsulated Fragrances Market Overview

The Europe encapsulated fragrances market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The regional market—particularly in nations such as Germany, Italy, France, Spain, and the UK—is expected to be driven by rising consumer demand for cosmetics; sunscreen products (due to exposure to harmful rays and growing concern regarding skin cancer); and other personal care products such as lip balm, baby oil, skincare creams and lotions, and emollients. Also, the presence of prominent players such as Firmenich SA, Givaudan SA, MikroCaps doo, Symrise AG, Glatt GmbH, Follmann GmbH and Co KG, and Ashland Inc across Europe bolster the market growth. These companies are operating in markets such as perfumes & fragrances, cleaning products, cosmetics, personal hygiene products, and food & beverages and have a solid customer base. Additionally, strategic initiatives such as new product developments and technological advancements have expanded the wide applicability scope of the encapsulated fragrances. In May 2022, Iberchem (a Spain-headquartered encapsulated fragrance manufacturer) launched biodegradable fragrance capsules “Vernovacaps” formulated for fabric softeners.

In January 2022, the French perfume manufacturer Sozio developed a new natural and cosmos-certified encapsulation technology,” Dubbed Cosmocaps,” an alternative to synthetic microcapsules that eliminates micro-plastics from formulations while delivering cosmetic benefits. Hence, the presence of prominent key industry participants and their technological advancements are boosting the Europe encapsulated fragrances market growth across the region. However, stringent regulations regarding the use of allergens and potentially harmful chemicals, and the high cost of encapsulation, posing challenges for the manufacturers in terms of ingredients selection and compliance restrict the development of available encapsulated fragrances, which hampers the Europe encapsulated fragrances market growth in Europe.

In Europe, customization and personalization are gaining momentum in the fragrance industry, which would provide lucrative opportunities for manufacturers in the coming years. Encapsulated fragrances allow consumers to mix and match scents, adjust

release rates, and create unique fragrances. Hence, increased focus on personalized fragrance experiences propels the Europe encapsulated fragrances market growth across the region.

## Europe Encapsulated Fragrances Market Revenue and Forecast to 2028 (US\$ Million)

### Europe Encapsulated Fragrances Market Segmentation

The Europe encapsulated fragrances market is segmented into product type, application, and country.

Based on product type, the Europe encapsulated fragrances market is segmented into fragrance blends, aroma chemicals, and others. In 2022, the others segment registered a largest share in the Europe encapsulated fragrances market.

Based on application, the Europe encapsulated fragrances market is segmented into perfumes and fragrances, cleaning products, cosmetics, personal hygiene products, food and beverages, and others. In 2022, the cleaning products segment registered a largest share in the Europe encapsulated fragrances market.

Based on country, the Europe encapsulated fragrances market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. In 2022, Germany segment registered a largest share in the Europe encapsulated fragrances market.

Ashland Inc; Firmenich SA; Follmann GmbH & Co KG; Givaudan SA; Glatt GmbH; Ingredion Inc; International Flavors & Fragrances Inc; MikroCaps doo; and Symrise AG are some of the leading companies operating in the Europe encapsulated fragrances market.

## Contents

### 1. INTRODUCTION

- 1.1 Scope of the Study
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation
  - 1.3.1 Europe Encapsulated Fragrances Market, by Product Type
  - 1.3.2 Europe Encapsulated Fragrances Market, by Application
  - 1.3.3 Europe Encapsulated Fragrances Market, by Country

### 2. KEY TAKEAWAYS

### 3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
  - 3.1.1 Europe Encapsulated Fragrances Market, by Product Type, and Application
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis formulation:
  - 3.2.4 Macro-economic factor analysis:
  - 3.2.5 Developing base number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country level data:

### 4. EUROPE ENCAPSULATED FRAGRANCES MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers:
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis
  - 4.3.1 Overview:
  - 4.3.2 Raw Material Suppliers:
  - 4.3.3 Manufacturers

- 4.3.4 Distributors
- 4.3.5 End-User
- 4.4 Expert Opinion

## **5. EUROPE ENCAPSULATED FRAGRANCES MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Rising Adoption of Encapsulated Fragrances from Various Applications
  - 5.1.2 Strategic Initiatives by Key Market Players
- 5.2 Market Restraints
  - 5.2.1 High Costs Associated with Encapsulation Technology
- 5.3 Market Opportunities
  - 5.3.1 Rising Innovations in Encapsulation Technology
- 5.4 Future Trends
  - 5.4.1 Increasing Demand for Natural Fragrances
- 5.5 Impact Analysis

## **6. ENCAPSULATED FRAGRANCES - EUROPE MARKET ANALYSIS**

- 6.1 Europe Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Mn)
- 6.2 Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

## **7. EUROPE ENCAPSULATED FRAGRANCES MARKET ANALYSIS - BY PRODUCT TYPE**

- 7.1 Overview
- 7.2 Europe Encapsulated Fragrances Market, By Product Type (2022 and 2028)
- 7.3 Fragrance Blends
  - 7.3.1 Overview
  - 7.3.2 Fragrance Blends: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)
  - 7.3.3 Fragrance Blends: Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)
- 7.4 Aroma Chemicals
  - 7.4.1 Overview
  - 7.4.2 Aroma Chemicals: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)
  - 7.4.3 Aroma Chemicals: Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

## 7.5 Others

### 7.5.1 Overview

7.5.2 Others: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

7.5.3 Others: Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

## **8. EUROPE ENCAPSULATED FRAGRANCES MARKET ANALYSIS - BY APPLICATION**

### 8.1 Overview

8.2 Europe Encapsulated Fragrances Market, By Application (2022 and 2028)

### 8.3 Perfumes and Fragrances

#### 8.3.1 Overview

8.3.2 Perfumes and Fragrances: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

### 8.4 Cleaning Products

#### 8.4.1 Overview

8.4.2 Cleaning Products: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

### 8.5 Cosmetics

#### 8.5.1 Overview

8.5.2 Cosmetics: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

### 8.6 Personal Hygiene Products

#### 8.6.1 Overview

8.6.2 Personal Hygiene Products: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

### 8.7 Food and Beverages

#### 8.7.1 Overview

8.7.2 Food and Beverages: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

### 8.8 Others

#### 8.8.1 Overview

8.8.2 Others: Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)

## **9. EUROPE ENCAPSULATED FRAGRANCES MARKET - COUNTRY ANALYSIS**

## 9.1 Overview

### 9.1.1 Europe: Encapsulated Fragrances Market, by Key Country

#### 9.1.1.1 Germany: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.1.1 Germany: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.1.2 Germany: Encapsulated Fragrances Market, by Application

#### 9.1.1.2 France: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.2.1 France: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.2.2 France: Encapsulated Fragrances Market, by Application

#### 9.1.1.3 Italy: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.3.1 Italy: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.3.2 Italy: Encapsulated Fragrances Market, by Application

#### 9.1.1.4 U.K: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.4.1 U.K: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.4.2 U.K: Encapsulated Fragrances Market, by Application

#### 9.1.1.5 Russia: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.5.1 Russia: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.5.2 Russia: Encapsulated Fragrances Market, by Application

#### 9.1.1.6 Rest of Europe: Encapsulated Fragrances Market -Analysis and Forecast to 2028 (US\$ Million)

##### 9.1.1.6.1 Rest of Europe: Encapsulated Fragrances Market, by Product Type

##### 9.1.1.6.2 Rest of Europe: Encapsulated Fragrances Market, by Application

## 10. INDUSTRY LANDSCAPE

### 10.1 Overview

### 10.2 Expansion

### 10.3 New Product Development

### 10.4 Merger and Acquisition

## 11. COMPANY PROFILES

### 11.1 Firmenich SA

#### 11.1.1 Key Facts

#### 11.1.2 Business Description

- 11.1.3 Products and Services
- 11.1.4 Financial Overview
- 11.1.5 SWOT Analysis
- 11.1.6 Key Developments
- 11.2 Givaudan SA
  - 11.2.1 Key Facts
  - 11.2.2 Business Description
  - 11.2.3 Products and Services
  - 11.2.4 Financial Overview
  - 11.2.5 SWOT Analysis
  - 11.2.6 Key Developments
- 11.3 Ingredion Inc
  - 11.3.1 Key Facts
  - 11.3.2 Business Description
  - 11.3.3 Products and Services
  - 11.3.4 Financial Overview
  - 11.3.5 SWOT Analysis
  - 11.3.6 Key Developments
- 11.4 International Flavors & Fragrances Inc
  - 11.4.1 Key Facts
  - 11.4.2 Business Description
  - 11.4.3 Products and Services
  - 11.4.4 Financial Overview
  - 11.4.5 SWOT Analysis
  - 11.4.6 Key Developments
- 11.5 MikroCaps doo
  - 11.5.1 Key Facts
  - 11.5.2 Business Description
  - 11.5.3 Products and Services
  - 11.5.4 Financial Overview
  - 11.5.5 SWOT Analysis
  - 11.5.6 Key Developments
- 11.6 Symrise AG
  - 11.6.1 Key Facts
  - 11.6.2 Business Description
  - 11.6.3 Products and Services
  - 11.6.4 Financial Overview
  - 11.6.5 SWOT Analysis
  - 11.6.6 Key Developments



## 11.7 Glatt GmbH

11.7.1 Key Facts

11.7.2 Business Description

11.7.3 Products and Services

11.7.4 Financial Overview

11.7.5 SWOT Analysis

11.7.6 Key Developments

## 11.8 Follmann GmbH & Co KG

11.8.1 Key Facts

11.8.2 Business Description

11.8.3 Products and Services

11.8.4 Financial Overview

11.8.5 SWOT Analysis

11.8.6 Key Developments

## 11.9 Ashland Inc

11.9.1 Key Facts

11.9.2 Business Description

11.9.3 Products and Services

11.9.4 Financial Overview

11.9.5 SWOT Analysis

11.9.6 Key Developments

## **12. APPENDIX**

12.1 About The Insight Partners

12.2 Glossary of Terms

## List Of Tables

### LIST OF TABLES

Table 1. Europe Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Mn)

Table 2. Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Table 3. Germany Encapsulated Fragrances Market, by Product Type - Revenue and Forecast to 2028 (US\$ Million)

Table 4. Germany Global Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 5. Germany Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 6. France Encapsulated Fragrances Market, by Product Type - Revenue and Forecast to 2028 (US\$ Million)

Table 7. France Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 8. France Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 9. Italy Encapsulated Fragrances Market, by Product Type - Revenue and Forecast to 2028 (US\$ Million)

Table 10. Italy Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 11. Italy Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 12. U.K Encapsulated Fragrances Market, by Product Type - Revenue and Forecast to 2028 (US\$ Million)

Table 13. U.K Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 14. U.K Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 15. Russia Encapsulated Fragrances Market, by Product Type - Revenue and Forecast to 2028 (US\$ Million)

Table 16. Russia Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 17. Russia Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 18. Rest of Europe Encapsulated Fragrances Market, by Product Type - Revenue

and Forecast to 2028 (US\$ Million)

Table 19. Rest of Europe Encapsulated Fragrances Market, by Product Type - Volume and Forecast to 2028 (Kilotons)

Table 20. Rest of Europe Encapsulated Fragrances Market, by Application- Revenue and Forecast to 2028 (US\$ Million)

Table 21. Glossary of Terms, Europe Encapsulated Fragrances Market

## List Of Figures

### LIST OF FIGURES

- Figure 1. Europe Encapsulated Fragrances Market Segmentation
- Figure 2. Europe Encapsulated Fragrances Market Segmentation - By Country
- Figure 3. Europe Encapsulated Fragrances Market Overview
- Figure 4. Europe Encapsulated Fragrances Market, By Product Type
- Figure 5. Europe Encapsulated Fragrances Market, by Country
- Figure 6. Porter's Five Forces Analysis of Europe Encapsulated Fragrances Market
- Figure 7. Europe Encapsulated Fragrances Market, Ecosystem
- Figure 8. Expert Opinion
- Figure 9. Europe Encapsulated Fragrances Market Impact Analysis of Drivers and Restraints
- Figure 10. Europe Encapsulated Fragrances Market - Revenue and Forecast to 2028 (US\$ Mn)
- Figure 11. Europe Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)
- Figure 12. Europe Encapsulated Fragrances Market Revenue Share, By Product Type (2022 and 2028)
- Figure 13. Fragrance Blends: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)
- Figure 14. Fragrance Blends: Europe Encapsulated Fragrances Market -Volume and Forecast To 2028 (Kilotons)
- Figure 15. Aroma Chemicals: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)
- Figure 16. Aroma Chemicals: Europe Encapsulated Fragrances Market -Volume and Forecast To 2028 (Kilotons)
- Figure 17. Others: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)
- Figure 18. Others: Europe Encapsulated Fragrances Market -Volume and Forecast To 2028 (Kilotons)
- Figure 19. Europe Encapsulated Fragrances Market Revenue Share, By Application (2022 and 2028)
- Figure 20. Perfumes and Fragrances: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)
- Figure 21. Cleaning Products: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)
- Figure 22. Cosmetics: Europe Encapsulated Fragrances Market - Revenue and

Forecast To 2028 (US\$ Mn)

Figure 23. Personal Hygiene Products: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)

Figure 24. Food and Beverages: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)

Figure 25. Others: Europe Encapsulated Fragrances Market - Revenue and Forecast To 2028 (US\$ Mn)

Figure 26. Europe Encapsulated Fragrances Market, by Key Country - Revenue (2022) (US\$ Million)

Figure 27. Europe: Encapsulated Fragrances Market Revenue Share, by Key Country (2022 and 2028)

Figure 28. Germany: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 29. Germany: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Figure 30. France: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 31. France: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Figure 32. Italy: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 33. Italy: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Figure 34. U.K: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 35. U.K: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Figure 36. Russia: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 37. Russia: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

Figure 38. Rest of Europe: Encapsulated Fragrances Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 39. Rest of Europe: Encapsulated Fragrances Market -Volume and Forecast to 2028 (Kilotons)

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