

Global Flavor & Fragrance (F&F) Industry: An Analysis

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Abstracts

In the year 2008, business environment for the Flavor and Fragrance (F&F) industry was difficult mostly because of the increasingly severe financial and economic crisis in the second half of the year and rise in raw material prices. In this difficult business environment, the ordering behavior of the customers of the F&F industry was more conservative with ongoing destocking having an additional negative effect on the F&F industry.

But the F&F industry did not lose completely because of these factors. On the positive side, the rapidly growing markets of Asia and Eastern Europe contributed to the overall growth of the industry, albeit at a slower rate.

The global economic downturn continued in the first quarter of 2009 and this weakness is expected to continue for the whole year. However, the F&F industry is expected to remain stable, unlike other industries as this industry caters mainly to the food and beverage sectors, pharmaceuticals and home and personal care markets, which are less cyclical than other industries. The global F&F industry is expected to remain stable in 2009 and 2010, but will grow again in the subsequent years.

However, in the event that the economic environment does not improve and the destocking trend is prolonged, negative growth in the Flavors & Fragrances industry is possible. But, as eating, drinking, personal hygiene and household hygiene are basic necessities, the general economic downturn as a crisis does not threaten the survival of the F&F industry. It is expected that F&F players supplying to the luxury segment will continue to be under pressure.

Further, the flavor segment is expected to continue its dominance in the F&F industry mainly because of the increasing consumption of fast food, snacks and soft drinks in the developing countries.



The report titled "Global Flavor and Fragrance Industry: An Analysis" assesses the market opportunities and challenges of the flavor and fragrance industry and analyzes the market. The report focuses on the characteristics and growth drivers of each of the three segments of the market – flavor, fragrance and fine ingredients. Further, within the context of the slowdown and rising raw material prices, the performance and strategies of the three leading (Tier I) players - Givaudan, Firmenich, IFF and Symrise has been analyzed.

Further, we have predicted the future growth of the flavor and fragrance industry by combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.



Contents

- 1. INDUSTRY STRUCTURE: VALUE CHAIN ANALYSIS
- 2. GLOBAL FLAVOR AND FRAGRANCE MARKET: AN ANALYSIS
- 2.1 Market Size and Growth
- 2.2 Business Environment
- 3. FLAVOR AND FRAGRANCE MARKET: SEGMENT ANALYSIS
- 3.1 Flavors Market: An Analysis
 - 3.1.1 Market Size and Growth
 - 3.1.2 Flavor Market Characteristics
 - 3.1.3 End-user Market Characteristics
 - 3.1.4 Growth Drivers
 - 3.1.5 Key Success Factors
- 3.2 Fragrance Market: An Analysis
 - 3.2.1 Market Size and Growth
 - 3.2.2 End-user Market Characteristics
 - 3.2.3 Growth Drivers
- 3.3 Fine Ingredients Market: An Analysis
 - 3.3.1 Market Size and Growth
 - 3.3.2 Fine Ingredients Market Characteristics
 - 3.3.3 Growth Drivers
 - 3.3.4 Key Success Factors
- 4. GLOBAL F&F MARKET: GEOGRAPHICAL ANALYSIS
- 5. MARKET OPPORTUNITIES
- **6. MARKET CHALLENGES**
- 7. COMPETITIVE LANDSCAPE



- 7.1 Market Consolidation
- 7.2 Flavor Segment
- 7.3 Fragrance Segment

8. COMPANY ANALYSIS

- 8.1 Givaudan
 - 8.1.1 Company Description
 - 8.1.2 Segment Overview
 - 8.1.3 Business Strategies
- 8.2 Firmenich
 - 8.2.1 Company Description
 - 8.2.2 Segment Overview
 - 8.2.3 Business Strategies
- 8.3 International Flavors & Fragrances Inc. (IFF)
 - 8.3.1 Company Description
 - 8.3.2 Segment Overview
 - 8.3.3 Business Strategies
- 8.4 Symrise AG
 - 8.4.1 Company Description
 - 8.4.2 Segment Overview
 - 8.4.3 Business Strategies

9. MARKET OUTLOOK

- 9.1 Market Forecast
- 9.2 Forecast Methodology
 - 9.2.1 Dependent and Independent Variables
 - 9.2.2 Correlation Analysis
 - 9.2.3 Regression Analysis



List Of Figures

LIST OF FIGURES

Figure 1.1: Flavor and	d fragrance industry	(F&F) - S	Supply Chair
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- Figure 2.1: Global Flavor & Fragrance Market Size: 2000-2008
- Figure 2.2: Global Flavor and Fragrance Industry Segment Break-up: 2008
- Figure 2.3: Global Flavor and Fragrance Industry End-Market Break-up: 2008
- Figure 2.4: Global GDP Growth: 2008
- Figure 3.1: Global Flavor Market Size: 2002-2008
- Figure 3.2: Global Flavor Market Breakdown by Sub-segments: 2008
- Figure 3.3: Global Fragrance Market Size: 2002-2008
- Figure 3.4: Global Fragrance Market Breakdown by Sub-segments: 2008
- Figure 3.5: Global Fine Ingredients Market Size: 2002-2008
- Figure 4.1: F&F Market Breakdown by Region: 2008
- Figure 5.1: Flavor Market Potential EMEA region
- Figure 5.2: Chinese Flavor & Fragrance Market Size: 2002-2008
- Figure 6.1: F&F Industry Cost Break-up of Raw Materials
- Figure 7.1: Global Flavor Market Share Break-up: 2008
- Figure 7.2: Global Fragrance Market Share Break-up: 2008
- Figure 8.1: Givaudan Revenue by Segment: 2005-2008
- Figure 8.2: Givaudan Sales by Geography: 2008
- Figure 8.3: Firmenich sales 2007-2008
- Figure 8.4: IFF Revenue by Segment: 2005-2008
- Figure 8.5: IFF Sales by Geography: 2008
- Figure 8.6: Symrise Revenue by Segment: 2005-2008
- Figure 8.7: Symrise Sales by Geography: 2008
- Figure 9.1: Global Flavor & Fragrance Market Forecast: 2009-2011



List Of Tables

LIST OF TABLES

- Table 3.1: Market Size End-Markets for Fragrances: 2007
- Table 7.1: F&F Industry: Market Share Tier I & Tier II Companies
- Table 9.1 Dependent & Independent Variables (1998-2007)
- Table 9.2 Correlation Matrix
- Table 9.3 Model Summary Coefficient of Determination
- Table 9.4 Regression Coefficients Output



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