

Global Flavor and Fragrance Market Report: 2015 Edition

<https://marketpublishers.com/r/G89FB0701CCEN.html>

Date: October 2015

Pages: 70

Price: US\$ 800.00 (Single User License)

ID: G89FB0701CCEN

Abstracts

The flavors and fragrances (F&F) market is part of a larger market, which supplies a variety of ingredients and components that consumer product manufacturers utilize in their products. The broader market includes large multinational companies and smaller regional and local participants which supply products such as seasonings, texturizers, spices, enzymes, fortified products and cosmetic ingredients. The organizations in F&F industry are focusing on their exercises towards profoundly populated and quickly growing locales of the world like Asia Pacific, Latin America, Middle East and Africa.

The global flavors and fragrances market is growing on the back of incessantly increasing demand from emerging markets, rising preference of packaged foods and beverages and escalating cosmetics industry. Ameliorating global economic development and emerging middle class population are other major factors which are bolstering the respective market. Increasing product launch at global level, rising concern towards food safety, health and wellness as well as towards flavors and also growing demand for natural ingredients are the significant trends observed in the F&F market. However, there are many factors which hinder the growth of respective industry, some of which are high research and development cost, regulatory risks, significant barriers to entry and fluctuating raw material prices.

This report offers a comprehensive analysis of the global flavors and fragrances market, along with an in-depth study of each of its segments. The global flavors and fragrance industry is characterized by its dynamic structure and intense competition among the companies operating here. To remain competitive, the players continue to invest heavily in research and development. Givaundan is the market leader in the Global F&F industry followed by Firmenich, IFF, Symrise, Takasago, Wild Flavors, Mane SA, Sensient Flavors and Frutarom. The competitive landscape along with the company

profiles of the leading players in the market is discussed in detail.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. 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.

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