

# 2016 Future Horizons and Growth Strategies in the Global Flavor and Fragrance Market: Strategic Assessments of Leading Suppliers

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## Abstracts

This new 550-page report from VPGMarketResearch contains 65 tables, and presents a thought-provoking analysis of the performance, capabilities, goals and strategies of the major competitors in the worldwide flavor and fragrance market. The study is designed to provide the flavor and fragrance industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The reports major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the worlds leading flavor and fragrance companies.

To help current suppliers realistically assess their financial, marketing and technological capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.

To identify the least competitive market niches with significant growth potential.

The report provides information not available from any other published source, such as

sales force estimates by country.

Contains 550 pages and 65 tables

## Contents

### **SECTION I: EXECUTIVE SUMMARY**

A 4-9 page synopsis of key sections.

### **SECTION II: OWNERSHIP**

Background of parent companies, private owners, and shareholder information.

### **SECTION III: BUSINESS EVOLUTION**

History of the company's formation, which is important to understanding the corporate culture, management mentality, and future strategies.

Business evolution milestone charts.

### **SECTION IV: ORGANIZATION AND MANAGEMENT**

Most recent acquisitions, divestitures, and organizational changes.

Current organizational structure.

Background of senior managers.

### **SECTION V: MAJOR FACILITIES AND EMPLOYEES**

Production, compounding, creative, and R&D facilities by country.

Workforce size.

### **SECTION VI: PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW**

Major products and services, including fragrances (fine, technical), flavors, aroma chemicals (high-volume standard products, high-volume specialties, low-volume specialties), essential oils, and others.

Know-how in chemical technology, biotechnology, aromacology and related fields.

### **SECTION VII: MARKETING CAPABILITIES**

Sales force size by country.

Major sale office locations.

Marketing tactics.

## **SECTION VIII: FINANCIAL ANALYSIS**

Sales estimates by product category and geographic region.  
Five-year sales and operating profit performance.

## **SECTION IX: STRENGTHS AND WEAKNESSES**

Organizational  
Technological  
Marketing  
Financial

## **SECTION X: STRATEGIC DIRECTION**

Business goals and strategies, including internal expansion, acquisitions, and divestitures.

## List Of Tables

### LIST OF TABLES

TABLE MO-1: WORLD FLAVOR AND FRAGRANCE MARKET FORECAST BY GEOGRAPHIC REGION

TABLE MO-2: WORLD FLAVOR AND FRAGRANCE MARKET FORECAST BY PRODUCT CATEGORY

TABLE FI-1: FIRMENICH OPERATIONS BY COUNTRY

TABLE FI-2: FIRMENICH FRAGRANCE INTRODUCTIONS

TABLE FI-3: FIRMENICH SALES AND OPERATING PROFIT GROWTH

TABLE FI-4: FIRMENICH SALES BY GEOGRAPHIC REGION

TABLE FI-5: FIRMENICH SALES BY PRODUCT CATEGORY

TABLE FR-1: FRUTAROM FRAGRANCE INTRODUCTIONS

TABLE FR-2: FRUTAROM SALES BY PRODUCT CATEGORY

TABLE FR-3: FRUTAROM SALES AND OPERATING PROFIT GROWTH

TABLE FR-4: FRUTAROM SALES BY GEOGRAPHIC REGION

TABLE FR-5: FRUTAROM SALES GROWTH BY GEOGRAPHIC REGION

TABLE FR-6: FRUTAROM SALES GROWTH BY PRODUCT CATEGORY

TABLE GI-1: GIVAUDAN BUSINESS EVOLUTION MAJOR MILESTONES

TABLE GI-2: GIVAUDAN SALES AND OPERATING PROFIT GROWTH

TABLE GI-3: GIVAUDAN SALES GROWTH BY GEOGRAPHIC REGION

TABLE GI-4: GIVAUDAN SALES GROWTH BY PRODUCT CATEGORY

TABLE HA-1: T. HASEGAWA FRAGRANCE INTRODUCTIONS

TABLE HA-2: T. HASEGAWA SALES AND OPERATING PROFIT GROWTH

TABLE HA-3: T. HASEGAWA SALES BY GEOGRAPHIC REGION

TABLE HA-4: T. HASEGAWA SALES BY PRODUCT CATEGORY

TABLE HA-5: T. HASEGAWA FRAG. SALES BY GEOGRAPHIC REGION

TABLE HAF-6: T. HASEGAWA FLAVOR SALES BY GEOGRAPHIC REGION

TABLE HA-7: T. HASEGAWA FRAGRANCE SALES BY PRODUCT CATEGORY

TABLE HA-8: T. HASEGAWA FLAVOR SALES BY PRODUCT CATEGORY

TABLE IF-1: IFF SALES GROWTH

TABLE IF-2: IFF SALES BY PRODUCT CATEGORY

TABLE MA-1: MANE FRAGRANCE INTRODUCTIONS

TABLE MA-2: MANE SALES AND OPERATING PROFIT GROWTH

TABLE MA-3: MANE SALES BY GEOGRAPHIC REGION

TABLE MA-4: MANE SALES GROWTH BY GEOGRAPHIC REGION

TABLE MA-5: MANE SALES BY PRODUCT CATEGORY

TABLE MA-6: MANE SALES GROWTH BY PRODUCT CATEGORY

TABLE RO-1: ROBERTET SALES AND PROFIT GROWTH  
TABLE RO-2: ROBERTET SALES BY PRODUCT LINE  
TABLE RO-3: ROBERTET SALES BY GEOGRAPHIC REGION  
TABLE SI-1: SENSIENT BUSINESS EVOLUTION MAJOR MILESTONES  
TABLE SI-2: SENSIENT SALES AND OPERATING PROFIT GROWTH  
TABLE SI-3: SENSIENT SALES BY GEOGRAPHIC REGION  
TABLE SI-4: SENSIENT SALES GROWTH BY GEOGRAPHIC REGION  
TABLE SI-5: SENSIENT SALES BY PRODUCT CATEGORY  
TABLE SI-6: SENSIENT SALES GROWTH BY PRODUCT CATEGORY  
TABLE SI-7: SENSIENT OPERATING PROFIT AND MARGINS BY PRODUCT CATEGORY  
TABLE SI-8: SENSIENT SALES AND OPERATING PROFIT GROWTH  
TABLE SY-1: SYMRISE BUSINESS EVOLUTION MAJOR MILESTONES  
TABLE SY-2: SYMRISE FRAGRANCE INTRODUCTIONS  
TABLE SY-3: SYMRISE SALES BY GEOGRAPHIC REGION  
TABLE SY-4: SYMRISE SALES BY PRODUCT CATEGORY  
TABLE SY-5: SYMRISE SALES AND OPERATING PROFIT GROWTH  
TABLE SY-6: SYMRISE SALES GROWTH BY GEOGRAPHIC REGION  
TABLE SY-7: SYMRISE GROWTH BY PRODUCT CATEGORY  
TABLE SY-8: SYMRISE SALES AND OPERATING PROFIT GROWTH  
TABLE SY-9: SYMRISE SALES GROWTH BY GEOGRAPHIC REGION  
TABLE SY-10: SYMRISE SALES GROWTH BY PRODUCT CATEGORY  
TABLE TA-1: TAKASAGO BUSINESS EVOLUTION MAJOR MILESTONES  
TABLE TA-2: TAKASAGO SALES AND OPERATING PROFIT GROWTH  
TABLE TA-3: TAKASAGO SALES BY GEOGRAPHIC REGION  
TABLE TA-4: TAKASAGO SALES BY PRODUCT CATEGORY  
TABLE CA-1: TOP 10 WORLD'S LEADING FLAVOR AND FRAGRANCE COMPANIES SALES AND RANK  
TABLE CA-2: TOP 10 WORLD'S LEADING FLAVOR AND FRAGRANCE COMPANIES SALES BY GEOGRAPHIC REGION  
TABLE CA-3: TOP 10 WORLD'S LEADING FLAVOR AND FRAGRANCE COMPANIES SALES BY PRODUCT CATEGORY  
TABLE CA-4: TOP 10 WORLD'S LEADING FLAVOR AND FRAGRANCE COMPANIES OPERATING PROFIT AND MARGINS  
TABLE CA-5: TOP 10 WORLD'S LEADING FLAVOR AND FRAGRANCE COMPANIES SALES FORCE SIZE BY GEOGRAPHIC REGION

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