

Competing in the 2016-2020 Global Flavor and Fragrance Market: M&A, Joint Ventures, and Strategies of Key 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 report's major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's 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 companies analyzed in this report include:

Firmenich

Frutarom

Givaudan

T. Hasegawa

IFF

Mane

Robertet

Sensient

Symrise

Takasago

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 49 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 PORTFOLIAND

TECHNOLOGICAL KNOWHOW

Major products and services, including fragrances (fine, technical), flavors, aroma chemicals (highvolume standard products, highvolume specialties, lowvolume specialties), essential oils, and others.

Knowhow in chemical technology, biotechnology, aromacology and related fields.

SECTION VII: MARKETING CAPABILITIES

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SECTION VIII: FINANCIAL ANALYSIS

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Five year sales and operating profit performance.

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Organizational
Technological
Marketing
Financial

SECTION X: STRATEGIC DIRECTION

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

STUDY CONTENT

Comparative Analysis

In this section of the report, the Top 10 companies are ranked according to the following criteria: Worldwide sales of flavors and fragrances.

Sales estimates for North America, Europe, and the rest of the world.

Sales estimates by product category.

Operating profit and margins.

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