

# Competitive Intelligence 2015: World Flavor and Fragrance Market Outlook and Leading Suppliers' Business Strategies and Marketing Tactics

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## Abstracts

This new 60-page report from VPGMarketResearch.com provides analysis of the world's flavor and fragrance market trends, as well as strategies and marketing tactics of leading suppliers. The global strategic overview of the flavor and fragrance markets includes:

Review of major geographic regions (USA, Europe, Asia).

Analysis of key product categories (flavors, fragrances, aroma chemicals, essential oils).

Five-year sales forecasts by product category and geographic region.

The report reviews major U.S. and international regulatory, technological, economic, demographic, and social trends with potentially significant impact on the flavor and fragrance industry during the next five years, including discussion of such key issues as industry consolidation, market globalization, environmental regulations and others. The companies analyzed in the report include Firmenich, Frutarom, Givaudan, T. Hasegawa, IFF, Mane, Robertet, Sensient, Symrise, and Takasago. The company profiles include:

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

Specific business, new product development and marketing objectives and

strategies.

Major strengths and weaknesses.

Anticipated acquisitions, joint ventures and divestitures.

Sales force in the U.S., and other international markets.

Major sales office locations.

Distribution strategies.

Major promotional tactics.

Contains 60 pages and 2 tables

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### **II. CONSOLIDATION**

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1. Synthetic Fragrance Chemicals
2. Synthetic Flavor Chemicals

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### **V. PROFILES OF LEADING SUPPLIERS**

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Frutarom

Givaudan

T. Hasegawa

IFF

Mane

Robertet

Sensient  
Symrise  
Takasago

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Table 2: World Flavor and Fragrance Market Forecast by Product Category

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