

# **CompetitiveWatch Flavors and Fragrances 2015: Firmenich, Frutarom, Givaudan, T. Hasegawa, IFF, Mane, Robertet, Sensient, Symrise, Takasago**

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Date: July 2015

Pages: 135

Price: US\$ 2,800.00 (Single User License)

ID: C2A8EFAE6BDEN

## **Abstracts**

The companies analyzed in this report include Firmenich, Frutarom, Givaudan, T. Hasegawa, IFF, Mane, Robertet, Sensient, Symrise, and Takasago.

The report presents:

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 estimates by country.

Major sales office locations.

Distribution strategies.

Promotional tactics.

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.

Contains 135 pages

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**2. FRUTAROM**

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**8. SENSIENT**

**9. SYMRISE**

**10. TAKASAGO**

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