

Flavors, Fragrances, Aroma Chemicals, Essential Oils: A New Formula for Success--Customer Insights and Manufacturing Know-How to Support Customer Demands

<https://marketpublishers.com/r/F33DE31AA67EN.html>

Date: June 2018

Pages: 154

Price: US\$ 3,850.00 (Single User License)

ID: F33DE31AA67EN

Abstracts

This new 154- page report from VPGMarketResearch provides analysis of the world's flavor and fragrance market trends, as well as strategies, marketing tactics, and technological know- how 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

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.

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