

Givaudan: Business Challenges, Strategic Direction, Marketing Tactics and Technological Capabilities in the Flavor and Fragrance Industry

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Abstracts

This new report from VPGMarketResearch. com provides insightful analysis of Givaudan capabilities, goals and strategies in the global flavor and fragrance market. The report presents a worldwide strategic overview of the flavor and fragrance market, including:

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 analysis of Givaudan includes:

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.

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

Major sales office locations.

Distribution strategies.

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

Specific business, new product development and marketing objectives and strategies.

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