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2016 CompetitiveWatch: Symrise in the Global Flavor and Fragrance Industry - Challenges, Technological Capabilities, Marketing Tactics, Strategic Direction

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Abstracts

This new report from VPGMarketResearch provides insightful analysis of Symrise 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 Symrise 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.

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Distribution strategies.

Major promotional tactics.

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.

Contains 32 pages 2 tables

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Contents

I. THE BIMODAL TREND

II. CONSOLIDATION

III. MAJOR GEOGRAPHIC REGIONS

IV. MAJOR PRODUCT CATEGORIES

A. Flavors
1. Beverages/Juices
2. Reaction Flavors
3. Sweets
4. Savory
5. Enzymes
6. Tobacco
7. Pharmaceuticals
8. Others

B. Fragrances
1. Detergents and Soaps
2. Fine Fragrances
3. Cosmetics
4. Household Products
5. Other

C. Aroma Chemicals
1. Synthetic Fragrance Chemicals
2. Synthetic Flavor Chemicals

D. Essential Oils

E. Strategic Directions
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.

F. Marketing Tactics
Sales force estimates by country
Major sales office locations
Distribution strategies

Promotional tactics.

G. Technological Know-How

Products and services, including fragrances (fine, technical), flavors, aroma chemicals (high-volume standard products, high-volume v, low-volume specialties), essential oils, and others

Know-how in chemical technology, biotechnology, aromacology and related fields.

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List Of Tables

LIST OF TABLES

Table 1: World Flavor and Fragrance Market Forecast by Geographic Region
Table 2: World Flavor and Fragrance Market Forecast by Product Category

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