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The 2012 Top 10 World's Leading Flavor and Fragrance Companies

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Abstracts

A thought-provoking report on performance, capabilities, goals and strategies of the major competitors in the worldwide flavor and fragrance market. The report is designed to provide the flavor and fragrance industry executives with strategically significant competitor information, analysis, and insight critical to the development and implementation of effective marketing and R&D programs. The report's major objectives include:

To establish a comprehensive, factual, annually-updated and cost-effective information base on performance, capabilities, goals and strategies of the world's leading flavor and fragrance companies.

To help current suppliers realistically assess their financial, marketing and technological capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation and insight.

To identify the least competitive market niches with significant growth potential.

Contains 550 pages and 65 tables

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SECTION I: EXECUTIVE SUMMARY

A 4-9 page synopsis of key sections.

SECTION II: OWNERSHIP

Background of parent companies, private owners, and shareholder information.

SECTION III: BUSINESS EVOLUTION

History of the company's formation, which is important to understanding the corporate culture, management mentality, and future strategies.
Business evolution milestone charts.

SECTION IV: ORGANIZATION AND MANAGEMENT

Most recent acquisitions, divestitures, and organizational changes.
Current organizational structure.
Background of senior managers.

SECTION V: MAJOR FACILITIES AND EMPLOYEES

Production, compounding, creative, and R&D facilities by country.
Workforce size.

SECTION VI: PRODUCT PORTFOLIO AND TECHNOLOGICAL KNOW-HOW

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.

SECTION VII: MARKETING CAPABILITIES

Sales force size by country.
Major sale office locations.
Marketing tactics.

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SECTION VIII: FINANCIAL ANALYSIS

Sales estimates by product category and geographic region.
Five-year sales and operating profit performance.

SECTION IX: STRENGTHS AND WEAKNESSES

Organizational
Technological
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