

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

Table Of 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 specialties, low-volume specialties), essential oils, and others
- Know-how in chemical technology, biotechnology, aromacology and related fields.

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