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

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      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.

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**Table 1:** World Flavor and Fragrance Market Forecast by Geographic Region

**Table 2:** World Flavor and Fragrance Market Forecast by Product Category