



AN OVERVIEW OF THE GLOBAL FLAVOURS AND FRAGRANCES MARKET (6th EDITION)

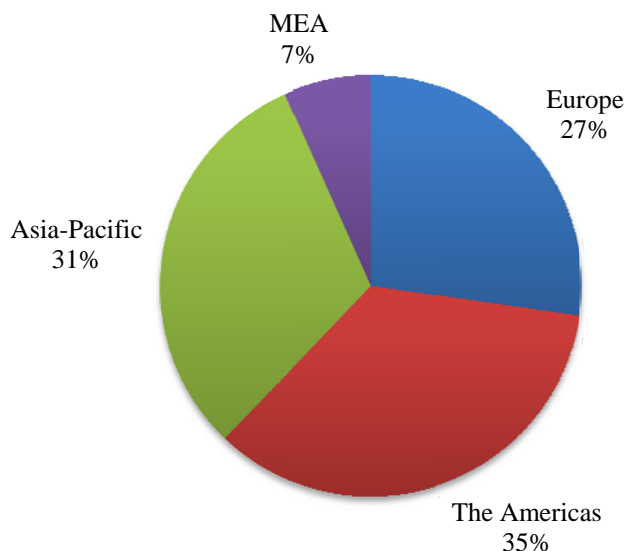
IAL Consultants is pleased to announce the availability of a new global study for the chemical industry in *An Overview of the Global Flavours and Fragrances Market (6th Edition)*.

The world market for flavours and fragrances was worth US\$14,872.6 million in 2009 with flavours accounting for approximately 52% of the total market, and fragrances for approximately 48% of the market; both the overall flavours and fragrances markets are forecast to grow by 3.7% per annum to 2014.

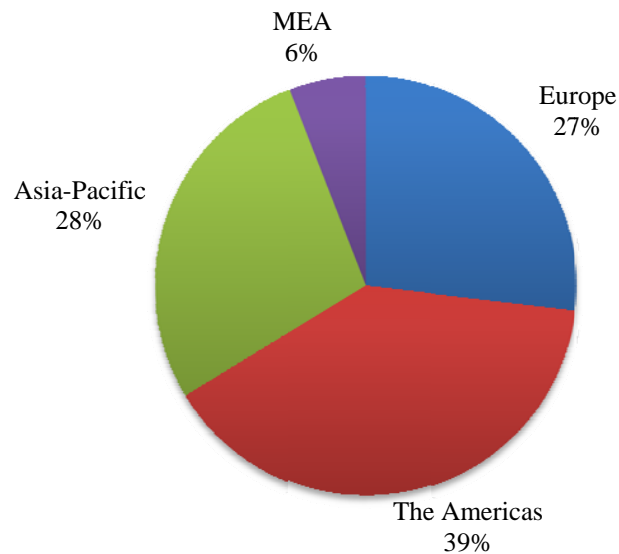
The largest single regional market for flavours in 2009 was Asia-Pacific followed by North America.

The South American market for flavours is forecast to grow at the fastest rate over the next five years; the second fastest area of growth is expected to be Asia-Pacific, followed by the Middle East and Africa.

The Global Flavours Market by Region, 2009



The Global Fragrances Market by Region, 2009



Trends and facts which have been established about each region include the following:

Europe

- The largest flavours sector in Western Europe is beverages, followed by dairy products.
- The largest fragrances sector in Western Europe is soaps and detergents, followed by cosmetics and toiletries.
- The fine fragrances sector is forecast to grow at 1.3% per annum. The female market remains the largest sub-sector, but stronger growth is also shown by the less saturated male market.
- Soft drink production is on the increase in Eastern Europe.
- The low or no-sugar trend continues and with it its positive impact on flavour usage in the sectors affected, as the removal of simple sugars requires heavier flavourings.

The Middle East and Africa

- The largest flavours sector in Africa and Middle East is beverages; the second largest is the dairy sector.
- The snacks, savoury convenience and meat sectors have a lower market share in Africa and the Middle East than in Western Europe. This is due to the predominance the local food industry providing essential oils and spices in place of compound flavours, although the gap has begun to shrink in recent years.
- The greater penetration of processed foods in the African market is a result of the growing presence of food multinationals such as Nestlè, Unilever and Coca Cola.

- In an increasing number of African countries, such as South Africa and Nigeria, the growth of the middle classes is the main driver behind the increased consumption of flavour- and fragrance-containing products.

Americas

- The US market for flavours and fragrances is extremely hostile at present, with prices being artificially depressed due to aggressive marketing strategies of competitors.
- The beverages sector in North America is considered to be very mature and will show little, if any, growth in the short-term future.
- The largest flavours sector in South America is beverages, followed by dairy and confectionery respectively.
- It is expected that confectionery and snack foods will greatly aid sales of flavourings, predominantly because these products are cheap for the consumer to buy.
- In terms of the fragrances market, anti-ageing products are the best sellers and, so far, have not experienced any decline in sales despite the economic downturn.
- The US is a big export market for Brazil, therefore manufacturers tend to ensure that their products meet FDA approval.
- Ready-to-drink beverages are growing in popularity in South America, as are tea, juices and coffee alternatives.

Asia-Pacific

- The beverages sector is the largest end-use sector for flavours in the Asia-Pacific area and is also forecast to be the fastest growing flavours sector over the next five years followed by the snacks, meat and convenience foods sectors.
- The largest end-use sector for fragrances in this region is the soap and detergents sector.
- Bottled and canned green tea and oolong tea are popular across most regions of Asia with their consumption growing.
- Hard confectionery performs well on the Asia Pacific markets due to their resistance to local logistics, as they travel better in the hot climate and have a long shelf life.
- All the major flavour and fragrances companies are now present in the Asia-Pacific market with Givaudan and IFF being the major suppliers in the region.

“The global flavours and fragrances market has weathered the recent economic downturn relatively well, especially when considered alongside other global manufacturing industries” says Dr Andrew Jackson, Senior Analyst at IAL Consultants. *“The most significant growth is still being seen in the developing regions of the global economy, such as South America and China, whilst the more mature markets, such as North America and Western Europe are displaying steady growth, reflecting the continuing requirement for flavours and fragrances in society’s consumable products,”* he adds.

An Overview of the Global Flavours and Fragrances Market is now available to purchase from IAL Consultants, priced €3,500 for the complete report. Volumes are also available separately and are priced at €2,000 for volume one (Europe, Middle East & Africa) and €1,500 each for volumes two (the Americas) and three (Asia-Pacific).

The content structure of all three volumes is as follows:

1. Introduction

2. Market Summary

3. Market Review by Region/Country & End-use (*including*)

3.1 Market for Flavours by Country & End-use, 2009 - 2014

3.2 Market for Fragrances by Country & End-use, 2009 - 2014

3.3 Market Trends & Influences

4. Suppliers

4.1 Overview of Supply Structure

4.2 Profiles of Key Suppliers

4.3 Region Specific Directory of Suppliers

5. Sources of Information

For more details, please contact:

Mrs Cathy Galbraith

IAL Consultants

CP House, 97-107 Uxbridge Road

Ealing

London W5 5TL

Telephone: +44 (0) 20 88 32 77 80

Fax: +44 (0) 20 85 66 49 31

Email: cathygalbraith@brg.co.uk

Or visit our website: www.ialconsultants.com