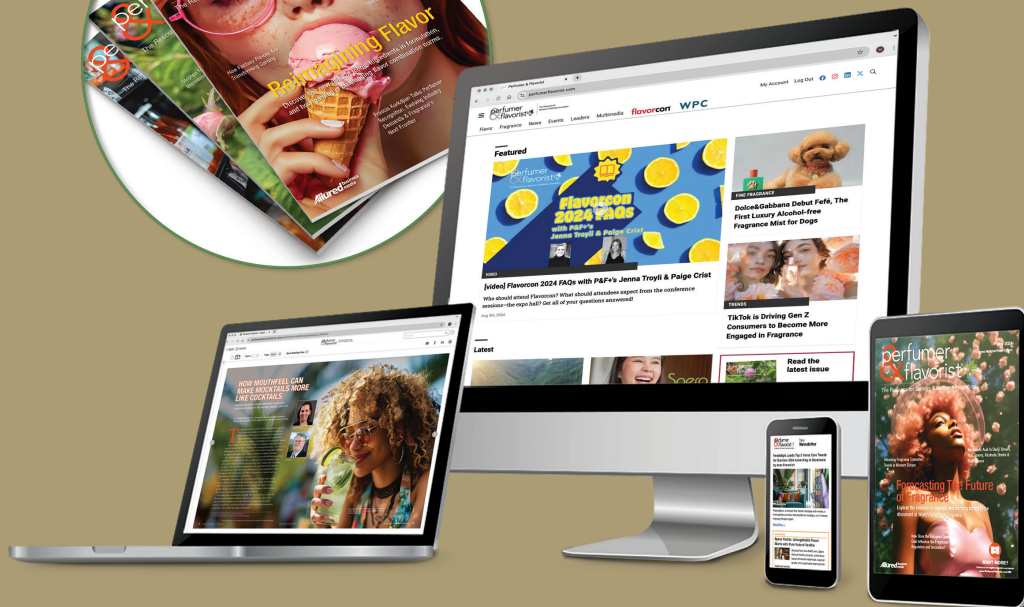


Perfumer & Flavorist+ The Resource for Sensory & Wellness Innovation



The global flavors and fragrances market size* was estimated at USD 30.61 billion in 2023 and is anticipated to grow at a compound annual growth rate of 5.4% from 2024 to 2030, according to a report by Grand View Research. F&F is reaching new heights every day due to the tireless efforts of the industry's top minds from around the world whose mission is to set the trends while adhering to evolving consumer demands and regulations.

Perfumer & Flavorist+ (P&F+) is the global knowledge resource for the entire F&F supply chain, including perfumers and flavorists, R&D leaders and product developers. P&F+ provides the latest updates on scent and taste, F&F ingredients; science and technology; applications and formulations; market and consumer insights; and trends.

P&F+ unites the F&F industry through our events and print and digital platforms. Let us connect you with our global audience of decision-makers.

Emily Little

Emily Little
 Associate Managing Editor, *Perfumer & Flavorist+*

*<https://www.grandviewresearch.com/industry-analysis/flavors-fragrances-market>

Who is *Perfumer & Flavorist+*?

Perfumer & Flavorist+ delivers actionable technical, business and market insights for global fragrance, flavor and wellness innovation, including trends, ingredients, formulations, research and technology.

Why It's Important*

The fragrance and flavor (F&F) industry includes formulation and applications, raw materials (aroma chemicals, essential oils, flavor ingredients, extracts, spices), and other natural and synthetic materials. Some of the largest consumers of the F&F industry include the food, home and personal care industries.

With the publication's extensive network of F&F experts, *Perfumer & Flavorist+* is able to deliver the latest insights in technological breakthroughs and trends that are shaping the industry to inform readers from around the world.

The global flavors and fragrances market size was valued at **\$30.6 billion** in 2023, and is projected to reach a **CAGR of 5.4%** from 2024 to 2030.

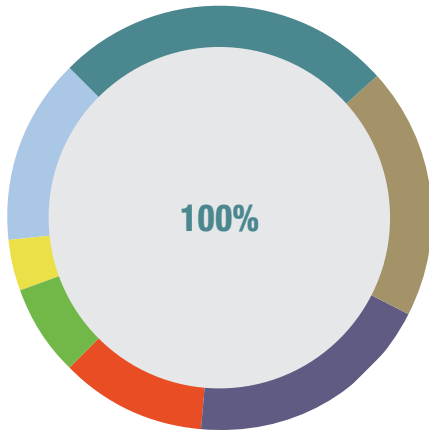
*Source: Allied Market Research

AUDIENCE WHO WE REACH

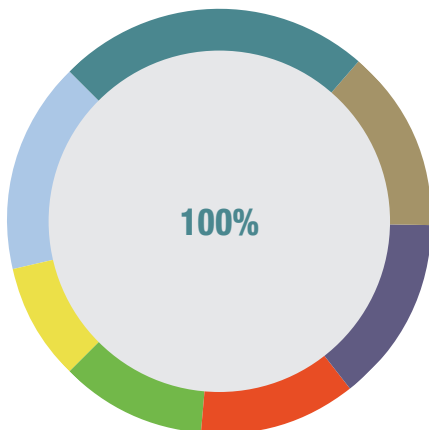
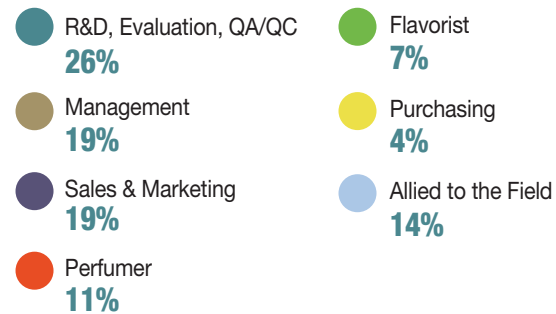
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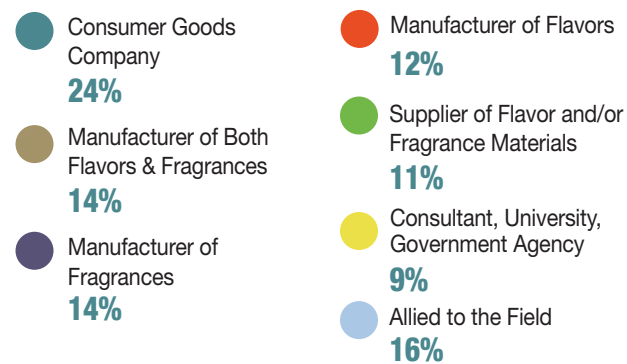
Total Market Reach – 30,000



Primary Job Functions



Primary Business Types



AUDIENCE SUBSCRIBING COMPANIES

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Consumer Product Companies

Abbott Nutrition	Johnson & Johnson
Amway	Kao Corporation
Aveda	Kimberly-Clark Corp.
Avon	L'Oreal
Bacardi	Mary Kay Corp.
Bath & Body Works	Merle Norman Cosmetics
Beekman 1802	Nestlé PTC Food Ltd.
Beiersdorf AG	Pepsi Co.
Blistex Inc.	Philip Morris International
Boston Beer Company	Procter & Gamble
Campbell Soup Company	PZ Cussons
Caribbean Breeze	Rani Foods LP
Chanel Inc.	Reckitt Benckiser
Church Dwight Co.	Revlon
Clorox	S.C. Johnson & Son Inc.
Coca-Cola	Shiseido International France
Colgate Palmolive Co.	Supergoop
Coty	Target Corporation
doTERRA	Unilever
Edgewell Personal Care LLC.	Voyant Beauty
Estée Lauder Companies	Walgreens
ET Browne Drug Company Inc.	Walmart
Henkel	Yonka Paris
Herbalife	Youth to the People
Jafrá Cosmetics International	Zotos International Inc.

Flavor Manufacturers

Abelei Flavors	Kerry
ADM	Keva Flavours Pvt Ltd.
American Fruits And Flavors	Lucta SA
Austria Juice	Mane
Beck Flavors	McCormick
Bell Flavors and Fragrances	Metarom USA
Blue California	Mother Murphys Laboratories Inc.
Blue Pacific Flavors	Norex Flavours
Callisons	Prinova
Destilla	PROVA
Döhler	Robertet
Duas Rodas	Sapphire Flavors & Fragrances
Edlong	Sensapure Flavor
Esarom	Sensient
dsm-firmenich	Silesia
Flavor Dynamics Inc.	Silesia Flavors
Flavor Producers	Symrise
FlavorSum	Synergy Flavors
FONA International	T Hasegawa
Foodarom	Takasago
Givaudan	Target Flavors
Glanbia Nutritionals	Weber Flavors
Glanbia Nutritionals	Zoomessence
HB Taylor Co.	
Hertz Flavors GMBH	
IFF	
JPL Flavour Technologies	

Fragrance Manufacturers

Alpha Aromatics	Mane
Arylessence	Metro Agarbatti Co. Pvt. Limited
Bell Flavors and Fragrances	MG International Fragrance Company
Belle Aire Creations	Moellhausen
Berje	Mohini Perfumers Private Limited
Cosmo International Fragrances	Ogawa & Co. Ltd.
CPL Aromas	OnScent
Custom Essence	Orchidia Fragrances
Destilaciones Bordas	Orris Technical Services
EPS Fragrances	Pollena Aroma
Essential Compositions	Quintessence Fragrance Ltd.
Eurofragrance	Robertet
European Flavours	Sacheerome
Fragrances PLC	Sensegen
dsm-firmenich	Senses International
Fragomatrix Perfumes	Seoul Flavor and Fragrance
Fragrance Science	SMK FRAGRANCE
French Color and Fragrances	Soda Aromatics
Givaudan	Sozio
Hari Bhai Perfumers	Symrise
Iberchem	T Hasegawa
IFF	Takasago
International Aromatics Inc.	Unique Frangance
Keva Fragrances	Vioryl
La Tour Sa	
Lebermuth Company	
Luzi AG	

AUDIENCE HOW WE REACH THEM

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The leading multichannel information platform to reach **30,000** unique flavor and fragrance professionals globally.

Magazine Subscribers
 **11,500**


Daily Newsletter Subscribers
 **14,500**

Dedicated E-blast Subscribers
 **20,000**

Website Visitors (Monthly Avg.)
 **40,000**
Registered Website Users: 25,400

Social Media Followers
 **56,900+**

WPC Attendees
 **1,600+**

Flavorcon Attendees
 **600**



AUDIENCE PURCHASING POWER*

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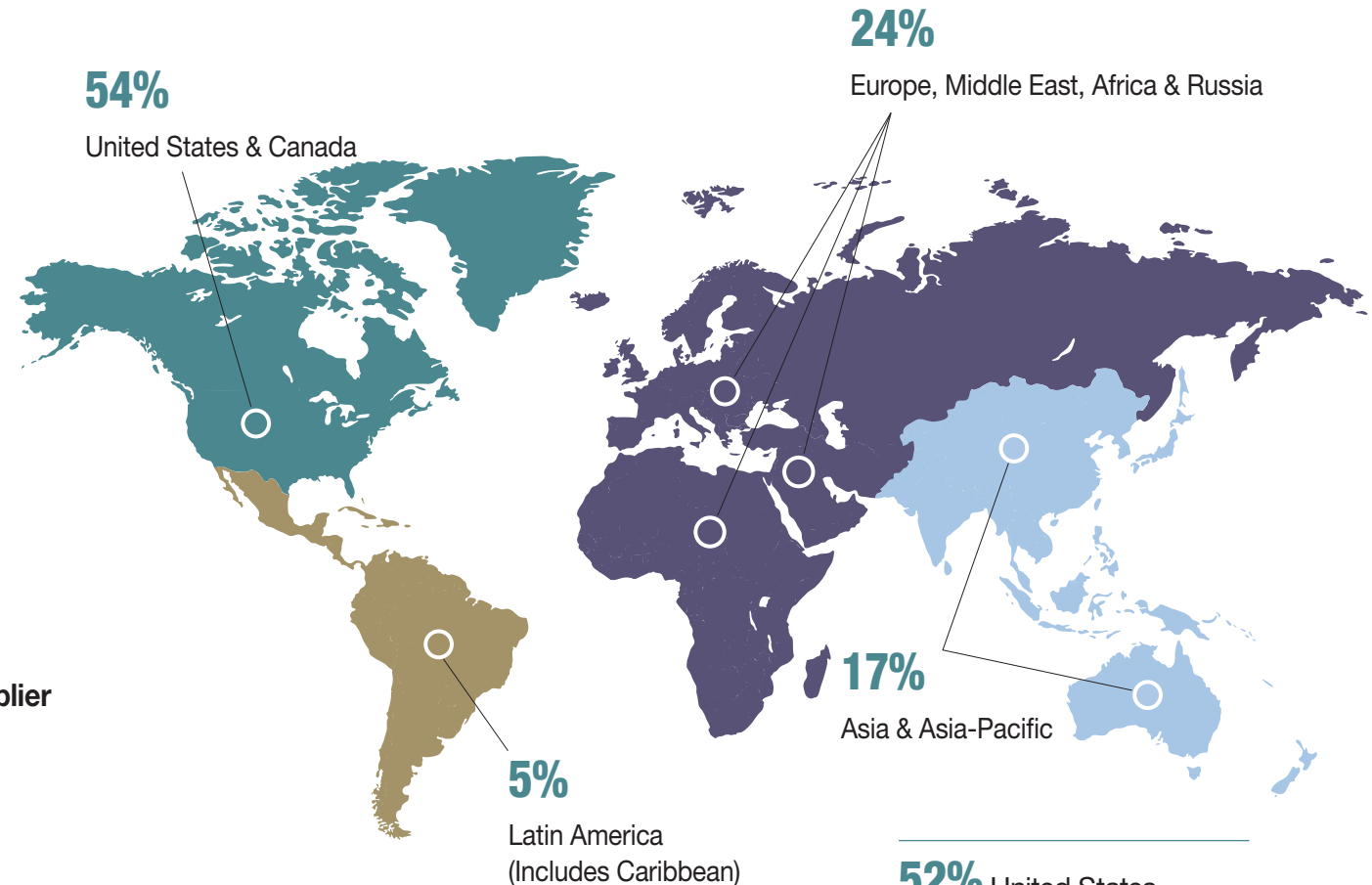
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Products Purchased

- 82% Services
- 77% Ingredients
- 70% Packaging
- 42% Equipment
- 37% Sampling Tools
- 27% Finished Fragrances
- 24% Finished Flavors
- 19% Software
- 2% Other

Most Important Factor In Selecting a Supplier

- 41% Quality & Regulatory Compliance
- 25% Meets Procurement Requirements
- 9% Supplier Reputation
- 9% Price
- 6% Availability
- 5% Social Impact/Sustainability
- 6% Other



Purchasing Power

85% Are the Sole Decision Maker, Part of a Decision Making Team or Influence Decision Makers

52% United States

48% Rest of the World

*Publisher's Data