

## Perfumer & Flavorist+



### The Resource for Sensory & Wellness Innovation



It's often said that necessity is the mother of all invention, and that is certainly the case in the Fragrance & Flavor (F&F) industry. Volatile supply chains, geopolitical conflict and climate change effects have forced companies to get creative with their solutions.

The F&F industry is constantly growing and evolving, from new technologies that lead to faster development to ever-changing consumer preferences. The rise of automation tools, such as artificial intelligence (AI) and robotics, means that companies can develop formulations at a much quicker pace than ever before. The rising impact of social media allows these brands to listen to their audiences and learn what the market wants directly from the source. It's an exciting time to see where this industry will go next.

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+

## Who is *Perfumer & Flavorist+*?

*Perfumer & Flavorist+* is the industry resource connecting the dots between R&D innovation and market trends for the beauty, personal care and wellness industries. From emerging ingredient and packaging technologies to shifting consumer and market demands, we deliver the latest insights that drive brand marketing, product innovation, retail and technology strategies, and more.

## The Stakes Are High

The global flavor and fragrance market was valued at **\$30.58 billion** at the end of 2024 and is expected to reach **\$37.5 billion** by 2031, at a **CAGR of 3%**. \*\*

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, partnering with *Perfumer & Flavorist+* provides you with unparalleled access, exposure and reach to our audience. Strategically tailoring a yearlong campaign that aligns with your goals is a good way to navigate an ever evolving industry.

\*Source: Allied Market Research

\*\*Valuates Reports

# 2026 CONTINUITY PROGRAMS

NEW!  
IN 2026

Angelina Lutsenko

New Business Development Manager

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[www.PerfumerFlavorist.com](http://www.PerfumerFlavorist.com)



## Generate long-term momentum for your brand with Continuity Programs from *Perfumer & Flavorist+*.

Customized advertising packages are designed to be flexible and tailored to your needs and budget. These programs work most effectively when recommended products align best with *your* brand and product goals.

Maintaining continued engagement with a targeted audience is an essential part of an optimized strategy. You build stronger brand loyalty with consistency in messaging throughout the year and it provides the greatest opportunity to achieve a solid return on investment (ROI).

### IMPACT CAMPAIGNS

The name says it! Impact campaigns are hard hitting and ideal for launches or rebranding efforts.

The strategy begins with awareness ads, builds audience education and excitement, and concludes with conversion-focused appeals for action.

### FREQUENCY (AWARENESS) CAMPAIGNS

Can you repeat that?

Frequency campaigns build brand awareness and recognition through repetition, using varied but consistent branding materials to keep your brand top of mind, foster organic growth, and prime audiences for conversions.

### DOMINANCE CAMPAIGNS

A dominance campaign saturates media and positions you as an industry thought leader.

It focuses on strategic items aligned with this goal and emphasizes tailored content to outperform competitors.

*Please contact Angelina to talk about how a Continuity Program can work for your brand.*

# AUDIENCE WHO WE REACH

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## Primary Market Reach



**29%** R&D, Evaluation,  
& QA/QC

**19%** Management

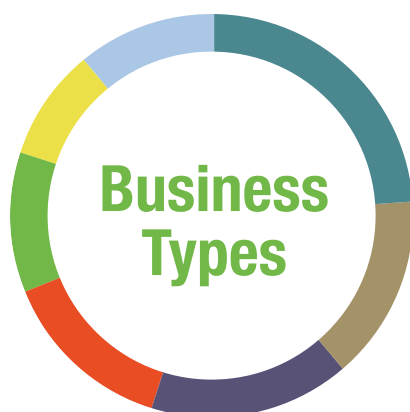
**18%** Sales  
& Marketing

**14%** Perfumer

**9%** Flavorist

**3%** Purchasing

**8%** Allied  
to the Field



**24%** Consumer  
Goods Company

**15%** Manufacturer of Both  
Flavors & Fragrances

**16%** Manufacturer  
of Fragrances

**14%** Manufacturer  
of Flavors

**11%** Supplier of Flavor and/or  
Fragrance Materials

**9%** Consultant, University,  
Government Agency

**11%** Allied  
to the Field



# AUDIENCE SUBSCRIBING COMPANIES

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## Consumer Product Companies

Abbott Nutrition	Jafrá Cosmetics International
Acqua di Parma	Johnson & Johnson
Amway	Kao Corporation
Aveda	KAYALI
Avon	Kimberly-Clark Corp.
Bacardi	Kraft Heinz Company
Bath & Body Works	L'Oreal
Beekman 1802	MAESA
Beiersdorf AG	Mars Wrigley
Blistex Inc.	Mary Kay Corp.
Boston Beer Company	Merle Norman Cosmetics
Campbell Soup Company	Nestlé PTC Food Ltd.
Caribbean Breeze	PARLUX Brands
Chanel Inc.	Pepsi Co.
Clorox	poppi
Coca-Cola	Procter & Gamble
Colgate Palmolive Co.	PZ Cussons
Conagra Brands	Rani Foods LP
Coty	Reckitt Benckiser
Dior	Revlon
doTERRA	S.C. Johnson & Son Inc.
Edgewell Personal Care LLC.	Shiseido International France
Estée Lauder Companies	Supergoop
ET Browne Drug Company Inc.	Target Corporation
General Mills	Unilever
Glossier	Voyant Beauty
Guerlain	Walgreens
Henkel	Walmart
Herbalife	Yonka Paris
Interparfums	Zotos International Inc

## Flavor Manufacturers

Abelei Flavors	IFF
ADM	Indesso
Ajinomoto Health & Nutrition	Ingredion
American Fruits And Flavors	JPL Flavour Technologies
Austria Juice	Jungbunzlauer
BASF	Kerry
Beck Flavors	Keva Flavours Pvt Ltd.
Bell Flavors and Fragrances	Lucta SA
Biospringer by Lesaffre	Mane
Blue California	McCormick
Blue Pacific Flavors	MCI Miritz Citrus
Callison	Metarom USA
Cargill	Mother Murphys Laboratories Inc.
Carmi Flavor and Fragrance Company	Norex Flavours
Destilla	Prinova
Döhler	PROVA
Duas Rodas	Robertet
Edlong	Sapphire Flavors & Fragrances
Ernesto Ventos	Sensapure Flavor
Esarom	Sensient
dsm-firmenich	Silesia Flavors
Flavor Dynamics Inc.	Sweeten
Flavorchem	Symrise
Flavor Producers	Synergy Flavors
FlavorSum	T Hasegawa
FONA International	Takasago
Foodarom	Target Flavors
Givaudan	Vigon International
Glanbia Nutritionals	Weber Flavors
HB Taylor Co.	Zoomessence
Hertz Flavors GMBH	

## Fragrance Manufacturers

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

# AUDIENCE HOW WE REACH THEM

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*Perfumer & Flavorist+*  
is the leading  
multichannel  
information platform  
to reach unique  
Flavor and Fragrance  
professionals globally.



**Magazine** Subscribers

**10,000**



**Newsletter** Subscribers

**14,000**



**Dedicated E-blast**

**13,000**



**Partner Solutions E-blast**

**15,000**



**Website** Visitors (Monthly Avg.)

**36,000**

Registered Website Users: 22,000



**Social Media** Followers

**62,000+**



# AUDIENCE PURCHASING POWER\*

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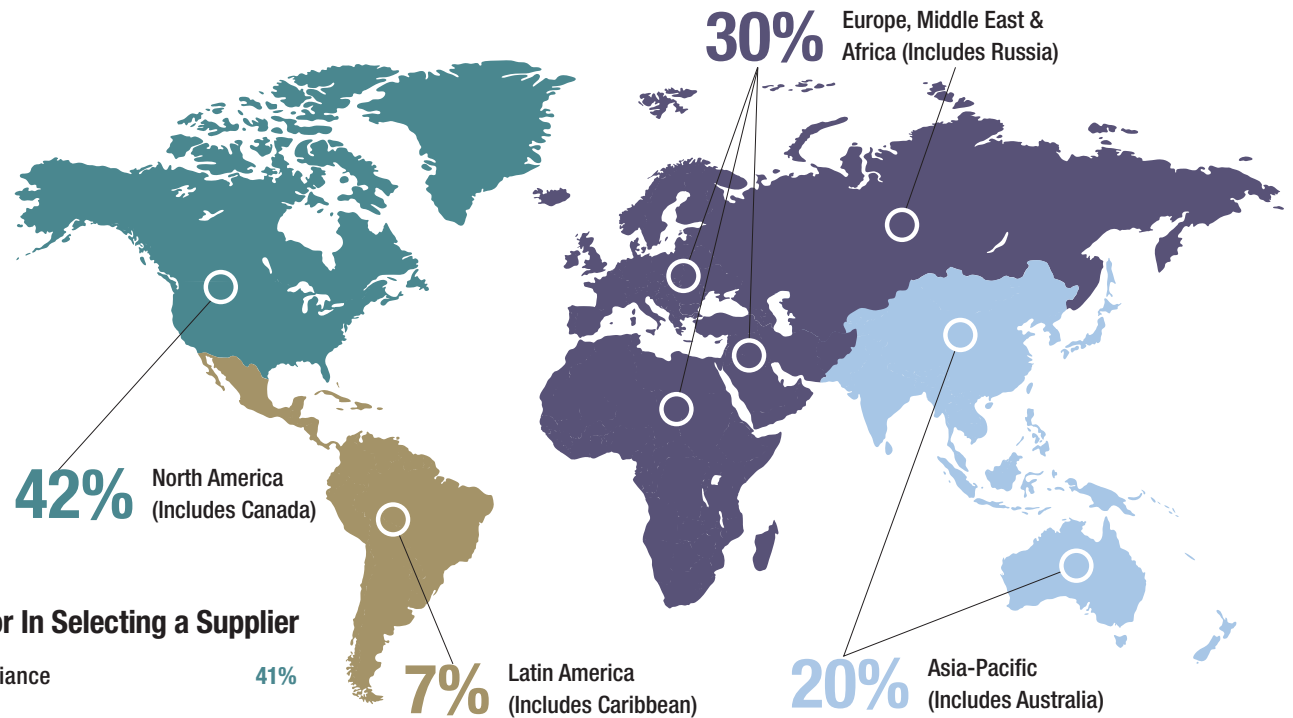
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## Purchasing Power

# 86%

Reached are the  
Sole Decision Maker,  
Part of a Decision  
Making Team  
or Influence  
Decision Makers

**44%** United States  
**56%** Rest of the World



## Products Purchased

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

## Most Important Factor In Selecting a Supplier

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

\*Publisher's Data