

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.

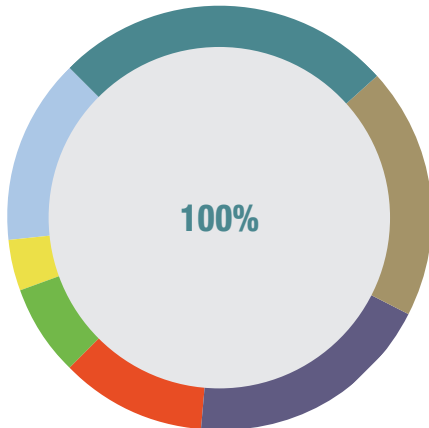
*Source: Allied Market Research

AUDIENCE WHO WE REACH

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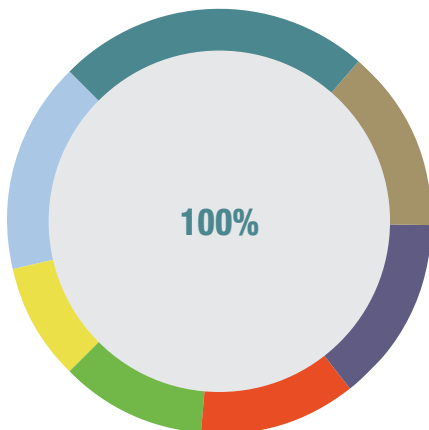
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Total Market Reach – 30,000



Primary Job Functions

- R&D, Evaluation, QA/QC 26%
- Management 19%
- Sales & Marketing 19%
- Perfumer 11%
- Flavorist 7%
- Purchasing 4%
- Allied to the Field 14%



Primary Business Types

- Consumer Goods Company 24%
| Manufacturer of Both Flavors & Fragrances | 14% |
| Manufacturer of Fragrances | 14% |
| Manufacturer of Flavors | 12% |
| Supplier of Flavor and/or Fragrance Materials | 11% |
| Consultant, University, Government Agency | 9% |
| Allied to the Field | 16% |



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
Jafra 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
Blue Pacific Flavors	Laboratories Inc.
Callisons	Norex Flavours
Destilla	Prinova
Döhler	PROVA
Duas Rodas	Robertet
Edlong	Sapphire Flavors & Fragrances
Esarom	Sensapure Flavor
dsm-firmenich	Sensient
Flavor Dynamics Inc.	Silesia
Flavor Producers	Silesia Flavors
FlavorSum	Symrise
FONA International	Synergy Flavors
Foodarom	T Hasegawa
Givaudan	Takasago
Glanbia Nutritionals	Target Flavors
HB Taylor Co.	Weber Flavors
Hertz Flavors GMBH	Zoomessence
IFF	
JPL Flavour Technologies	

Fragrance Manufacturers

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


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

Daily Newsletter Subscribers
 **14,500**

Social Media Followers
 **56,900+**

Dedicated E-blast
 **13,000**

WPC Attendees
 **1,600+**

Partner Solutions E-blast
 **15,500**

Flavorcon Attendees
 **600**

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flavorcon[®]
The Sensory Event for Flavor Leaders

AUDIENCE PURCHASING POWER*

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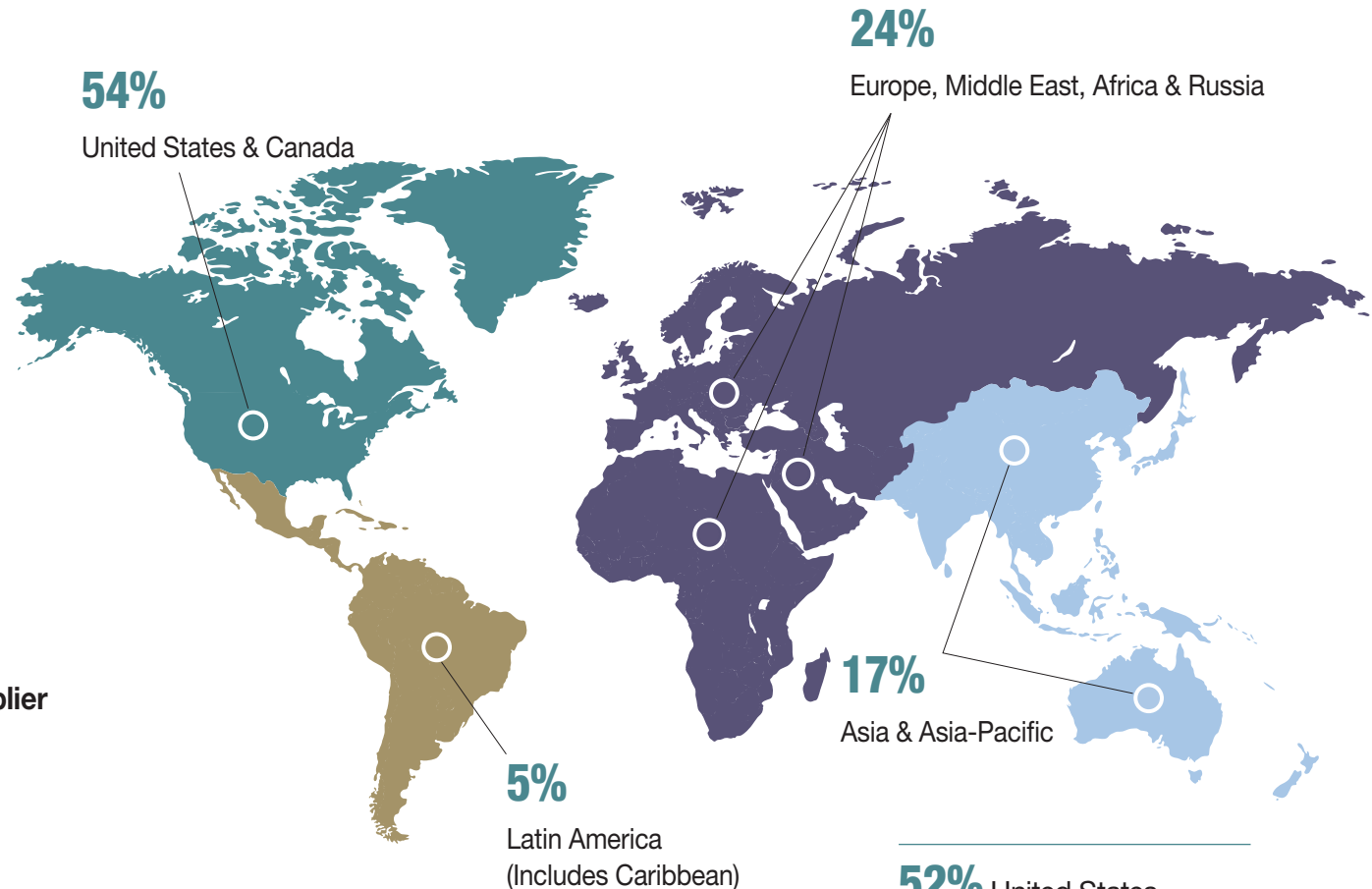
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Products Purchased

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