

Perfumer & Flavorist+ The Resource for Sensory & Wellness Innovation



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.

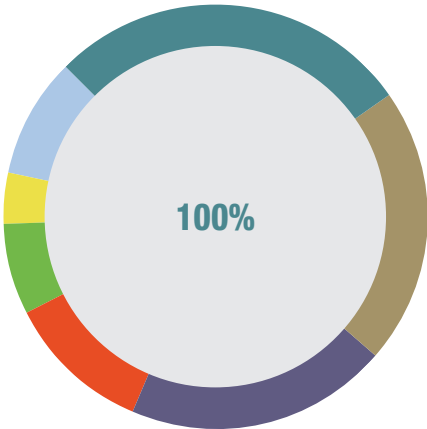
The global flavors and fragrances market size was valued at **\$26.54 billion** in 2022, and is projected to reach **\$36.49 billion** by 2029, registering a **CAGR of 4.7%** from 2021 to 2027.

AUDIENCE WHO WE REACH

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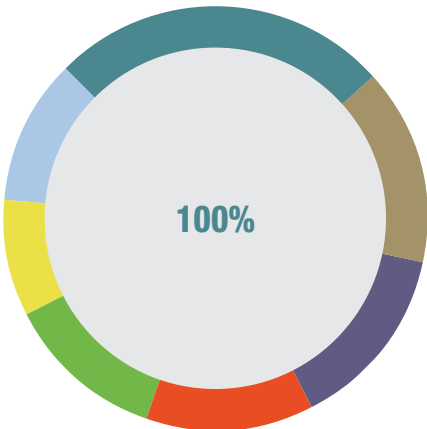
perfumer
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Total Market Reach – 30,000



Primary Job Functions

- R&D, Evaluation, QA/QC 28%
- Management 21%
- Sales & Marketing 20%
- Perfumer 11%
- Allied to the Field 9%
- Purchasing 4%
- Flavorist 7%



Primary Business Types

- Consumer Goods Company 26%
- Manufacturer of Both Flavors & Fragrances 15%
- Manufacturer of Fragrances 14%
- Manufacturer of Flavors 13%
- Supplier of Flavor and/or Fragrance Materials 12%
- Allied to the Field 11%
- Consultant, Universities, Government Agency 9%



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	JPL Flavour Technologies
ADM	Kerry
American Fruits And Flavors	Keva Flavours Pvt Ltd.
Austria Juice	Lucta SA
Beck Flavors	Mane
Bell Flavors and Fragrances	McCormick
Blue California	Metarom USA
Blue Pacific Flavors	Mother Murphys
Callisons	Laboratories Inc.
Destilla	Norex Flavours
Döhler	Prinova
Duas Rodas	PROVA
Edlong	Robertet
Esarom	Sapphire Flavors & Fragrances
Firmenich	Sensapure Flavor
Flavor & Fragrance Specialties	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	

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
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**


Daily Newsletter Subscribers
 **14,500**

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

Website Visitors (Monthly Avg.)
 **51,800**
Registered Website Users: 23,700

Social Media Followers
 **47,700**

WPC Attendees
 **1,325**

Flavorcon Attendees
 **600**

Save the Dates!


WPC
The Sensory Event for Fragrance Leaders
June 24-27, 2024


flavorcon
The Sensory Event for Flavor Leaders
October 8-9, 2024

AUDIENCE PURCHASING POWER*

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Products Purchased

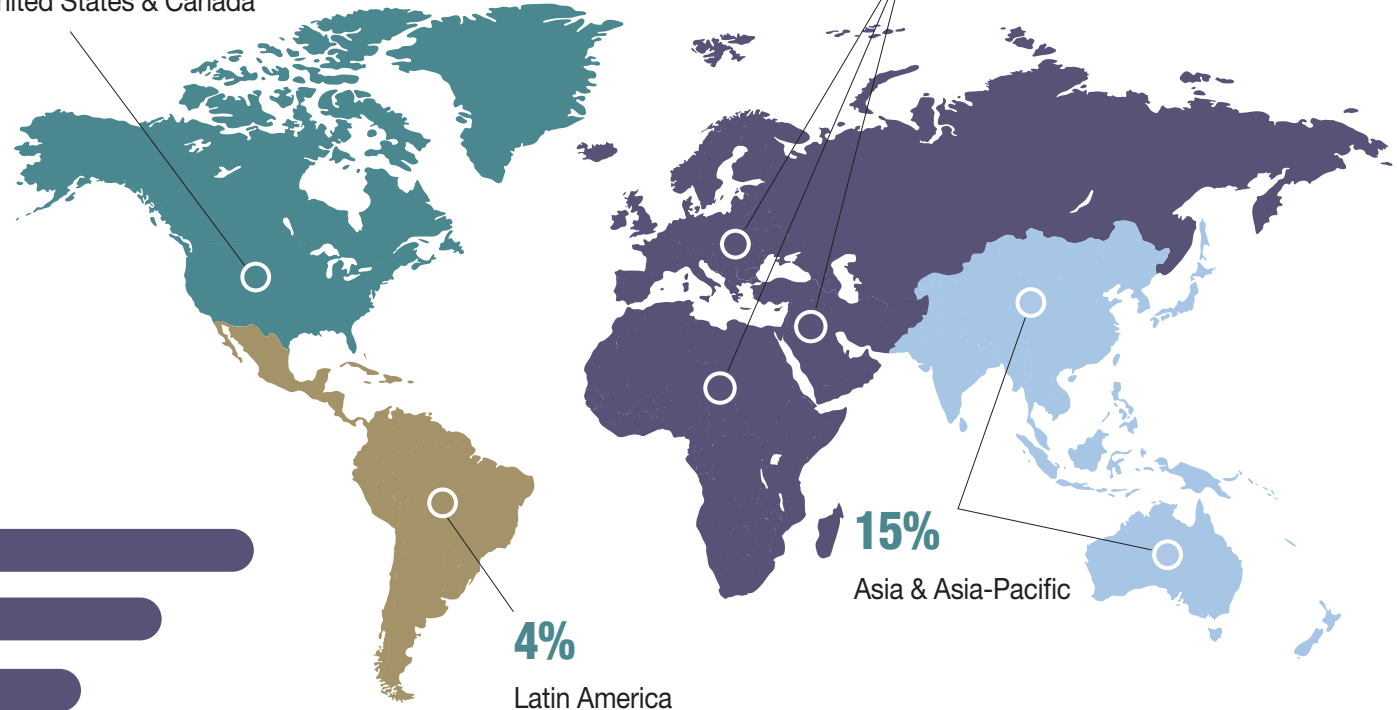
82%	Services
77%	Ingredients
70%	Packaging
42%	Equipment
37%	Sampling Tools
27%	Finished Fragrances
24%	Finished Flavors
19%	Software
2%	Other

Ingredients/Raw Materials Purchased

Naturals	89%
Synthetics	73%
Organic/Bio Ingredients	59%
Solvents	57%
Stabilizers/Emulsifiers/ Encapsulation Technologies	53%
Taste Modifiers	39%
Trigeminal Ingredients	30%
Functional/Wellness Ingredients	27%
Other	5%

59%

United States & Canada



55% United States

45% Rest of the World

83% Are the Sole Decision
Maker, Part of a
Decision Making
Team or Influence
Decision Makers

*Publisher's Data