

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 **\$28,193.1 million** in 2019, and is projected to reach **\$35,914.3 million by 2027**, registering a **CAGR of 4.7%** from 2021 to 2027.

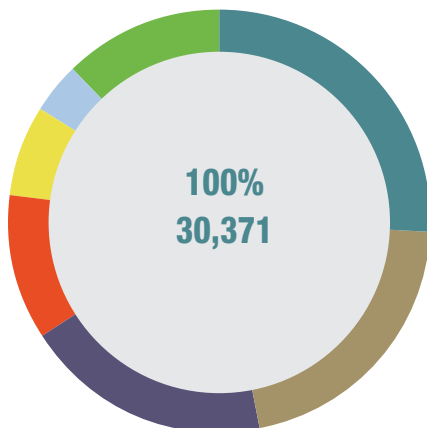
AUDIENCE WHO WE REACH

Paige Crist
Associate Publisher
pcrist@allured.com
630-344-6060
www.PerfumerFlavorist.com

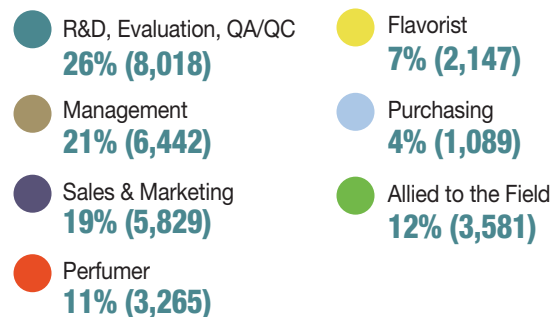
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Subscribing Companies

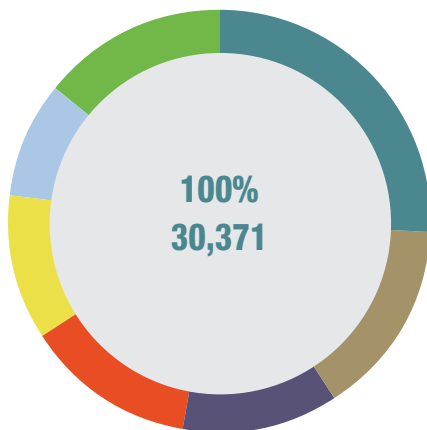
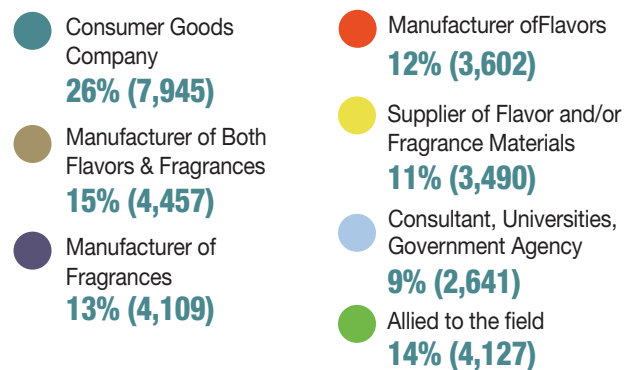
ADM	IFF	Sensient
BASF	Kerry	Solvay
CPL Aromas	Mane	Symrise
Coca-Cola	PepsiCo	Takasago
Estée Lauder	Procter & Gamble	T. Hasegawa
Firmenich	Revlon	Unilever
Givaudan	Robertet	



Primary Job Functions



Primary Business Types



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The leading multi-channel information platform to reach **30,371** worldwide flavor and fragrance professionals.


Custom E-blast List
 **20,740**


Website Registered Users
 **23,276**
Unique Monthly Users: **46,114**

Daily E-Newsletter Subscribers
 **16,434**

Magazine Subscribers
 **11,615**

Social Media Followers
 **38,800+**

World Perfumery Congress
Attendees
 **1,325**

Flavorcon Attendees
 **503**

Save the Dates! Contact Paige Crist for more information



June 25-27, 2024



November 8-9, 2023

AUDIENCE PURCHASING POWER

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Products Purchased

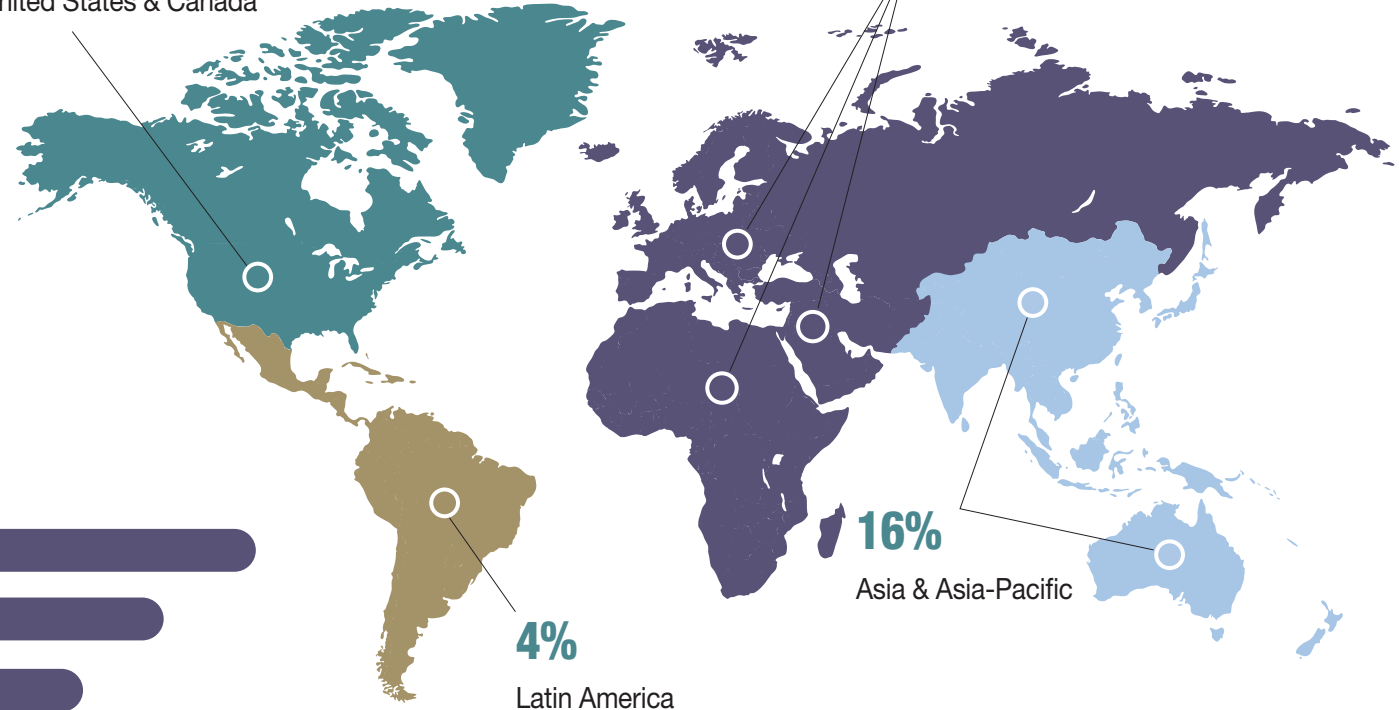
82%	Services
77%	Ingredients
70%	Packaging
42%	Equipment
37%	Sampling Tools
27%	Finished Fragrances
24%	Finished Flavors
19%	Software
2%	Other

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%

57%

United States & Canada



54% United States

46% Rest of the World

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