

## 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.

Jenna Troyli  
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.

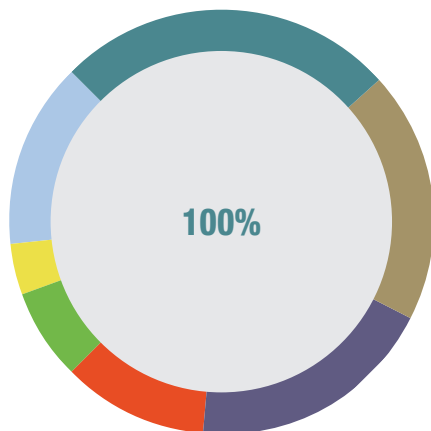
\*Source: Allied Market Research

# AUDIENCE WHO WE REACH

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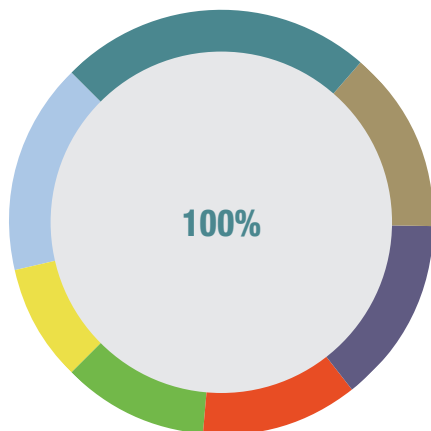
perfumer  
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Total Market Reach – 30,000



## Primary Job Functions

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



## 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%**
- 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           |
| 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                |
| 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                      |                             |

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perfumer  
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The Resource for Sensory & Wellness Innovation

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**

**Future Dates Coming Soon!**



# AUDIENCE PURCHASING POWER\*

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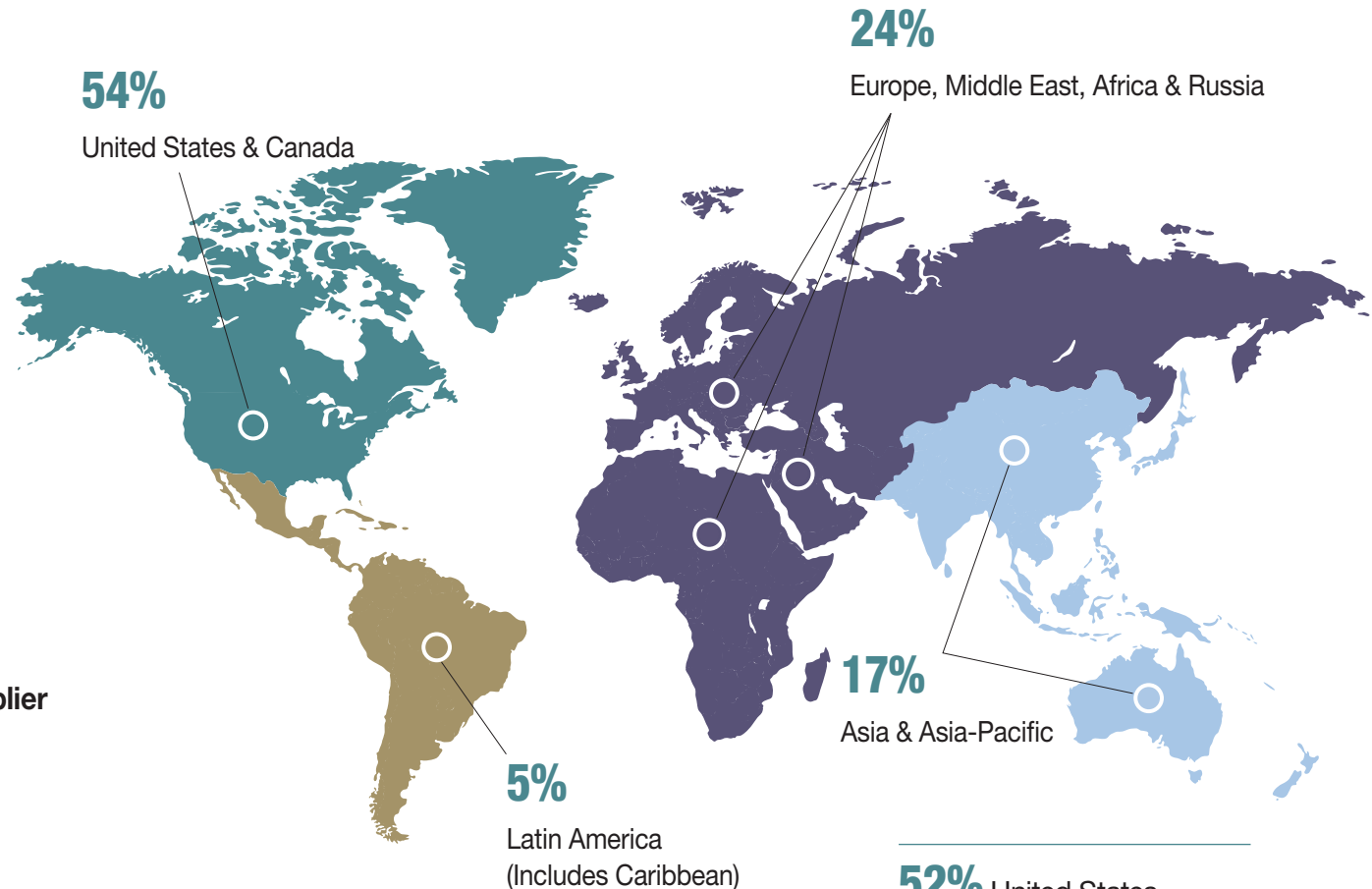
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## Products Purchased

|     |                     |
|-----|---------------------|
| 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