

Europe Flavours and Fragrances Market Report and Forecast 2024-2032

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Report description:

Europe Flavours and Fragrances Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Europe flavours and fragrances market attained a healthy growth in the historical period. Aided by the intensifying demand for innovative and exotic flavour profiles in food and beverages, alongside the surge in preference for natural and organic fragrances in personal care products, the market is expected to grow significantly by 2032.

Flavours are complex mixtures, created either by nature or through a combination of chemicals, designed to provide a specific taste to food and beverage products. On the other hand, fragrances are combinations of aromatic compounds, formulated to impart a distinct scent to products. Both flavours and fragrances are integral to an expansive array of consumer products, ranging from packed snacks and soft drinks to perfumes, soaps, and candles.

The burgeoning preference for ethnic and unique flavours and fragrances in Europe, inspired by international cuisines and changing dietary habits, is a pivotal factor catalysing the Europe flavours and fragrances market growth. Europeans are increasingly showing interest in discovering novel tastes and are unhesitant in their willingness to explore diverse flavour profiles, spurring food and beverage manufacturers to experiment and innovate in their offerings.

Moreover, the sweeping trend of health consciousness and clean-label products in the region has prompted the industry to pivot towards natural and organic flavours, mirroring consumers' desires for products with authentic and easily understandable ingredients. This shift is also palpable in the fragrance segment, as there's a pronounced inclination towards natural, botanical, and sustainable fragrances, distancing from synthetic and chemically-laden scents.

On the fragrance front, Europe is witnessing an upsurge in the demand for premium and niche perfumes, particularly those boasting unique and bespoke scent profiles. With consumers growing more discerning and educated about the intricacies of fragrances, brands are venturing beyond generic scents and investing in crafting memorable and personalised fragrance experiences.

The booming beauty and personal care sector in Europe further accentuates the Europe flavours and fragrances market growth. With skincare, haircare, and cosmetics products integrating fragrances for enhanced consumer appeal, the demand curve for fragrances continues its upward trajectory. Notably, the influence of aromatherapy and its touted benefits have resulted in a

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heightened demand for essential oils and wellness-centric fragrances.

Further influencing the Europe flavours and fragrances market outlook is the convergence of technology and the flavours and fragrances industry. Advanced technologies like Artificial Intelligence (AI) are enabling brands to predict consumer preferences, leading to the creation of flavours and scents that resonate more deeply with target audiences. Moreover, sustainable extraction methods and biotechnological advancements are pushing the industry towards more eco-friendly and ethical production practices.

Market Segmentation

The market can be divided based on segment, type, and country.

Market Breakup by Segment

- Flavours
- Fragrances

Market Breakup by Type

- Synthetic
- Natural

Market Breakup by Country

- Germany
- UK
- France
- Italy

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Europe flavours and fragrances market. Some of the major players explored in the report by Expert Market Research are as follows:

- Givaudan SA
- Firmenich SA
- International Flavors & Fragrances, Inc.
- Symrise AG
- Wild Flavors, Inc.
- Takasago International Corp
- The MANE Group
- Sensient Technologies Corp.
- The Robertet Group
- Daupar S.A
- Kerry Group plc
- Others

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Table of Contents:

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- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Snapshot
 - 6.1 Europe
- 7 Opportunities and Challenges in the Market
- 8 Global Flavours and Fragrances Market Analysis
 - 8.1 Key Industry Highlights
 - 8.2 Global Flavours and Fragrances Historical Market (2018-2023)
 - 8.3 Global Flavours and Fragrances Market Forecast (2024-2032)
 - 8.4 Global Flavours and Fragrances Market by Segment
 - 8.4.1 Flavours
 - 8.4.1.1 Historical Trend (2018-2023)
 - 8.4.1.2 Forecast Trend (2024-2032)
 - 8.4.2 Fragrances
 - 8.4.2.1 Historical Trend (2018-2023)
 - 8.4.2.2 Forecast Trend (2024-2032)
 - 8.5 Global Flavours and Fragrances Market by Region
 - 8.5.1 North America
 - 8.5.2 Europe
 - 8.5.3 Asia Pacific
 - 8.5.4 Latin America
 - 8.5.5 Middle East & Africa
- 9 Europe Flavours and Fragrances Market Analysis
 - 9.1 Key Industry Highlights
 - 9.2 Europe Flavours and Fragrances Historical Market (2018-2023)
 - 9.3 Europe Flavours and Fragrances Market Forecast (2024-2032)
 - 9.4 Europe Flavours and Fragrances Market by Segment
 - 9.4.1 Flavours
 - 9.4.1.1 Historical Trend (2018-2023)
 - 9.4.1.2 Forecast Trend (2024-2032)
 - 9.4.2 Fragrances
 - 9.4.2.1 Historical Trend (2018-2023)
 - 9.4.2.2 Forecast Trend (2024-2032)
 - 9.5 Europe Flavours and Fragrances Market by Type
 - 9.5.1 Synthetic

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- 9.5.1.1 Historical Trend (2018-2023)
 - 9.5.1.2 Forecast Trend (2024-2032)
 - 9.5.2 Natural
 - 9.5.2.1 Historical Trend (2018-2023)
 - 9.5.2.2 Forecast Trend (2024-2032)
- 9.6 Europe Flavours and Fragrances Market by Country
 - 9.6.1 Germany
 - 9.6.1.1 Historical Trend (2018-2023)
 - 9.6.1.2 Forecast Trend (2024-2032)
 - 9.6.2 UK
 - 9.6.2.1 Historical Trend (2018-2023)
 - 9.6.2.2 Forecast Trend (2024-2032)
 - 9.6.3 France
 - 9.6.3.1 Historical Trend (2018-2023)
 - 9.6.3.2 Forecast Trend (2024-2032)
 - 9.6.4 Italy
 - 9.6.4.1 Historical Trend (2018-2023)
 - 9.6.4.2 Forecast Trend (2024-2032)
- 10 Europe Flavours Market Analysis
 - 10.1 Key Industry Highlights
 - 10.2 Europe Flavours Historical Market (2018-2023)
 - 10.3 Europe Flavours Market Forecast (2024-2032)
 - 10.4 Europe Flavours Market by Flavouring Agent
 - 10.4.1 Nature Identical Flavouring Substance
 - 10.4.1.1 Historical Trend (2018-2023)
 - 10.4.1.2 Forecast Trend (2024-2032)
 - 10.4.2 Artificial Flavouring Substance
 - 10.4.2.1 Historical Trend (2018-2023)
 - 10.4.2.2 Forecast Trend (2024-2032)
 - 10.4.3 Natural Flavours
 - 10.4.3.1 Historical Trend (2018-2023)
 - 10.4.3.2 Forecast Trend (2024-2032)
 - 10.5 Europe Flavours Market by Form
 - 10.5.1 Liquid
 - 10.5.1.1 Historical Trend (2018-2023)
 - 10.5.1.2 Forecast Trend (2024-2032)
 - 10.5.2 Dry
 - 10.5.2.1 Historical Trend (2018-2023)
 - 10.5.2.2 Forecast Trend (2024-2032)
 - 10.6 Europe Flavours Market by Application
 - 10.6.1 Beverage
 - 10.6.1.1 Historical Trend (2018-2023)
 - 10.6.1.2 Forecast Trend (2024-2032)
 - 10.6.2 Bakery and Confectionery Products
 - 10.6.2.1 Historical Trend (2018-2023)
 - 10.6.2.2 Forecast Trend (2024-2032)
 - 10.6.3 Dairy and Frozen Desserts

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- 10.6.3.1 Historical Trend (2018-2023)
 - 10.6.3.2 Forecast Trend (2024-2032)
 - 10.6.4 Savouries and snacks
 - 10.6.4.1 Historical Trend (2018-2023)
 - 10.6.4.2 Forecast Trend (2024-2032)
 - 10.6.5 Others
- 10.7 Europe Flavours Market by Country
 - 10.7.1 Germany
 - 10.7.1.1 Historical Trend (2018-2023)
 - 10.7.1.2 Forecast Trend (2024-2032)
 - 10.7.2 UK
 - 10.7.2.1 Historical Trend (2018-2023)
 - 10.7.2.2 Forecast Trend (2024-2032)
 - 10.7.3 France
 - 10.7.3.1 Historical Trend (2018-2023)
 - 10.7.3.2 Forecast Trend (2024-2032)
 - 10.7.4 Italy
 - 10.7.4.1 Historical Trend (2018-2023)
 - 10.7.4.2 Forecast Trend (2024-2032)
- 11 Europe Fragrances Market Analysis
 - 11.1 Key Industry Highlights
 - 11.2 Europe Fragrances Historical Market (2018-2023)
 - 11.3 Europe Fragrances Market Forecast (2024-2032)
 - 11.4 Europe Fragrances Market by Type
 - 11.4.1 Synthetic
 - 11.4.1.1 Historical Trend (2018-2023)
 - 11.4.1.2 Forecast Trend (2024-2032)
 - 11.4.2 Natural
 - 11.4.2.1 Historical Trend (2018-2023)
 - 11.4.2.2 Forecast Trend (2024-2032)
 - 11.5 Europe Fragrances Market by Natural Fragrances Type
 - 11.5.1 Flowers
 - 11.5.1.1 Historical Trend (2018-2023)
 - 11.5.1.2 Forecast Trend (2024-2032)
 - 11.5.2 Fruit
 - 11.5.2.1 Historical Trend (2018-2023)
 - 11.5.2.2 Forecast Trend (2024-2032)
 - 11.5.3 Musk
 - 11.5.3.1 Historical Trend (2018-2023)
 - 11.5.3.2 Forecast Trend (2024-2032)
 - 11.5.4 Wood
 - 11.5.4.1 Historical Trend (2018-2023)
 - 11.5.4.2 Forecast Trend (2024-2032)
 - 11.5.5 Spice
 - 11.5.5.1 Historical Trend (2018-2023)
 - 11.5.5.2 Forecast Trend (2024-2032)
 - 11.5.6 Others

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- 11.6 Europe Fragrances Market by Application
 - 11.6.1 Soap and Detergents
 - 11.6.1.1 Historical Trend (2018-2023)
 - 11.6.1.2 Forecast Trend (2024-2032)
 - 11.6.2 Cosmetics and Toiletries
 - 11.6.2.1 Historical Trend (2018-2023)
 - 11.6.2.2 Forecast Trend (2024-2032)
 - 11.6.3 Fine Fragrances
 - 11.6.3.1 Historical Trend (2018-2023)
 - 11.6.3.2 Forecast Trend (2024-2032)
 - 11.6.4 Household Cleaners and Air Fresheners
 - 11.6.4.1 Historical Trend (2018-2023)
 - 11.6.4.2 Forecast Trend (2024-2032)
 - 11.6.5 Others
- 11.7 Europe Fragrances Market by Country
 - 11.7.1 Germany
 - 11.7.1.1 Historical Trend (2018-2023)
 - 11.7.1.2 Forecast Trend (2024-2032)
 - 11.7.2 UK
 - 11.7.2.1 Historical Trend (2018-2023)
 - 11.7.2.2 Forecast Trend (2024-2032)
 - 11.7.3 France
 - 11.7.3.1 Historical Trend (2018-2023)
 - 11.7.3.2 Forecast Trend (2024-2032)
 - 11.7.4 Italy
 - 11.7.4.1 Historical Trend (2018-2023)
 - 11.7.4.2 Forecast Trend (2024-2032)
- 12 Market Dynamics
 - 12.1 SWOT Analysis
 - 12.1.1 Strengths
 - 12.1.2 Weaknesses
 - 12.1.3 Opportunities
 - 12.1.4 Threats
 - 12.2 Porter's Five Forces Analysis
 - 12.2.1 Supplier's Power
 - 12.2.2 Buyer's Power
 - 12.2.3 Threat of New Entrants
 - 12.2.4 Degree of Rivalry
 - 12.2.5 Threat of Substitutes
 - 12.3 Key Indicators for Demand
 - 12.4 Key Indicators for Price
- 13 Value Chain Analysis
- 14 Competitive Landscape
 - 14.1 Market Structure
 - 14.2 Company Profiles
 - 14.2.1 Givaudan SA
 - 14.2.1.1 Company Overview

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- 14.2.1.2 Product Portfolio
- 14.2.1.3 Demographic Reach and Achievements
- 14.2.1.4 Certifications
- 14.2.2 Firmenich SA
 - 14.2.2.1 Company Overview
 - 14.2.2.2 Product Portfolio
 - 14.2.2.3 Demographic Reach and Achievements
 - 14.2.2.4 Certifications
- 14.2.3 International Flavors & Fragrances, Inc.
 - 14.2.3.1 Company Overview
 - 14.2.3.2 Product Portfolio
 - 14.2.3.3 Demographic Reach and Achievements
 - 14.2.3.4 Certifications
- 14.2.4 Symrise AG
 - 14.2.4.1 Company Overview
 - 14.2.4.2 Product Portfolio
 - 14.2.4.3 Demographic Reach and Achievements
 - 14.2.4.4 Certifications
- 14.2.5 Wild Flavors, Inc.
 - 14.2.5.1 Company Overview
 - 14.2.5.2 Product Portfolio
 - 14.2.5.3 Demographic Reach and Achievements
 - 14.2.5.4 Certifications
- 14.2.6 Takasago International Corp
 - 14.2.6.1 Company Overview
 - 14.2.6.2 Product Portfolio
 - 14.2.6.3 Demographic Reach and Achievements
 - 14.2.6.4 Certifications
- 14.2.7 The MANE Group
 - 14.2.7.1 Company Overview
 - 14.2.7.2 Product Portfolio
 - 14.2.7.3 Demographic Reach and Achievements
 - 14.2.7.4 Certifications
- 14.2.8 Sensient Technologies Corp.
 - 14.2.8.1 Company Overview
 - 14.2.8.2 Product Portfolio
 - 14.2.8.3 Demographic Reach and Achievements
 - 14.2.8.4 Certifications
- 14.2.9 The Robertet Group
 - 14.2.9.1 Company Overview
 - 14.2.9.2 Product Portfolio
 - 14.2.9.3 Demographic Reach and Achievements
 - 14.2.9.4 Certifications
- 14.2.10 Dauper S.A
 - 14.2.10.1 Company Overview
 - 14.2.10.2 Product Portfolio
 - 14.2.10.3 Demographic Reach and Achievements

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- 14.2.10.4 Certifications
- 14.2.11 Kerry Group plc
 - 14.2.11.1 Company Overview
 - 14.2.11.2 Product Portfolio
 - 14.2.11.3 Demographic Reach and Achievements
 - 14.2.11.4 Certifications
- 14.2.12 Others
- 15 Key Trends and Developments in the Market

List of Key Figures and Tables

1. Global Flavours and Fragrances Market: Key Industry Highlights, 2018 and 2032
2. Global Flavours and Fragrances Historical Market: Breakup by Segment (USD Million), 2018-2023
3. Global Flavours and Fragrances Market Forecast: Breakup by Segment (USD Million), 2024-2032
4. Global Flavours and Fragrances Historical Market: Breakup by Region (USD Million), 2018-2023
5. Global Flavours and Fragrances Market Forecast: Breakup by Region (USD Million), 2024-2032
6. Europe Flavours and Fragrances Historical Market: Breakup by Segment (USD Million), 2018-2023
7. Europe Flavours and Fragrances Market Forecast: Breakup by Segment (USD Million), 2024-2032
8. Europe Flavours and Fragrances Historical Market: Breakup by Type (USD Million), 2018-2023
9. Europe Flavours and Fragrances Market Forecast: Breakup by Type (USD Million), 2024-2032
10. Europe Flavours and Fragrances Historical Market: Breakup by Country (USD Million), 2018-2023
11. Europe Flavours and Fragrances Market Forecast: Breakup by Country (USD Million), 2024-2032
12. Europe Flavours Historical Market: Breakup by Flavouring Agent (USD Million), 2018-2023
13. Europe Flavours Market Forecast: Breakup by Flavouring Agent (USD Million), 2024-2032
14. Europe Flavours Historical Market: Breakup by Form (USD Million), 2018-2023
15. Europe Flavours Market Forecast: Breakup by Form (USD Million), 2024-2032
16. Europe Flavours Historical Market: Breakup by Application (USD Million), 2018-2023
17. Europe Flavours Market Forecast: Breakup by Application (USD Million), 2024-2032
18. Europe Fragrances Historical Market: Breakup by Type (USD Million), 2018-2023
19. Europe Fragrances Market Forecast: Breakup by Type (USD Million), 2024-2032
20. Europe Fragrances Historical Market: Breakup by Natural Fragrances Type (USD Million), 2018-2023
21. Europe Fragrances Market Forecast: Breakup by Natural Fragrances Type (USD Million), 2024-2032
22. Europe Fragrances Historical Market: Breakup by Application (USD Million), 2018-2023
23. Europe Fragrances Market Forecast: Breakup by Application (USD Million), 2024-2032
24. Europe Flavours and Fragrances Market Structure

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