Flavor and Fragrances

The F&F industry faces the challenge of creating appealing tastes and aromas while addressing consumer demand for greater ingredient transparency.

World market value

$38.5 billion in 2018

including essential oils, natural extracts, aroma chemicals, and F&F compositions.

A complex value chain

F&F compositions include components from natural (plant or animal) as well as synthetic sources and are used in a range of applications.

Vibrant growth in Asia

Regional GDP growth, urbanization, the expansion of the middle class, and increased demand for consumer products is driving demand in developing Asian markets.

Key flavor trends

Consumer preference for natural ingredients
Focus on healthy eating and wellness
Demand for convenience
Interest in novel and exotic flavors

Key fragrance trends

Concerns about fragrance allergens
Demand for ingredient transparency
Focus on sustainable production
Growing role of biotechnology

For more information, visit
ihsmarkit.com/products/chemical-flavor-fragrances-scup