

# 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

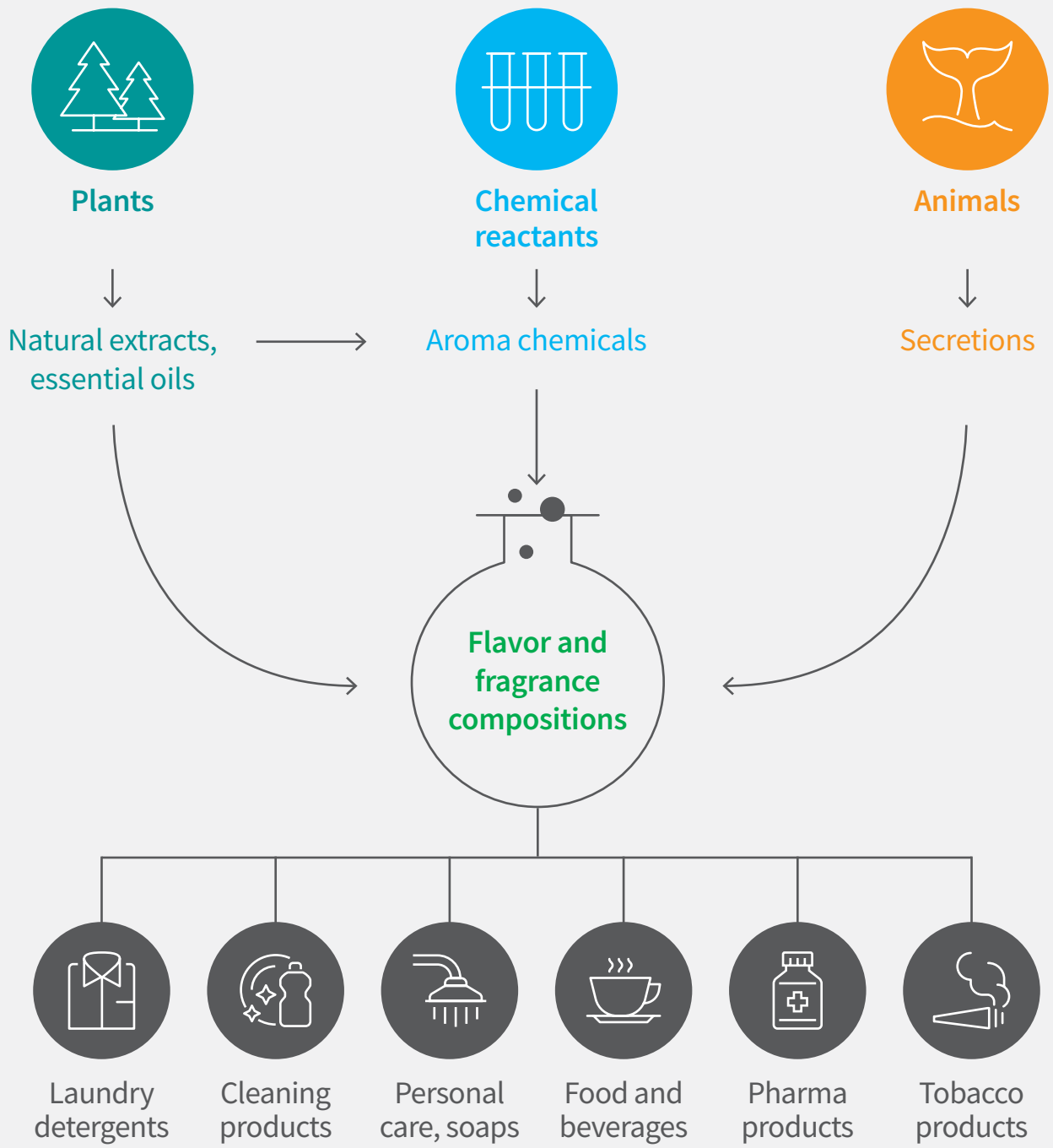


**\$38.5 billion in 2018**

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

## A complex value chain

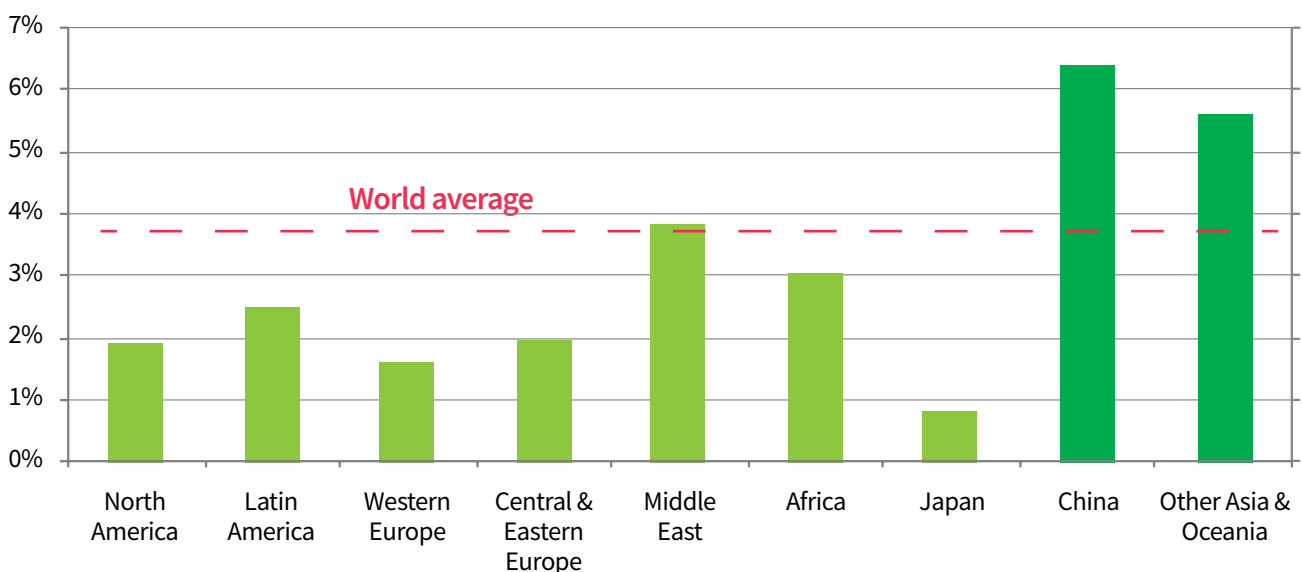
F&F compositions include components from natural (plant or animal) as well as synthetic sources and are used in a range of applications.



## 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.

Average annual growth rates of F&F products consumption, 2018-2023 (percent)



Source: IHS Markit

## 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

Flavors and Fragrances report by IHS Markit provides a strategic analysis of this industry including market drivers, key players, industry structure and dynamics, critical factors for success, and threats or opportunities.

For more information, visit [ihsmarkit.com/products/chemical-flavor-fragrances-scup](https://ihsmarkit.com/products/chemical-flavor-fragrances-scup)