The Value of Fragrance » Facts & Figures

1. **Fragrance is an important link in the economy**
   - The fragrance industry is central in a value chain that runs from suppliers to consumer product manufacturers and retailers. Value is driven by revenue but enabled by success operating across this complex value chain.

2. **Fragrance delivers economic and social value**
   - Through activities such as manufacturing, blending and R&D the fragrance industry supports value generation and job creation.

3. **Fragrance means innovation**
   - The fragrance industry invests significantly in R&D – using creativity and expertise to meet consumers’ needs, and give consumer goods companies and retailers the innovation they rely on for differentiation.

4. **Fragrance nurtures skills**
   - Jobs in the fragrance industry are high-skilled, high-value and R&D focused, with employees in sourcing, R&D, creation, evaluation, sales and manufacturing generating high Value Added.

5. **Fragrance manufacturing is at the heart of a sophisticated value chain**
   - The fragrance industry is a multiplier: unlocking benefits for suppliers and customers, generating value, and supporting jobs in farming, the chemicals sector, manufacturing and retail.

---

**Global sales* generated by the fragrance industry**
- €7.3bn

**Global sales* generated by consumer product manufacturing / retailing**
- €357bn

**Value Added from global activities* of the fragrance industry and from the spending of its employees**
- €2.8bn

**Full-time jobs supported by the fragrance industry globally**
- 26,000

**Proportion of net sales invested in R&D by fragrance manufacturers**
- 8%

**Total Value Added generated by the industry, based on operations of the industry and suppliers, and employees spending their wages**
- €7.2bn

**Value Added per employee in the fragrance industry globally**
- €135,000

**Raw material suppliers to global fragrance and flavor companies**
- 3,000

**Customer markets for global fragrance and flavor companies**
- 162

---

Source: PwC, ‘The Value of Fragrance’, June 2019
Find out more at ifrafragrance.org/value #ValueofFragrance
Fragrance benefits suppliers and the communities in which they operate
The fragrance industry’s upstream supply chain is diverse and global, supporting value generation, employment and wider community benefits.

Fragrance benefits consumer product manufacturers
As a ‘platform technology’, fragrance enables innovation and value generation downstream – supporting growth and job creation among consumer goods companies and retailers.

Fragrance is global
The fragrance industry supports job creation and economic value around the world. The fragrance industry sources ingredients and materials from suppliers based worldwide.

Fragrance is complex and diverse
Using natural and synthetic raw materials sourced from around the world, the industry creates fragrance ingredients that satisfy people’s emotional needs and solve functional problems.

Fragrance is a key differentiator
For consumers, fragrance can be a key driver of purchase. The fragrance industry unlocks value for fine fragrance, home care / cleaning and personal care product manufacturers.

Value Added generated by suppliers to the fragrance industry

Full-time jobs supported by suppliers to the fragrance industry

Value Added for 25 consumer product categories that can be attributed to fragrance (based on a total market size of €357bn)

Manufacturing countries of fragrance and flavor companies
(Based on public data available for Givaudan and IFF)

Value Added from producing and selling raw materials to the fragrance industry

Jobs supported by producing and selling raw materials to the fragrance industry

Proportion of price that consumers are willing to pay for fragrance element (according to industry experts / academic research)

Source: PwC, ‘The Value of Fragrance’, June 2019
Find out more at ifrafragrance.org/value #ValueofFragrance

* Excluding US/Canada

Natural materials
Synthetic materials
Indirect materials

Full-time jobs supported by suppliers to the fragrance industry

Downstream Value Added compared to fragrance industry Value Added

Fragrance is global

Fragrance is complex and diverse

Fragrance is a key differentiator

The Value of Fragrance » Facts & Figures