



Consumer connection

Whether visiting communities in Asia, Latin America and Eastern Europe to talk about washing laundry, or using technology to help people navigate the fine fragrance market, Givaudan engages with its consumers.

Our award-winning tools use a variety of techniques to collect information about the way that perfume is perceived by people around the world. Perfume Pulse, for example, is a database of fragrance insights based on true-life scent associations which can be interrogated by customers and perfumers to inspire fragrance creation.

Powered by Givaudan, the iPerfumer iPhone App launched in June as a consumer guide to perfume. Over five months, 30,000 people across 150 different countries have downloaded iPerfumer, and the community continues to grow.

iPerfumer is available for free download from Apple App Store, Android Market Link (with Android Browser) and as a Facebook app.

Consumer Products

The Consumer Products business grew by 8.3% in local currencies driven by sales increases across all customer groups. Developing as well as mature markets contributed to this achievement.

Asia Pacific reported strong double-digit sales growth spread across all customer groups and all product segments, especially in India, Thailand and China.

Latin America posted significant growth driven by sales in the Fabric Care segment, led by Mexico and Venezuela. Local and regional customers' sales showed double-digit growth followed by international customers.

Europe, Africa and the Middle East reported a sales increase across developing and mature markets, driven by international customers. Local and regional customer sales reported a strong growth in the developing markets of the region.

Sales in North America increased, supported by the good performance in the Air care category and a solid sales volumes with international customers.

On a worldwide basis, all product segments posted a sales increase versus prior year. Fabric Care sales showed the strongest performance followed by a significant growth in Household. Within the Household segment, the air care category delivered a strong double-digit increase especially in North America and Asia Pacific. Sales in the Personal Care segment were also significantly above last year across all regions.

Fragrance Ingredients

Sales for Fragrance Ingredients increased by 10.7% in local currencies, a performance achieved across all product categories. Givaudan specialties have shown a particularly strong sales increase thanks to a sustained high level of demand for innovative ingredients.

The multi-purpose production unit in our ingredients manufacturing site of Pedro Escobedo, Mexico, became fully operational in early 2010. To ensure the competitiveness of our ingredients, several key products were transferred to Pedro Escobedo.

The fragrance ingredients manufacturing unit in Naarden, the Netherlands, is scheduled to be closed by 2012 and products will be transferred to other Givaudan plants.

By the end of 2010, all ingredients manufacturing sites were using SAP.