



सत्यमेव जयते
GOVERNMENT OF ASSAM



ADVANTAGE ASSAM 2.0

Investment and Infrastructure Summit

25-26 February 2025

GUWAHATI

FRAGRANCE & FLAVOURS

SECTOR PROFILE

THE GLOBAL & INDIAN FRAGRANCE & FLAVOURS LANDSCAPE

GLOBAL SCENARIO

\$34.86
billion



The global flavours and fragrances market is projected to grow from \$33.24 billion (2023) to \$34.86 billion (2024), with a CAGR of 4.9%



The Asia-Pacific region is the fastest-growing market, driven by increasing demand for natural and healthy products, with key contributors being India, China, and Indonesia

INDIAN SCENARIO



India ranks as the 2nd largest producer of essential oils, contributing significantly to the global market, valued at approximately \$8.0 billion

40,000
tons



India leads globally in menthol mint production with an annual output of 40,000 tons



ASSAM – THE EMERGING HUB FOR FRAGRANCE & FLAVOURS

KEY GROWTH DRIVERS

Natural Abundance:

- ✓ Increasing demand for natural and organic ingredients and strong support from the Government of India through initiatives like the Aroma Mission
- ✓ Rich and Diverse Agriculture Sector -
 - Largest tea growing region in India
 - Abundance of aromatic plants like lemongrass, citronella etc.
 - Availability of unique and fragrant blend of herbs like Sichuan pepper leaves (Mejenga) etc
- ✓ Availability of aromatic plants and produce in Northeast for Fragrance Notes -
 - 17 Citrus species including Cardamom lemon, Wild orange, Citron, Pomelo, Ada-Jamir, Mandarin, Khasi-Papeda
 - Litchi, Oranges, Pineapple, Green Apple, Tea, Coffee, 800+ varieties of Orchids, Lavender & Saffron
 - Sandalwood, Cedarwood, Vetiver, Patchouli and Pine
- ✓ Assam is home for Agarwood (Oud) a key element for Fragrance Note
- ✓ Estimated number of agarwood plants ~ 10.782 crores in the state
- ✓ The Agar International Trade Centre in Golaghat promotes and commercialises agarwood and its value-added products
- ✓ Assam Agarwood Policy 2020 aims to streamline agarwood trade by simplifying procurement, processing and sales including exports under CITES regulations

INVESTMENT OPPORTUNITIES

- ✓ **Agar Oil Manufacturing:**
Capitalising on abundance of agarwood & global demand
- ✓ **Floral Distillation Plants:**
Processing Assam's diverse floral resources for premium aromatic oils
- ✓ **Aromatic Oil Distillation Plants:**
Leveraging resources like lemongrass, citronella and patchouli
- ✓ **Processing Units for Essential Oils:**
Harnessing Assam's variety of citrus fruits, herbs and woods for essential oil production



Join Us at Advantage Assam 2.0
Explore Assam's natural treasures and investment-friendly
environment in the Fragrance & Flavours sector

ADVANTAGE
ASSAM 2.0
Investment and Infrastructure Summit

25-26 February 2025
GUWAHATI

Organised by



Assam Industrial Development
Corporation Ltd.

Contact Us

AIDC (Assam Industrial Development Corporation Limited)

+91 361-2200399 (Timing: 9:30 AM - 5:00 PM - Working Days)

helpdesk@advantageassam.org R. G. Baruah Road, Guwahati -781024, Assam, India

Industry Partner



Download the
Android App



Download the
iOS App

Knowledge Partner



For more details kindly visit: advantageassam.assam.gov.in

Connect with us @aidc_ltd | @diprassam | www.aidcltd.com