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## **New study shows how the fragrance industry adds socio-economic value in the United Kingdom and globally**

*Report shows fragrance can boost value of consumer products by factor of ten*

**London, October 2019** – Fragrance boosts the value of consumer goods such as perfumes, cosmetics and cleaning products by up to ten times, according to a new report.

‘The Value of Fragrance’ – a study conducted by professional services firm PwC on behalf of The International Fragrance Association (IFRA) – shows that the manufacturing of fragrance ingredients alone adds €7.2bn to the global economy and is responsible for between €48bn and €72bn in Value Added for 25 consumer product categories.

In the UK, the fragrance industry contributes £133 million in Value Added thanks to the operations of the industry and its suppliers.

The Chairman of the IFRA Board of Directors, **Michael Carlos**, said:

*“The fragrance industry may be relatively small, but it makes a big impression. This report shows how we add significant economic value to our suppliers and customers, as well as consumers, for whom fragrance is a major factor in purchasing decisions.*

*But the report also shows our social value – supporting jobs and sustaining communities in the UK and around the world. Fragrance has the power to make the difference – in every sense.”*

One of the innovations of the report is a mapping of the global and complex ‘fragrance value chain’.

This chain begins with 3,000 suppliers of natural and synthetic raw materials, from smallhold farmers to chemicals companies. It continues with an innovative fragrance industry – represented globally by IFRA – that delivers ingredients for use in fine fragrance, cosmetics and personal care products, and household products and detergents.

Manufacturers of these products use a wide range of retail channels to bring them to consumers, meeting people’s emotional and functional needs.

**Lisa Hipgrave**, Director of IFRA UK which represents the fragrance industry in the UK said:

*“This report shows the important role the UK plays in the sophisticated, global fragrance value chain, contributing £133 million of direct and added value to the economy.*

*“Fragrance is usually a relatively small element in the finished product cost chain but can be a major factor that influences consumers’ purchasing decisions”*

*“IFRA UK will continue to work with stakeholders here the UK and with IFRA at a global level to ensure that these continued benefits for our partners, our employees and consumers.”*

The IFRA report, which covers Europe, the Middle East and Africa, Asia-Pacific and Latin America, is based on data gathered and analyzed by PwC for the year 2017. To read the report and find out more, go to [www.ifrafragrance.org/value](http://www.ifrafragrance.org/value).