

## Company news

Geneva, 17 February 2026

# **Givaudan to invest CHF 55 million in Grasse, France to build 'Campus 52', its new centre of excellence dedicated to House of Naturals organisation**

Exploring, developing, and producing high quality differentiating natural fragrance ingredients for its perfumers

Givaudan, the global leader in Fragrance & Beauty, today announced an investment of CHF 55 million to launch construction works for 'Campus 52', its new centre of excellence for natural ingredients. Following the acquisition of land in Grasse, the historic cradle of perfumery, this marks a strategic commitment in the development of Givaudan's House of Naturals.

Built on four pillars – Agronomy, Innovation, Operations, and Perfumers – House of Naturals focuses on cutting-edge extraction technologies and operational excellence to deliver premium ingredients, backed by Givaudan's responsible sourcing programme.

Concentrating these capabilities within 'Campus 52', which houses a production facility and an innovation laboratory, fosters close collaboration between scientists and partners, while boosting perfumers' inspiration. Surrounded by lush gardens that bring nature into the heart of the site and ensure the continuity from field to fragrance, this new centre truly embodies the spirit of sustainable creativity.



Gilles Andrier, CEO of Givaudan said: "Located in the heart of Grasse, 'Campus 52' represents a return to our roots, where perfumery traditions, know-how and craftsmanship have flourished for centuries. This investment is fully aligned with Givaudan's 2030 strategy, which aims to drive sustainable growth by creating high value-added fragrance solutions that consumers love."

Xavier Renard, Global Head of Fine Fragrance, added: "The new campus will host development and production capabilities designed to deliver exclusive, high-quality natural ingredients. Givaudan's perfumers are at the heart of fragrance creation, and 'Campus 52' will enrich their palette with even more exceptional natural ingredients, to craft the best fragrances of tomorrow."

This site will empower customers worldwide with access to Grasse's savoir-faire, amplified by Givaudan's global scale and scientific expertise.

## **About Givaudan**

Givaudan is a global leader in Fragrance & Beauty and Taste & Wellbeing. We celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. Together with our customers we deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good. In 2025, Givaudan employed 17,580 people worldwide and achieved CHF 7.5 billion in sales with a free cash flow of 14.1%. With a heritage that stretches back over 250 years, we are committed to driving long-term, purpose-led growth by improving people's health and happiness and increasing our positive impact on nature. This is Givaudan. Human by nature. Discover more at [www.givaudan.com](http://www.givaudan.com).

## **About Givaudan Fragrance & Beauty**

Givaudan Fragrance & Beauty crafts inspired fragrances to perfume lives and memories, and develop innovative beauty and wellbeing solutions that make people look and feel good all over the world. Nature is both our responsibility and our most precious muse. We are just as committed to sustainability as we are to creating innovative products that satisfy consumer needs and anticipate their desires. With a collaborative approach that favours co-creation, we have built a diverse portfolio across personal care, fabric care, hygiene, home care, fine fragrances, and beauty, reflecting our multidisciplinary expertise. This is Givaudan. Human by nature. Learn more at [www.givaudan.com/fragrance-beauty](http://www.givaudan.com/fragrance-beauty).

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