

Making a difference to

The changing population

The global population is growing and changing fast. Businesses must also change if they are to survive, turn challenges into opportunities and be part of a positive global response.

World demographics are undergoing unprecedented change

With global population set to reach 9.7bn by 2050, without action the world will face significant food shortages in the years to come. Alongside this, although wealth distribution is uneven, many developing countries report a growing 'middle class'. The growth in this group means that more people can afford a more varied, protein-rich diet and have money to spend on preventative, as well as curative health care.

Meanwhile, populations are living for longer than ever before and the ageing population can access a wider range of medical and consumer products to meet their essential and desirable needs. Focus on anti-ageing, wellbeing and fitness self-care products continues to increase.

This unprecedented population growth and changing demographics create a dramatically different landscape for the future and the challenge will fall upon both governments and businesses to find sustainable solutions to meet the evolving demand.

Our opportunities to make a difference

These trends are generating new markets for us at Croda, and for the products we make, which have a positive impact on living standards worldwide. We anticipate a clear demand for sustainable, targeted innovations to increase crop quality and yields, giving us an opportunity to contribute to global food security.

Our high quality ingredients also play a central role in the new pharmaceutical, anti-ageing and beauty products demanded by today's and tomorrow's consumer. We aim to manufacture these ingredients sustainably by minimising the negative impact of our operations, which includes ongoing investment in technologies such as renewable energy sources to reduce our reliance on fossil fuels.

As our business grows, we are focusing on employing an increasingly diverse, multi-skilled global workforce that truly represents our changing societies, customers and consumers. We will attract and keep the very best by providing exciting opportunities to make a real difference in the changing world.

Croda Life Sciences Feeding the world

Our growing crop care portfolio is optimising the quality and yield of farmers' crops. For instance, seed treatments increase the yield of vegetables and field crops by enhancing seed performance using innovative technologies. By providing film coatings to our customers, we can better optimise their seeds while reducing the amount of crop protectants used. In addition, our priming technology delivers fast and uniform germination under a wide variety of conditions; if seeds germinate quickly and all at the same time, the crop will develop faster and uniformly, and make cultivation and harvesting more efficient.

Our recent acquisition of Plant Impact broadens our agricultural portfolio with biostimulants. These use non-GM, toxicologically benign and environmentally safe small molecule chemistry to work with the plant's natural responses, improving productivity both in ideal climates and in conditions of high heat, drought or salinity. Meanwhile, our crop protection range of naturally derived formulation additives supports our customers in getting the most out of their active ingredients, in an environmentally sensitive way.

Improving agricultural yields through our extensive agricultural product and service offerings does not just mean more food for more people. It also means more food from the same amount of land, potentially reducing issues of deforestation while delivering better quality produce, with less food waste.

Supporting the ageing population

The ageing population is currently at its highest level in human history, placing a huge burden on health systems. Our range of high purity excipients supports the delivery of some of the most challenging drug molecules, getting them to where they are most needed within the body. They offer many benefits, including enhanced stability and extended release, meaning health care is increasingly accessible and convenient for the patient, with fewer clinic visits required.

We will continue to invest in innovative technologies that drive health and wellbeing. Most recently we acquired Biosector, which adds a range of advanced vaccine adjuvants to our portfolio that enable the efficient delivery of vaccines for widespread disease prevention.