

# Thailand Fertilizer Industry Outlook to 2017 - Growth Fostered by Favorable Imports

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## Abstracts

The industry research publication titled 'Thailand Fertilizer Industry Outlook to 2017 – Growth Fostered by Favorable Imports' presents a comprehensive analysis of market size by volume of fertilizers in Thailand. The report entails the market share analysis and company profiles of major players in the fertilizer industry. The future analysis and segmentation by functionality and distribution channel have also been discussed in each of the sub-segment.

The fertilizer industry plays a significant role in Thailand as agriculture is one of the most important sectors of the country with about 60.0% of the population being involved in this sector either directly or indirectly. The consumption of fertilizers in the country is bound to grow in Thailand with the many of the factors contributing to a significant growth. These include factors such as diversification of crop production, prevailing climatic conditions, credit availability, economies of fertilizer use and fertilizer distribution facilities. Currently, some of the challenges faced by the fertilizer industry in Thailand include low fertilizer application rate, imbalanced fertilizer use and deficiency of secondary and micro nutrients. The overall fertilizer consumption reached ~ thousand tons nutrients at a CAGR of 7.5% during 2006-2012. While nitrogen fertilizers have continued to be the largest segment with a share of 58.4% in 2012, it is the potash fertilizer segment that has grown fastest in the country with the government promoting balance fertilization among farmers. Potash fertilizers made a contribution of ~% in the overall fertilizer market in 2012 growing at a CAGR of 11.5% during 2006-2012.

The fertilizer industry of Thailand is competitive but leading players such as Thai Central Public Company Limited, Chia Tai, Yara International and few others have been the largest importers in the country contributing the largest shares in the overall fertilizers market. For instance Thai Central Public Company Limited had a share of ~% in the

phosphate fertilizer market of the country. Nitrogen fertilizer segment had Chia Tai as the largest player with sales of ~ thousand tons in 2012.

The fertilizer market of Thailand is expected to reach ~ thousand tons nutrient in 2017 growing at the fastest CAGR of 10.6% as compared to all the other Asian countries. With the growing knowledge and technological advancement, a slight change would also be observed in the consumption pattern of fertilizers. However the largest contributing segment would continue to be the nitrogen segment followed by potash and phosphate at second and third position respectively with the major products being urea, ammonia phosphate and compound fertilizers in the country in the coming years.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the Thailand fertilizer market in terms of volume in the last years (2006 - 2012)

Thailand fertilizer market segmentation by nutrients(nitrogen, phosphate, potash)

Thailand fertilizer market segmentation by crop usage (cereals, oil seeds and others)

Thailand nitrogen fertilizer, phosphate fertilizer and potash market size in terms of volume in years 2006-2012.

Thailand nitrogen fertilizer, phosphate fertilizer and potash fertilizer segmentation by products and crop usage.

Trends and Developments in the fertilizer market in Thailand

Competitive landscape of major players operating in fertilizer market of Thailand (Saksiam Thai, Thai central company ltd, Terragro, Yara and others)

Future projections and macro economic factors of Thailand fertilizer industry

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