

# Analyzing the Fertilizer Industry in Canada 2016

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## Abstracts

The last couple of years has witnessed a decline in the value of the Canadian fertilizer industry. Meanwhile, on the other hand, industry volumes have been growing at a strong pace as compared to the market value. Market volume is further expected to grow in the coming years.

The year 2013 saw a major shake-up of the global fertilizer industry as the Russian company Uralkali quit the Belarusian Potash Company, which was one of the world's two major potash cartels. This led to a major decline in fertilizer prices worldwide and lowered natural gas prices as well. This also caused a decline in the overall value of the global fertilizer market.

Canada exports fertilizer materials to more than 70 countries including 95% of its potash production. About 12,000 Canadians are employed directly by the fertilizer companies, working in mines, production plants, laboratories and farm supply outlets.

Many more jobs exist in related supply and service industries, such as road, rail and marine transport and food processing. Fertilizer is the third highest volume commodity shipped by Canadian railways. Potash producers alone pay \$300 million a year in federal and provincial taxes.

Since last two decades, the industry has achieved a 10% reduction in emission levels even though total production has grown by 39%. These improvements make the Canadian fertilizer industry one of the most efficient in the world. Compared to other nitrogen fertilizer producing regions, Canada is 7% better than the global average.

The biggest players in the industry are Agrium Inc., Potash Corporation of Saskatchewan Inc. and the Mosaic Company.

Aruvian Research analyzes the fertilizer industry in Canada in its research report *Analyzing the Fertilizer Industry in Canada 2016*. The report is a complete coverage of this industry as we analyze the market through an industry overview, an analysis of the industry value and volume, a look at the industry segmentation by products and by geography, among other factors.

Apart from the analysis of the Canadian fertilizer industry, we also analyze the global fertilizer industry in a brief profile and the North American fertilizer industry as well.

The report also analyzes the Canadian fertilizer industry through a Porter's Five Forces Strategy framework analysis. This analysis includes a look at the bargaining power of buyers and suppliers in the Canadian fertilizer market, competitive rivalry in the Canadian fertilizer industry, the threat of new entrants and the threat of substitutes to the Canadian fertilizer industry.

A future perspective of the fertilizer industry in Canada is included in the report, with forecast ranging till 2019.

The research report *Analyzing the Fertilizer Industry in Canada 2016* is a comprehensive analytical presentation on the subject.

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