

Global Agricultural Water Retaining Agent Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Agricultural Water Retaining Agent market size was valued at US\$ 181 million in 2025 and is forecast to a readjusted size of US\$ 283 million by 2032 with a CAGR of 6.6% during review period.

Agricultural Water Retaining Agent is a chemical substance or polymer material that can absorb, retain and slowly release water. It mainly improves the moisture status of the soil and provides a stable moisture environment for plant growth through its unique water absorption and water retention properties.

Agricultural Water Retaining Agent can absorb and store a large amount of water, reduce the evaporation and loss of soil moisture, and improve the water retention capacity of the soil. This is particularly important for agricultural production in arid and semi-arid areas.

At the same time, since Agricultural Water Retaining Agent can store a large amount of water and slowly release it to plants for use, it can reduce the number of irrigations and water consumption. This is of great significance for saving water resources and reducing agricultural production costs.

The demand for agricultural water retaining agents varies significantly across different regions. In Asia-Pacific, the market is particularly dynamic due to the region's large agricultural base and increasing water scarcity challenges. Countries such as China and India are witnessing significant growth in the adoption of water retaining technologies to boost agricultural productivity and manage water resources more effectively. In contrast, the North American and European markets are also growing, driven by advancements

in agricultural practices and a strong focus on sustainable farming solutions.

Despite the positive growth outlook, the market faces several challenges. The market for agricultural water retaining agents is characterized by fierce competition, with numerous players vying for market share. Major companies such as Nippon Shokubai, Formosa Plastics Corporation, Qingdao Soco New Material, and Sanyo Chemical dominate the sector, holding a substantial share of the market. In 2023, the top five global players collectively held a significant market share of 61.83% in terms of revenue. These companies have established themselves as leaders in the field through innovation, extensive product portfolios, and strategic market positioning. However, this intense competition has led to market commoditization, where differentiation based on product quality has become increasingly difficult. As new manufacturers enter the market and existing players expand their offerings, the focus has shifted towards cost competitiveness rather than innovation.

In 2024, Sanyo Chemical Industries, Ltd. has decided to exit the superabsorbent polymer (SAP) market. Established as a pioneer in SAP production since 1978, the company has seen its profitability in this sector decline sharply due to oversupply, increased competition, and market commoditization. With the influx of new SAP manufacturers and the growing prevalence of low-cost products, Sanyo Chemical's SAP business, which has become a significant CO₂ emitter, has faced severe financial losses.

Looking ahead, the agricultural water retaining agent market is poised for continued expansion, driven by increasing global food demand and the need for efficient water management solutions.

This report is a detailed and comprehensive analysis for global Agricultural Water Retaining Agent market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Agricultural Water Retaining Agent market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton),

2021-2032

Global Agricultural Water Retaining Agent market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Agricultural Water Retaining Agent market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Agricultural Water Retaining Agent market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Agricultural Water Retaining Agent

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Agricultural Water Retaining Agent market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Nippon Shokubai, Formosa Plastics Corporation, Qingdao Soco New Material, Sanyo Chemical, Zibo Jadreh Polymer Technology, Bretty Young Seeds, Accepta Water Treatment, Acuro Organics, Reformchem, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Agricultural Water Retaining Agent market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Acrylamide-Acrylic Acid Salt Copolymer Cross-Linked Product

Starch Grafted Acrylic Acid Salt Copolymer Cross-Linked Product

Market segment by Application

Farmland Irrigation

Soil Improvement

Others

Major players covered

Nippon Shokubai

Formosa Plastics Corporation

Qingdao Soco New Material

Sanyo Chemical

Zibo Jadreh Polymer Technology

Bretty Young Seeds

Accepta Water Treatment

Acuro Organics

Reformchem

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)
Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Agricultural Water Retaining Agent product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Agricultural Water Retaining Agent, with price, sales quantity, revenue, and global market share of Agricultural Water Retaining Agent from 2021 to 2026.

Chapter 3, the Agricultural Water Retaining Agent competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Agricultural Water Retaining Agent breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Agricultural Water Retaining Agent market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Agricultural Water Retaining Agent.

Chapter 14 and 15, to describe Agricultural Water Retaining Agent sales channel, distributors, customers, research findings and conclusion.

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