

# Global Potassium Fulvate Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Potassium Fulvate market size is expected to reach \$ 273 million by 2032, rising at a market growth of 4.4% CAGR during the forecast period (2026-2032). Potassium fulvate is the potassium salt form of fulvic acid used as a concentrated, water-soluble organic input that improves nutrient efficiency, supports root activity, and helps stabilize micronutrients through chelation in crop production systems. It is typically supplied as a traded product in powder, flake, granule, or liquid concentrate forms and is positioned commercially as a biostimulant-like enhancer and soil-conditioning input rather than as a primary NPK fertilizer.

Upstream, the value chain begins with humic substances sourced from mineral deposits such as oxidized lignite and weathered coal, and from biomass streams such as crop residues, wood-derived materials, and other organic feedstocks that can be extracted or biologically converted. The critical upstream differentiators are feedstock access, impurity control, extraction yield, and consistency of active fulvic fractions, because downstream formulators and large distributors require stable solubility, predictable compatibility with common fertilizer salts, and repeatable performance under varied water quality and mixing conditions. On the demand side, buyers are commonly water-soluble fertilizer brands, agricultural input distributors, and crop service providers, with procurement split between bulk ingredient purchases for reformulation and branded finished-goods purchases for on-farm use.

In the current market, global production is around 220,000 metric tons, with an average selling price of about 910 USD per metric ton EXW basis. Commercial activity is dominated by agricultural consumption, and the most common purchase patterns are annual framework orders and seasonal replenishment cycles for distributors, plus bulk supply agreements for formulators that bundle potassium fulvate into water-soluble nutrition programs and foliar biostimulant packs. A smaller portion of demand is pulled by soil-conditioning inputs where potassium fulvate is positioned as a functional

enhancer for soil organic matter management, salinity stress mitigation programs, and nutrient availability support. Industrial and non-crop applications exist but are structurally secondary and are typically served by a subset of suppliers that can guarantee tighter specifications and documentation. The industry's typical gross margin is estimated at 22%, driven by barriers such as control of feedstock quality, capability to maintain high solubility at scale, disciplined QC tied to recognized testing methods, and the ability to supply consistent lots across seasons. Top 5 suppliers control approximately 25% of global revenue CR5, reflecting a structurally fragmented producer base and strong regionalization, where many producers serve local distributor networks and private-label channels.

Demand gravity is highest in China and the broader Asia region, followed by Latin America and parts of the Middle East and Africa where intensive horticulture, irrigation expansion, and distributor-driven water-soluble nutrition adoption support sustained pull. Europe and North America consume meaningful volumes but tend to place stricter requirements on documentation, consistency, and channel compliance, which raises the importance of formulation-ready grades and traceable quality systems. Looking toward 2026 to 2032, the market direction is shaped by tighter agronomic ROI expectations, increasing regulatory scrutiny on claims and labeling for biostimulant-like products, and ongoing cost pressure that favors suppliers who can improve extraction efficiency and logistics while maintaining stability in solution. Technology and process upgrades are expected to focus on purification, solubility assurance, and compatibility with complex tank-mix programs, while carbon and sustainability narratives will increasingly influence purchasing by large brands and distributors. The key bottleneck remains consistent, scalable supply of high-activity fulvic fractions with predictable performance across water qualities, crops, and application regimes, without introducing variability from feedstock shifts or uncontrolled blending practices.

This report studies the global Potassium Fulvate production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Potassium Fulvate and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Potassium Fulvate that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Potassium Fulvate total production and demand, 2021-2032, (Tons)

Global Potassium Fulvate total production value, 2021-2032, (USD Million)

Global Potassium Fulvate production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Tons), (based on production site)

Global Potassium Fulvate consumption by region & country, CAGR, 2021-2032 &

(Tons)

U.S. VS China: Potassium Fulvate domestic production, consumption, key domestic manufacturers and share

Global Potassium Fulvate production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Tons)

Global Potassium Fulvate production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

Global Potassium Fulvate production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Tons)

This report profiles key players in the global Potassium Fulvate market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include HUMINTECH GmbH, Kingenta Ecological Engineering Group, Shandong Huayuan Humic Acid Eco-Agriculture Technology, Shandong Chuangxin Humic Acid Technology, Xinjiang Shengda Yifang Biotechnology, Xi'an Tianben Agrochemical, Bailebang Bioengineering Group, Sichuan Green Microbial Technology, Omnia Specialities Australia, Jiahe Humic Acid, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Potassium Fulvate market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Tons) and average price (US\$/Ton) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Potassium Fulvate Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Potassium Fulvate Market, Segmentation by Type:

Powder

Granules

Liquid

#### Global Potassium Fulvate Market, Segmentation by Feedstock Source:

Mineral-Derived Fulvate

Biomass-Extracted Fulvate

Fermentation-Derived Fulvate

Blended-Source Fulvate

#### Global Potassium Fulvate Market, Segmentation by Functional Grade:

Agricultural Grade

Industrial Grade

#### Global Potassium Fulvate Market, Segmentation by Application:

Fertigation Water-Soluble Nutrition

Foliar Biostimulant Programs

Soil Conditioning

Feed and Aquaculture Additives

Industrial Functional Uses

### **Companies Profiled:**

HUMINTECH GmbH

Kingenta Ecological Engineering Group

Shandong Huayuan Humic Acid Eco-Agriculture Technology

Shandong Chuangxin Humic Acid Technology

Xinjiang Shengda Yifang Biotechnology

Xi'an Tianben Agrochemical

Bailebang Bioengineering Group

Sichuan Green Microbial Technology

Omnia Specialities Australia

Jiahe Humic Acid

Shanxi Tongshunyuan Humic Acid

Shanxi Linhai Humic Acid Technology

Xinjiang Black Ecological Technology

### **Key Questions Answered:**

1. How big is the global Potassium Fulvate market?

2. What is the demand of the global Potassium Fulvate market?
3. What is the year over year growth of the global Potassium Fulvate market?
4. What is the production and production value of the global Potassium Fulvate market?
5. Who are the key producers in the global Potassium Fulvate market?
6. What are the growth factors driving the market demand?

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