

Global Water Soluble Fertilizers for Horticulture Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Water Soluble Fertilizers for Horticulture market size is expected to reach \$ 4050 million by 2032, rising at a market growth of 3.1% CAGR during the forecast period (2026-2032).

Water Soluble Fertilizers for Horticulture refer to fully dissolvable fertilizer products specifically designed for horticultural crops such as vegetables, fruits, flowers, and ornamental plants, and are typically applied through drip irrigation, sprinkler systems, or foliar spraying to meet the precise nutritional requirements at different growth stages. These fertilizers are developed to address challenges in horticultural production, including uneven nutrient supply, low nutrient-use efficiency, and difficulty in quality control, by enabling rapid nutrient uptake, accurate formulation, and demand-driven application, thereby improving yield, appearance, and overall crop value. Originating from the development of greenhouse cultivation and protected agriculture, these fertilizers have evolved from general-purpose formulations into highly specialized and crop-specific nutrient solutions. Their upstream supply chain includes primary nutrients such as nitrogen, phosphorus, and potassium sources (e.g., urea, nitrates, phosphates, and potash), secondary and micronutrient salts, and functional additives such as chelating agents, amino acids, humic substances, and seaweed extracts. In addition, production depends on processing equipment such as reactors, blending systems, dissolution and drying units, as well as packaging materials, forming an integrated value chain from basic chemical inputs to advanced horticultural applications. In 2025, the global production capacity of water soluble fertilizers for horticulture is approximately 5.7 million tons, with sales reaching about 4.83 million tons. The average price is around USD 657.3 per ton, and the gross profit margin of enterprises ranges between 25% and 35%.

From a global perspective, the market for water soluble fertilizers in horticulture is experiencing steady expansion, primarily driven by the increasing cultivation of high-value crops such as fruits, vegetables, and ornamental plants. These crops require precise and consistent nutrient management, making water soluble fertilizers a preferred choice in modern horticulture systems. The growing adoption of fertigation and foliar application technologies, combined with the expansion of protected agriculture and export-oriented production, is significantly enhancing market penetration. Emerging regions are benefiting from agricultural modernization and policy support, while developed markets are driven by advanced infrastructure and stricter environmental standards, resulting in differentiated regional demand patterns.

Looking ahead, the market is expected to evolve toward more advanced, customized, and technology-driven solutions. The integration of water soluble fertilizers with precision agriculture systems, including automated irrigation and data-based nutrient management, will enable more efficient and targeted application. The rapid growth of greenhouse cultivation, hydroponics, and vertical farming will further drive demand for high-purity and fully soluble formulations. In addition, innovation in micronutrient enrichment, chelation technologies, and functional additives such as amino acids and biostimulants will enhance product performance and value. Sustainability considerations will also play a critical role, encouraging the development of environmentally friendly formulations with improved nutrient-use efficiency.

However, several challenges may constrain market growth. The relatively high cost of water soluble fertilizers compared to conventional alternatives, along with the need for specialized irrigation infrastructure, can limit adoption, particularly in cost-sensitive regions. Effective usage also requires technical knowledge and proper management practices, and a lack of farmer awareness or training can reduce efficiency and hinder market penetration. Additionally, fluctuations in raw material prices and supply chain uncertainties can impact production costs and pricing stability. Environmental concerns related to improper application and increasingly stringent regulations further add pressure on manufacturers, highlighting the need for balanced development across cost, technology, and sustainability dimensions.

This report studies the global Water Soluble Fertilizers for Horticulture production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Water Soluble Fertilizers for Horticulture 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 Water Soluble Fertilizers for Horticulture that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Water Soluble Fertilizers for Horticulture total production and demand, 2021-2032, (Kilotons)

Global Water Soluble Fertilizers for Horticulture total production value, 2021-2032, (USD Million)

Global Water Soluble Fertilizers for Horticulture production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons), (based on production site)

Global Water Soluble Fertilizers for Horticulture consumption by region & country, CAGR, 2021-2032 & (Kilotons)

U.S. VS China: Water Soluble Fertilizers for Horticulture domestic production, consumption, key domestic manufacturers and share

Global Water Soluble Fertilizers for Horticulture production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Kilotons)

Global Water Soluble Fertilizers for Horticulture production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

Global Water Soluble Fertilizers for Horticulture production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Kilotons)

This report profiles key players in the global Water Soluble Fertilizers for Horticulture 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 Nutrien, Yara, Mosaic, ICL, SQM, EuroChem, K+S, OCP, Haifa, UralChem, 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 Water Soluble Fertilizers for Horticulture market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Kilotons) 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 Water Soluble Fertilizers for Horticulture Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Water Soluble Fertilizers for Horticulture Market, Segmentation by Type:

NPK Water-soluble

Humic Acid Water-soluble

Amino Acid Water-soluble

Others

Global Water Soluble Fertilizers for Horticulture Market, Segmentation by Application Method:

Drip Irrigation Fertilizers

Foliar Fertilizers

Soil Application Fertilizers

Hydroponic Fertilizers

Global Water Soluble Fertilizers for Horticulture Market, Segmentation by Function:

General Purpose Fertilizers

High Efficiency Fertilizers

Stress Resistance Fertilizers

Global Water Soluble Fertilizers for Horticulture Market, Segmentation by Application:

Vegetables

Ornamentals

Fruit

Others

Companies Profiled:

Nutrien

Yara

Mosaic

ICL

SQM

EuroChem

K+S

OCP

Haifa

UralChem

Arab Potash

Coromandel

Grow More

Omex

Nutrite

Aries Agro

Everris

FarmHannong

Kingenta

Stanley

Hebei Monband

CNAMPGC

Sichuan Guoguang

Beijing Jinggeng

Guizhou Phosphate

Wengfu

Yuntianhua

Shanxi Qixing Chemical Technology

Sinofert Holdings

Sichuan Hongda

Key Questions Answered:

1. How big is the global Water Soluble Fertilizers for Horticulture market?
2. What is the demand of the global Water Soluble Fertilizers for Horticulture market?
3. What is the year over year growth of the global Water Soluble Fertilizers for Horticulture market?
4. What is the production and production value of the global Water Soluble Fertilizers for Horticulture market?
5. Who are the key producers in the global Water Soluble Fertilizers for Horticulture market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Water Soluble Fertilizers for Horticulture Introduction
- 1.2 World Water Soluble Fertilizers for Horticulture Supply & Forecast
 - 1.2.1 World Water Soluble Fertilizers for Horticulture Production Value (2021 & 2025 & 2032)
 - 1.2.2 World Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.2.3 World Water Soluble Fertilizers for Horticulture Pricing Trends (2021-2032)
- 1.3 World Water Soluble Fertilizers for Horticulture Production by Region (Based on Production Site)
 - 1.3.1 World Water Soluble Fertilizers for Horticulture Production Value by Region (2021-2032)
 - 1.3.2 World Water Soluble Fertilizers for Horticulture Production by Region (2021-2032)
 - 1.3.3 World Water Soluble Fertilizers for Horticulture Average Price by Region (2021-2032)
 - 1.3.4 North America Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.3.5 Europe Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.3.6 China Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.3.7 Japan Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.3.8 India Water Soluble Fertilizers for Horticulture Production (2021-2032)
 - 1.3.9 Israel Water Soluble Fertilizers for Horticulture Production (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Water Soluble Fertilizers for Horticulture Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Water Soluble Fertilizers for Horticulture Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Water Soluble Fertilizers for Horticulture Demand (2021-2032)
- 2.2 World Water Soluble Fertilizers for Horticulture Consumption by Region
 - 2.2.1 World Water Soluble Fertilizers for Horticulture Consumption by Region (2021-2026)
 - 2.2.2 World Water Soluble Fertilizers for Horticulture Consumption Forecast by Region (2027-2032)
- 2.3 United States Water Soluble Fertilizers for Horticulture Consumption (2021-2032)
- 2.4 China Water Soluble Fertilizers for Horticulture Consumption (2021-2032)

- 2.5 Europe Water Soluble Fertilizers for Horticulture Consumption (2021-2032)
- 2.6 Japan Water Soluble Fertilizers for Horticulture Consumption (2021-2032)
- 2.7 South Korea Water Soluble Fertilizers for Horticulture Consumption (2021-2032)
- 2.8 ASEAN Water Soluble Fertilizers for Horticulture Consumption (2021-2032)
- 2.9 India Water Soluble Fertilizers for Horticulture Consumption (2021-2032)

3 WORLD MANUFACTURERS COMPETITIVE ANALYSIS

- 3.1 World Water Soluble Fertilizers for Horticulture Production Value by Manufacturer (2021-2026)
- 3.2 World Water Soluble Fertilizers for Horticulture Production by Manufacturer (2021-2026)
- 3.3 World Water Soluble Fertilizers for Horticulture Average Price by Manufacturer (2021-2026)
- 3.4 Water Soluble Fertilizers for Horticulture Company Evaluation Quadrant
- 3.5 Industry Rank and Concentration Rate (CR)
 - 3.5.1 Global Water Soluble Fertilizers for Horticulture Industry Rank of Major Manufacturers
 - 3.5.2 Global Concentration Ratios (CR4) for Water Soluble Fertilizers for Horticulture in 2025
 - 3.5.3 Global Concentration Ratios (CR8) for Water Soluble Fertilizers for Horticulture in 2025
- 3.6 Water Soluble Fertilizers for Horticulture Market: Overall Company Footprint Analysis
 - 3.6.1 Water Soluble Fertilizers for Horticulture Market: Region Footprint
 - 3.6.2 Water Soluble Fertilizers for Horticulture Market: Company Product Type Footprint
 - 3.6.3 Water Soluble Fertilizers for Horticulture Market: Company Product Application Footprint
- 3.7 Competitive Environment
 - 3.7.1 Historical Structure of the Industry
 - 3.7.2 Barriers of Market Entry
 - 3.7.3 Factors of Competition
- 3.8 New Entrant and Capacity Expansion Plans
- 3.9 Mergers, Acquisition, Agreements, and Collaborations

4 UNITED STATES VS CHINA VS REST OF THE WORLD

- 4.1 United States VS China: Water Soluble Fertilizers for Horticulture Production Value

Comparison

4.1.1 United States VS China: Water Soluble Fertilizers for Horticulture Production Value Comparison (2021 & 2025 & 2032)

4.1.2 United States VS China: Water Soluble Fertilizers for Horticulture Production Value Market Share Comparison (2021 & 2025 & 2032)

4.2 United States VS China: Water Soluble Fertilizers for Horticulture Production Comparison

4.2.1 United States VS China: Water Soluble Fertilizers for Horticulture Production Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Water Soluble Fertilizers for Horticulture Production Market Share Comparison (2021 & 2025 & 2032)

4.3 United States VS China: Water Soluble Fertilizers for Horticulture Consumption Comparison

4.3.1 United States VS China: Water Soluble Fertilizers for Horticulture Consumption Comparison (2021 & 2025 & 2032)

4.3.2 United States VS China: Water Soluble Fertilizers for Horticulture Consumption Market Share Comparison (2021 & 2025 & 2032)

4.4 United States Based Water Soluble Fertilizers for Horticulture Manufacturers and Market Share, 2021-2026

4.4.1 United States Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (States, Country)

4.4.2 United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value (2021-2026)

4.4.3 United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production (2021-2026)

4.5 China Based Water Soluble Fertilizers for Horticulture Manufacturers and Market Share

4.5.1 China Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (Province, Country)

4.5.2 China Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value (2021-2026)

4.5.3 China Based Manufacturers Water Soluble Fertilizers for Horticulture Production (2021-2026)

4.6 Rest of World Based Water Soluble Fertilizers for Horticulture Manufacturers and Market Share, 2021-2026

4.6.1 Rest of World Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (State, Country)

4.6.2 Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value (2021-2026)

4.6.3 Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Water Soluble Fertilizers for Horticulture Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 NPK Water-soluble

5.2.2 Humic Acid Water-soluble

5.2.3 Amino Acid Water-soluble

5.2.4 Others

5.3 Market Segment by Type

5.3.1 World Water Soluble Fertilizers for Horticulture Production by Type (2021-2032)

5.3.2 World Water Soluble Fertilizers for Horticulture Production Value by Type (2021-2032)

5.3.3 World Water Soluble Fertilizers for Horticulture Average Price by Type (2021-2032)

6 MARKET ANALYSIS BY APPLICATION METHOD

6.1 World Water Soluble Fertilizers for Horticulture Market Size Overview by Application Method: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Application Method

6.2.1 Drip Irrigation Fertilizers

6.2.2 Foliar Fertilizers

6.2.3 Soil Application Fertilizers

6.2.4 Hydroponic Fertilizers

6.3 Market Segment by Application Method

6.3.1 World Water Soluble Fertilizers for Horticulture Production by Application Method (2021-2032)

6.3.2 World Water Soluble Fertilizers for Horticulture Production Value by Application Method (2021-2032)

6.3.3 World Water Soluble Fertilizers for Horticulture Average Price by Application Method (2021-2032)

7 MARKET ANALYSIS BY FUNCTION

7.1 World Water Soluble Fertilizers for Horticulture Market Size Overview by Function:

2021 VS 2025 VS 2032

7.2 Segment Introduction by Function

7.2.1 General Purpose Fertilizers

7.2.2 High Efficiency Fertilizers

7.2.3 Stress Resistance Fertilizers

7.3 Market Segment by Function

7.3.1 World Water Soluble Fertilizers for Horticulture Production by Function
(2021-2032)

7.3.2 World Water Soluble Fertilizers for Horticulture Production Value by Function
(2021-2032)

7.3.3 World Water Soluble Fertilizers for Horticulture Average Price by Function
(2021-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Water Soluble Fertilizers for Horticulture Market Size Overview by
Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Vegetables

8.2.2 Ornamentals

8.2.3 Fruit

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World Water Soluble Fertilizers for Horticulture Production by Application
(2021-2032)

8.3.2 World Water Soluble Fertilizers for Horticulture Production Value by Application
(2021-2032)

8.3.3 World Water Soluble Fertilizers for Horticulture Average Price by Application
(2021-2032)

9 COMPANY PROFILES

9.1 Nutrien

9.1.1 Nutrien Details

9.1.2 Nutrien Major Business

9.1.3 Nutrien Water Soluble Fertilizers for Horticulture Product and Services

9.1.4 Nutrien Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross
Margin and Market Share (2021-2026)

9.1.5 Nutrien Recent Developments/Updates

9.1.6 Nutrien Competitive Strengths & Weaknesses

9.2 Yara

9.2.1 Yara Details

9.2.2 Yara Major Business

9.2.3 Yara Water Soluble Fertilizers for Horticulture Product and Services

9.2.4 Yara Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.2.5 Yara Recent Developments/Updates

9.2.6 Yara Competitive Strengths & Weaknesses

9.3 Mosaic

9.3.1 Mosaic Details

9.3.2 Mosaic Major Business

9.3.3 Mosaic Water Soluble Fertilizers for Horticulture Product and Services

9.3.4 Mosaic Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.3.5 Mosaic Recent Developments/Updates

9.3.6 Mosaic Competitive Strengths & Weaknesses

9.4 ICL

9.4.1 ICL Details

9.4.2 ICL Major Business

9.4.3 ICL Water Soluble Fertilizers for Horticulture Product and Services

9.4.4 ICL Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.4.5 ICL Recent Developments/Updates

9.4.6 ICL Competitive Strengths & Weaknesses

9.5 SQM

9.5.1 SQM Details

9.5.2 SQM Major Business

9.5.3 SQM Water Soluble Fertilizers for Horticulture Product and Services

9.5.4 SQM Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.5.5 SQM Recent Developments/Updates

9.5.6 SQM Competitive Strengths & Weaknesses

9.6 EuroChem

9.6.1 EuroChem Details

9.6.2 EuroChem Major Business

9.6.3 EuroChem Water Soluble Fertilizers for Horticulture Product and Services

9.6.4 EuroChem Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

- 9.6.5 EuroChem Recent Developments/Updates
- 9.6.6 EuroChem Competitive Strengths & Weaknesses
- 9.7 K+S
 - 9.7.1 K+S Details
 - 9.7.2 K+S Major Business
 - 9.7.3 K+S Water Soluble Fertilizers for Horticulture Product and Services
 - 9.7.4 K+S Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.7.5 K+S Recent Developments/Updates
 - 9.7.6 K+S Competitive Strengths & Weaknesses
- 9.8 OCP
 - 9.8.1 OCP Details
 - 9.8.2 OCP Major Business
 - 9.8.3 OCP Water Soluble Fertilizers for Horticulture Product and Services
 - 9.8.4 OCP Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.8.5 OCP Recent Developments/Updates
 - 9.8.6 OCP Competitive Strengths & Weaknesses
- 9.9 Haifa
 - 9.9.1 Haifa Details
 - 9.9.2 Haifa Major Business
 - 9.9.3 Haifa Water Soluble Fertilizers for Horticulture Product and Services
 - 9.9.4 Haifa Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Haifa Recent Developments/Updates
 - 9.9.6 Haifa Competitive Strengths & Weaknesses
- 9.10 UralChem
 - 9.10.1 UralChem Details
 - 9.10.2 UralChem Major Business
 - 9.10.3 UralChem Water Soluble Fertilizers for Horticulture Product and Services
 - 9.10.4 UralChem Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.10.5 UralChem Recent Developments/Updates
 - 9.10.6 UralChem Competitive Strengths & Weaknesses
- 9.11 Arab Potash
 - 9.11.1 Arab Potash Details
 - 9.11.2 Arab Potash Major Business
 - 9.11.3 Arab Potash Water Soluble Fertilizers for Horticulture Product and Services
 - 9.11.4 Arab Potash Water Soluble Fertilizers for Horticulture Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.11.5 Arab Potash Recent Developments/Updates

9.11.6 Arab Potash Competitive Strengths & Weaknesses

9.12 Coromandel

9.12.1 Coromandel Details

9.12.2 Coromandel Major Business

9.12.3 Coromandel Water Soluble Fertilizers for Horticulture Product and Services

9.12.4 Coromandel Water Soluble Fertilizers for Horticulture Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.12.5 Coromandel Recent Developments/Updates

9.12.6 Coromandel Competitive Strengths & Weaknesses

9.13 Grow More

9.13.1 Grow More Details

9.13.2 Grow More Major Business

9.13.3 Grow More Water Soluble Fertilizers for Horticulture Product and Services

9.13.4 Grow More Water Soluble Fertilizers for Horticulture Production, Price, Value,

Gross Margin and Market Share (2021-2026)

9.13.5 Grow More Recent Developments/Updates

9.13.6 Grow More Competitive Strengths & Weaknesses

9.14 Omex

9.14.1 Omex Details

9.14.2 Omex Major Business

9.14.3 Omex Water Soluble Fertilizers for Horticulture Product and Services

9.14.4 Omex Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.14.5 Omex Recent Developments/Updates

9.14.6 Omex Competitive Strengths & Weaknesses

9.15 Nutrite

9.15.1 Nutrite Details

9.15.2 Nutrite Major Business

9.15.3 Nutrite Water Soluble Fertilizers for Horticulture Product and Services

9.15.4 Nutrite Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross

Margin and Market Share (2021-2026)

9.15.5 Nutrite Recent Developments/Updates

9.15.6 Nutrite Competitive Strengths & Weaknesses

9.16 Aries Agro

9.16.1 Aries Agro Details

9.16.2 Aries Agro Major Business

9.16.3 Aries Agro Water Soluble Fertilizers for Horticulture Product and Services

9.16.4 Aries Agro Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.16.5 Aries Agro Recent Developments/Updates

9.16.6 Aries Agro Competitive Strengths & Weaknesses

9.17 Everris

9.17.1 Everris Details

9.17.2 Everris Major Business

9.17.3 Everris Water Soluble Fertilizers for Horticulture Product and Services

9.17.4 Everris Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.17.5 Everris Recent Developments/Updates

9.17.6 Everris Competitive Strengths & Weaknesses

9.18 FarmHannong

9.18.1 FarmHannong Details

9.18.2 FarmHannong Major Business

9.18.3 FarmHannong Water Soluble Fertilizers for Horticulture Product and Services

9.18.4 FarmHannong Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.18.5 FarmHannong Recent Developments/Updates

9.18.6 FarmHannong Competitive Strengths & Weaknesses

9.19 Kingenta

9.19.1 Kingenta Details

9.19.2 Kingenta Major Business

9.19.3 Kingenta Water Soluble Fertilizers for Horticulture Product and Services

9.19.4 Kingenta Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.19.5 Kingenta Recent Developments/Updates

9.19.6 Kingenta Competitive Strengths & Weaknesses

9.20 Stanley

9.20.1 Stanley Details

9.20.2 Stanley Major Business

9.20.3 Stanley Water Soluble Fertilizers for Horticulture Product and Services

9.20.4 Stanley Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.20.5 Stanley Recent Developments/Updates

9.20.6 Stanley Competitive Strengths & Weaknesses

9.21 Hebei Monband

9.21.1 Hebei Monband Details

9.21.2 Hebei Monband Major Business

- 9.21.3 Hebei Monband Water Soluble Fertilizers for Horticulture Product and Services
- 9.21.4 Hebei Monband Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
- 9.21.5 Hebei Monband Recent Developments/Updates
- 9.21.6 Hebei Monband Competitive Strengths & Weaknesses
- 9.22 CNAMPGC
 - 9.22.1 CNAMPGC Details
 - 9.22.2 CNAMPGC Major Business
 - 9.22.3 CNAMPGC Water Soluble Fertilizers for Horticulture Product and Services
 - 9.22.4 CNAMPGC Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.22.5 CNAMPGC Recent Developments/Updates
 - 9.22.6 CNAMPGC Competitive Strengths & Weaknesses
- 9.23 Sichuan Guoguang
 - 9.23.1 Sichuan Guoguang Details
 - 9.23.2 Sichuan Guoguang Major Business
 - 9.23.3 Sichuan Guoguang Water Soluble Fertilizers for Horticulture Product and Services
 - 9.23.4 Sichuan Guoguang Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.23.5 Sichuan Guoguang Recent Developments/Updates
 - 9.23.6 Sichuan Guoguang Competitive Strengths & Weaknesses
- 9.24 Beijing Jinggeng
 - 9.24.1 Beijing Jinggeng Details
 - 9.24.2 Beijing Jinggeng Major Business
 - 9.24.3 Beijing Jinggeng Water Soluble Fertilizers for Horticulture Product and Services
 - 9.24.4 Beijing Jinggeng Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.24.5 Beijing Jinggeng Recent Developments/Updates
 - 9.24.6 Beijing Jinggeng Competitive Strengths & Weaknesses
- 9.25 Guizhou Phosphate
 - 9.25.1 Guizhou Phosphate Details
 - 9.25.2 Guizhou Phosphate Major Business
 - 9.25.3 Guizhou Phosphate Water Soluble Fertilizers for Horticulture Product and Services
 - 9.25.4 Guizhou Phosphate Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)
 - 9.25.5 Guizhou Phosphate Recent Developments/Updates
 - 9.25.6 Guizhou Phosphate Competitive Strengths & Weaknesses

9.26 Wengfu

9.26.1 Wengfu Details

9.26.2 Wengfu Major Business

9.26.3 Wengfu Water Soluble Fertilizers for Horticulture Product and Services

9.26.4 Wengfu Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.26.5 Wengfu Recent Developments/Updates

9.26.6 Wengfu Competitive Strengths & Weaknesses

9.27 Yuntianhua

9.27.1 Yuntianhua Details

9.27.2 Yuntianhua Major Business

9.27.3 Yuntianhua Water Soluble Fertilizers for Horticulture Product and Services

9.27.4 Yuntianhua Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.27.5 Yuntianhua Recent Developments/Updates

9.27.6 Yuntianhua Competitive Strengths & Weaknesses

9.28 Shanxi Qixing Chemical Technology

9.28.1 Shanxi Qixing Chemical Technology Details

9.28.2 Shanxi Qixing Chemical Technology Major Business

9.28.3 Shanxi Qixing Chemical Technology Water Soluble Fertilizers for Horticulture Product and Services

9.28.4 Shanxi Qixing Chemical Technology Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.28.5 Shanxi Qixing Chemical Technology Recent Developments/Updates

9.28.6 Shanxi Qixing Chemical Technology Competitive Strengths & Weaknesses

9.29 Sinofert Holdings

9.29.1 Sinofert Holdings Details

9.29.2 Sinofert Holdings Major Business

9.29.3 Sinofert Holdings Water Soluble Fertilizers for Horticulture Product and Services

9.29.4 Sinofert Holdings Water Soluble Fertilizers for Horticulture Production, Price, Value, Gross Margin and Market Share (2021-2026)

9.29.5 Sinofert Holdings Recent Developments/Updates

9.29.6 Sinofert Holdings Competitive Strengths & Weaknesses

9.30 Sichuan Hongda

9.30.1 Sichuan Hongda Details

9.30.2 Sichuan Hongda Major Business

9.30.3 Sichuan Hongda Water Soluble Fertilizers for Horticulture Product and Services

9.30.4 Sichuan Hongda Water Soluble Fertilizers for Horticulture Production, Price,

Value, Gross Margin and Market Share (2021-2026)

9.30.5 Sichuan Hongda Recent Developments/Updates

9.30.6 Sichuan Hongda Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Water Soluble Fertilizers for Horticulture Industry Chain

10.2 Water Soluble Fertilizers for Horticulture Upstream Analysis

10.2.1 Water Soluble Fertilizers for Horticulture Core Raw Materials

10.2.2 Main Manufacturers of Water Soluble Fertilizers for Horticulture Core Raw Materials

10.3 Midstream Analysis

10.4 Downstream Analysis

10.5 Water Soluble Fertilizers for Horticulture Production Mode

10.6 Water Soluble Fertilizers for Horticulture Procurement Model

10.7 Water Soluble Fertilizers for Horticulture Industry Sales Model and Sales Channels

10.7.1 Water Soluble Fertilizers for Horticulture Sales Model

10.7.2 Water Soluble Fertilizers for Horticulture Typical Distributors

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Water Soluble Fertilizers for Horticulture Production Value by Region (2021, 2025 and 2032) & (USD Million)

Table 2. World Water Soluble Fertilizers for Horticulture Production Value by Region (2021-2026) & (USD Million)

Table 3. World Water Soluble Fertilizers for Horticulture Production Value by Region (2027-2032) & (USD Million)

Table 4. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Region (2021-2026)

Table 5. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Region (2027-2032)

Table 6. World Water Soluble Fertilizers for Horticulture Production by Region (2021-2026) & (Kilotons)

Table 7. World Water Soluble Fertilizers for Horticulture Production by Region (2027-2032) & (Kilotons)

Table 8. World Water Soluble Fertilizers for Horticulture Production Market Share by Region (2021-2026)

Table 9. World Water Soluble Fertilizers for Horticulture Production Market Share by Region (2027-2032)

Table 10. World Water Soluble Fertilizers for Horticulture Average Price by Region (2021-2026) & (US\$/Ton)

Table 11. World Water Soluble Fertilizers for Horticulture Average Price by Region (2027-2032) & (US\$/Ton)

Table 12. Water Soluble Fertilizers for Horticulture Major Market Trends

Table 13. World Water Soluble Fertilizers for Horticulture Consumption Growth Rate Forecast by Region (2021 & 2025 & 2032) & (Kilotons)

Table 14. World Water Soluble Fertilizers for Horticulture Consumption by Region (2021-2026) & (Kilotons)

Table 15. World Water Soluble Fertilizers for Horticulture Consumption Forecast by Region (2027-2032) & (Kilotons)

Table 16. World Water Soluble Fertilizers for Horticulture Production Value by Manufacturer (2021-2026) & (USD Million)

Table 17. Production Value Market Share of Key Water Soluble Fertilizers for Horticulture Producers in 2025

Table 18. World Water Soluble Fertilizers for Horticulture Production by Manufacturer (2021-2026) & (Kilotons)

Table 19. Production Market Share of Key Water Soluble Fertilizers for Horticulture Producers in 2025

Table 20. World Water Soluble Fertilizers for Horticulture Average Price by Manufacturer (2021-2026) & (US\$/Ton)

Table 21. Global Water Soluble Fertilizers for Horticulture Company Evaluation Quadrant

Table 22. World Water Soluble Fertilizers for Horticulture Industry Rank of Major Manufacturers, Based on Production Value in 2025

Table 23. Head Office and Water Soluble Fertilizers for Horticulture Production Site of Key Manufacturer

Table 24. Water Soluble Fertilizers for Horticulture Market: Company Product Type Footprint

Table 25. Water Soluble Fertilizers for Horticulture Market: Company Product Application Footprint

Table 26. Water Soluble Fertilizers for Horticulture Competitive Factors

Table 27. Water Soluble Fertilizers for Horticulture New Entrant and Capacity Expansion Plans

Table 28. Water Soluble Fertilizers for Horticulture Mergers & Acquisitions Activity

Table 29. United States VS China Water Soluble Fertilizers for Horticulture Production Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 30. United States VS China Water Soluble Fertilizers for Horticulture Production Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 31. United States VS China Water Soluble Fertilizers for Horticulture Consumption Comparison, (2021 & 2025 & 2032) & (Kilotons)

Table 32. United States Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (States, Country)

Table 33. United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value, (2021-2026) & (USD Million)

Table 34. United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value Market Share (2021-2026)

Table 35. United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production (2021-2026) & (Kilotons)

Table 36. United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share (2021-2026)

Table 37. China Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (Province, Country)

Table 38. China Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value, (2021-2026) & (USD Million)

Table 39. China Based Manufacturers Water Soluble Fertilizers for Horticulture

Production Value Market Share (2021-2026)

Table 40. China Based Manufacturers Water Soluble Fertilizers for Horticulture Production, (2021-2026) & (Kilotons)

Table 41. China Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share (2021-2026)

Table 42. Rest of World Based Water Soluble Fertilizers for Horticulture Manufacturers, Headquarters and Production Site (State, Country)

Table 43. Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value, (2021-2026) & (USD Million)

Table 44. Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production Value Market Share (2021-2026)

Table 45. Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production, (2021-2026) & (Kilotons)

Table 46. Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share (2021-2026)

Table 47. World Water Soluble Fertilizers for Horticulture Production Value by Type, (USD Million), 2021 & 2025 & 2032

Table 48. World Water Soluble Fertilizers for Horticulture Production by Type (2021-2026) & (Kilotons)

Table 49. World Water Soluble Fertilizers for Horticulture Production by Type (2027-2032) & (Kilotons)

Table 50. World Water Soluble Fertilizers for Horticulture Production Value by Type (2021-2026) & (USD Million)

Table 51. World Water Soluble Fertilizers for Horticulture Production Value by Type (2027-2032) & (USD Million)

Table 52. World Water Soluble Fertilizers for Horticulture Average Price by Type (2021-2026) & (US\$/Ton)

Table 53. World Water Soluble Fertilizers for Horticulture Average Price by Type (2027-2032) & (US\$/Ton)

Table 54. World Water Soluble Fertilizers for Horticulture Production Value by Application Method, (USD Million), 2021 & 2025 & 2032

Table 55. World Water Soluble Fertilizers for Horticulture Production by Application Method (2021-2026) & (Kilotons)

Table 56. World Water Soluble Fertilizers for Horticulture Production by Application Method (2027-2032) & (Kilotons)

Table 57. World Water Soluble Fertilizers for Horticulture Production Value by Application Method (2021-2026) & (USD Million)

Table 58. World Water Soluble Fertilizers for Horticulture Production Value by Application Method (2027-2032) & (USD Million)

Table 59. World Water Soluble Fertilizers for Horticulture Average Price by Application Method (2021-2026) & (US\$/Ton)

Table 60. World Water Soluble Fertilizers for Horticulture Average Price by Application Method (2027-2032) & (US\$/Ton)

Table 61. World Water Soluble Fertilizers for Horticulture Production Value by Function, (USD Million), 2021 & 2025 & 2032

Table 62. World Water Soluble Fertilizers for Horticulture Production by Function (2021-2026) & (Kilotons)

Table 63. World Water Soluble Fertilizers for Horticulture Production by Function (2027-2032) & (Kilotons)

Table 64. World Water Soluble Fertilizers for Horticulture Production Value by Function (2021-2026) & (USD Million)

Table 65. World Water Soluble Fertilizers for Horticulture Production Value by Function (2027-2032) & (USD Million)

Table 66. World Water Soluble Fertilizers for Horticulture Average Price by Function (2021-2026) & (US\$/Ton)

Table 67. World Water Soluble Fertilizers for Horticulture Average Price by Function (2027-2032) & (US\$/Ton)

Table 68. World Water Soluble Fertilizers for Horticulture Production Value by Application, (USD Million), 2021 & 2025 & 2032

Table 69. World Water Soluble Fertilizers for Horticulture Production by Application (2021-2026) & (Kilotons)

Table 70. World Water Soluble Fertilizers for Horticulture Production by Application (2027-2032) & (Kilotons)

Table 71. World Water Soluble Fertilizers for Horticulture Production Value by Application (2021-2026) & (USD Million)

Table 72. World Water Soluble Fertilizers for Horticulture Production Value by Application (2027-2032) & (USD Million)

Table 73. World Water Soluble Fertilizers for Horticulture Average Price by Application (2021-2026) & (US\$/Ton)

Table 74. World Water Soluble Fertilizers for Horticulture Average Price by Application (2027-2032) & (US\$/Ton)

Table 75. Nutrien Basic Information, Manufacturing Base and Competitors

Table 76. Nutrien Major Business

Table 77. Nutrien Water Soluble Fertilizers for Horticulture Product and Services

Table 78. Nutrien Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 79. Nutrien Recent Developments/Updates

- Table 80. Nutrien Competitive Strengths & Weaknesses
- Table 81. Yara Basic Information, Manufacturing Base and Competitors
- Table 82. Yara Major Business
- Table 83. Yara Water Soluble Fertilizers for Horticulture Product and Services
- Table 84. Yara Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 85. Yara Recent Developments/Updates
- Table 86. Yara Competitive Strengths & Weaknesses
- Table 87. Mosaic Basic Information, Manufacturing Base and Competitors
- Table 88. Mosaic Major Business
- Table 89. Mosaic Water Soluble Fertilizers for Horticulture Product and Services
- Table 90. Mosaic Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 91. Mosaic Recent Developments/Updates
- Table 92. Mosaic Competitive Strengths & Weaknesses
- Table 93. ICL Basic Information, Manufacturing Base and Competitors
- Table 94. ICL Major Business
- Table 95. ICL Water Soluble Fertilizers for Horticulture Product and Services
- Table 96. ICL Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 97. ICL Recent Developments/Updates
- Table 98. ICL Competitive Strengths & Weaknesses
- Table 99. SQM Basic Information, Manufacturing Base and Competitors
- Table 100. SQM Major Business
- Table 101. SQM Water Soluble Fertilizers for Horticulture Product and Services
- Table 102. SQM Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 103. SQM Recent Developments/Updates
- Table 104. SQM Competitive Strengths & Weaknesses
- Table 105. EuroChem Basic Information, Manufacturing Base and Competitors
- Table 106. EuroChem Major Business
- Table 107. EuroChem Water Soluble Fertilizers for Horticulture Product and Services
- Table 108. EuroChem Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

- Table 109. EuroChem Recent Developments/Updates
- Table 110. EuroChem Competitive Strengths & Weaknesses
- Table 111. K+S Basic Information, Manufacturing Base and Competitors
- Table 112. K+S Major Business
- Table 113. K+S Water Soluble Fertilizers for Horticulture Product and Services
- Table 114. K+S Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 115. K+S Recent Developments/Updates
- Table 116. K+S Competitive Strengths & Weaknesses
- Table 117. OCP Basic Information, Manufacturing Base and Competitors
- Table 118. OCP Major Business
- Table 119. OCP Water Soluble Fertilizers for Horticulture Product and Services
- Table 120. OCP Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 121. OCP Recent Developments/Updates
- Table 122. OCP Competitive Strengths & Weaknesses
- Table 123. Haifa Basic Information, Manufacturing Base and Competitors
- Table 124. Haifa Major Business
- Table 125. Haifa Water Soluble Fertilizers for Horticulture Product and Services
- Table 126. Haifa Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 127. Haifa Recent Developments/Updates
- Table 128. Haifa Competitive Strengths & Weaknesses
- Table 129. UralChem Basic Information, Manufacturing Base and Competitors
- Table 130. UralChem Major Business
- Table 131. UralChem Water Soluble Fertilizers for Horticulture Product and Services
- Table 132. UralChem Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)
- Table 133. UralChem Recent Developments/Updates
- Table 134. UralChem Competitive Strengths & Weaknesses
- Table 135. Arab Potash Basic Information, Manufacturing Base and Competitors
- Table 136. Arab Potash Major Business
- Table 137. Arab Potash Water Soluble Fertilizers for Horticulture Product and Services
- Table 138. Arab Potash Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 139. Arab Potash Recent Developments/Updates

Table 140. Arab Potash Competitive Strengths & Weaknesses

Table 141. Coromandel Basic Information, Manufacturing Base and Competitors

Table 142. Coromandel Major Business

Table 143. Coromandel Water Soluble Fertilizers for Horticulture Product and Services

Table 144. Coromandel Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 145. Coromandel Recent Developments/Updates

Table 146. Coromandel Competitive Strengths & Weaknesses

Table 147. Grow More Basic Information, Manufacturing Base and Competitors

Table 148. Grow More Major Business

Table 149. Grow More Water Soluble Fertilizers for Horticulture Product and Services

Table 150. Grow More Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 151. Grow More Recent Developments/Updates

Table 152. Grow More Competitive Strengths & Weaknesses

Table 153. Omex Basic Information, Manufacturing Base and Competitors

Table 154. Omex Major Business

Table 155. Omex Water Soluble Fertilizers for Horticulture Product and Services

Table 156. Omex Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 157. Omex Recent Developments/Updates

Table 158. Omex Competitive Strengths & Weaknesses

Table 159. Nutrite Basic Information, Manufacturing Base and Competitors

Table 160. Nutrite Major Business

Table 161. Nutrite Water Soluble Fertilizers for Horticulture Product and Services

Table 162. Nutrite Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share

(2021-2026)

Table 163. Nutrite Recent Developments/Updates

Table 164. Nutrite Competitive Strengths & Weaknesses

Table 165. Aries Agro Basic Information, Manufacturing Base and Competitors

Table 166. Aries Agro Major Business

Table 167. Aries Agro Water Soluble Fertilizers for Horticulture Product and Services

Table 168. Aries Agro Water Soluble Fertilizers for Horticulture Production (Kilotons),

Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 169. Aries Agro Recent Developments/Updates

Table 170. Aries Agro Competitive Strengths & Weaknesses

Table 171. Everris Basic Information, Manufacturing Base and Competitors

Table 172. Everris Major Business

Table 173. Everris Water Soluble Fertilizers for Horticulture Product and Services

Table 174. Everris Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 175. Everris Recent Developments/Updates

Table 176. Everris Competitive Strengths & Weaknesses

Table 177. FarmHannong Basic Information, Manufacturing Base and Competitors

Table 178. FarmHannong Major Business

Table 179. FarmHannong Water Soluble Fertilizers for Horticulture Product and Services

Table 180. FarmHannong Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 181. FarmHannong Recent Developments/Updates

Table 182. FarmHannong Competitive Strengths & Weaknesses

Table 183. Kingenta Basic Information, Manufacturing Base and Competitors

Table 184. Kingenta Major Business

Table 185. Kingenta Water Soluble Fertilizers for Horticulture Product and Services

Table 186. Kingenta Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 187. Kingenta Recent Developments/Updates

Table 188. Kingenta Competitive Strengths & Weaknesses

Table 189. Stanley Basic Information, Manufacturing Base and Competitors

Table 190. Stanley Major Business

Table 191. Stanley Water Soluble Fertilizers for Horticulture Product and Services

Table 192. Stanley Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 193. Stanley Recent Developments/Updates

Table 194. Stanley Competitive Strengths & Weaknesses

Table 195. Hebei Monband Basic Information, Manufacturing Base and Competitors

Table 196. Hebei Monband Major Business

Table 197. Hebei Monband Water Soluble Fertilizers for Horticulture Product and Services

Table 198. Hebei Monband Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 199. Hebei Monband Recent Developments/Updates

Table 200. Hebei Monband Competitive Strengths & Weaknesses

Table 201. CNAMPGC Basic Information, Manufacturing Base and Competitors

Table 202. CNAMPGC Major Business

Table 203. CNAMPGC Water Soluble Fertilizers for Horticulture Product and Services

Table 204. CNAMPGC Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 205. CNAMPGC Recent Developments/Updates

Table 206. CNAMPGC Competitive Strengths & Weaknesses

Table 207. Sichuan Guoguang Basic Information, Manufacturing Base and Competitors

Table 208. Sichuan Guoguang Major Business

Table 209. Sichuan Guoguang Water Soluble Fertilizers for Horticulture Product and Services

Table 210. Sichuan Guoguang Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 211. Sichuan Guoguang Recent Developments/Updates

Table 212. Sichuan Guoguang Competitive Strengths & Weaknesses

Table 213. Beijing Jinggeng Basic Information, Manufacturing Base and Competitors

Table 214. Beijing Jinggeng Major Business

Table 215. Beijing Jinggeng Water Soluble Fertilizers for Horticulture Product and Services

Table 216. Beijing Jinggeng Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 217. Beijing Jinggeng Recent Developments/Updates

Table 218. Beijing Jinggeng Competitive Strengths & Weaknesses

Table 219. Guizhou Phosphate Basic Information, Manufacturing Base and Competitors

Table 220. Guizhou Phosphate Major Business

Table 221. Guizhou Phosphate Water Soluble Fertilizers for Horticulture Product and Services

Table 222. Guizhou Phosphate Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market

Share (2021-2026)

Table 223. Guizhou Phosphate Recent Developments/Updates

Table 224. Guizhou Phosphate Competitive Strengths & Weaknesses

Table 225. Wengfu Basic Information, Manufacturing Base and Competitors

Table 226. Wengfu Major Business

Table 227. Wengfu Water Soluble Fertilizers for Horticulture Product and Services

Table 228. Wengfu Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 229. Wengfu Recent Developments/Updates

Table 230. Wengfu Competitive Strengths & Weaknesses

Table 231. Yuntianhua Basic Information, Manufacturing Base and Competitors

Table 232. Yuntianhua Major Business

Table 233. Yuntianhua Water Soluble Fertilizers for Horticulture Product and Services

Table 234. Yuntianhua Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 235. Yuntianhua Recent Developments/Updates

Table 236. Yuntianhua Competitive Strengths & Weaknesses

Table 237. Shanxi Qixing Chemical Technology Basic Information, Manufacturing Base and Competitors

Table 238. Shanxi Qixing Chemical Technology Major Business

Table 239. Shanxi Qixing Chemical Technology Water Soluble Fertilizers for Horticulture Product and Services

Table 240. Shanxi Qixing Chemical Technology Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 241. Shanxi Qixing Chemical Technology Recent Developments/Updates

Table 242. Shanxi Qixing Chemical Technology Competitive Strengths & Weaknesses

Table 243. Sinofert Holdings Basic Information, Manufacturing Base and Competitors

Table 244. Sinofert Holdings Major Business

Table 245. Sinofert Holdings Water Soluble Fertilizers for Horticulture Product and Services

Table 246. Sinofert Holdings Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 247. Sinofert Holdings Recent Developments/Updates

Table 248. Sinofert Holdings Competitive Strengths & Weaknesses

Table 249. Sichuan Hongda Basic Information, Manufacturing Base and Competitors

Table 250. Sichuan Hongda Major Business

Table 251. Sichuan Hongda Water Soluble Fertilizers for Horticulture Product and Services

Table 252. Sichuan Hongda Water Soluble Fertilizers for Horticulture Production (Kilotons), Price (US\$/Ton), Production Value (USD Million), Gross Margin and Market Share (2021-2026)

Table 253. Sichuan Hongda Recent Developments/Updates

Table 254. Sichuan Hongda Competitive Strengths & Weaknesses

Table 255. Global Key Players of Water Soluble Fertilizers for Horticulture Upstream (Raw Materials)

Table 256. Global Water Soluble Fertilizers for Horticulture Typical Customers

Table 257. Water Soluble Fertilizers for Horticulture Typical Distributors

List Of Figures

LIST OF FIGURES

Figure 1. Water Soluble Fertilizers for Horticulture Picture

Figure 2. World Water Soluble Fertilizers for Horticulture Production Value: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Water Soluble Fertilizers for Horticulture Production Value and Forecast (2021-2032) & (USD Million)

Figure 4. World Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 5. World Water Soluble Fertilizers for Horticulture Average Price (2021-2032) & (US\$/Ton)

Figure 6. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Region (2021-2032)

Figure 7. World Water Soluble Fertilizers for Horticulture Production Market Share by Region (2021-2032)

Figure 8. North America Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 9. Europe Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 10. China Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 11. Japan Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 12. India Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 13. Israel Water Soluble Fertilizers for Horticulture Production (2021-2032) & (Kilotons)

Figure 14. Water Soluble Fertilizers for Horticulture Market Drivers

Figure 15. Factors Affecting Demand

Figure 16. World Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 17. World Water Soluble Fertilizers for Horticulture Consumption Market Share by Region (2021-2032)

Figure 18. United States Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 19. China Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 20. Europe Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 21. Japan Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 22. South Korea Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 23. ASEAN Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 24. India Water Soluble Fertilizers for Horticulture Consumption (2021-2032) & (Kilotons)

Figure 25. Producer Shipments of Water Soluble Fertilizers for Horticulture by Manufacturer Revenue (\$MM) and Market Share (%): 2025

Figure 26. Global Four-firm Concentration Ratios (CR4) for Water Soluble Fertilizers for Horticulture Markets in 2025

Figure 27. Global Four-firm Concentration Ratios (CR8) for Water Soluble Fertilizers for Horticulture Markets in 2025

Figure 28. United States VS China: Water Soluble Fertilizers for Horticulture Production Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. United States VS China: Water Soluble Fertilizers for Horticulture Production Market Share Comparison (2021 & 2025 & 2032)

Figure 30. United States VS China: Water Soluble Fertilizers for Horticulture Consumption Market Share Comparison (2021 & 2025 & 2032)

Figure 31. United States Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share 2025

Figure 32. China Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share 2025

Figure 33. Rest of World Based Manufacturers Water Soluble Fertilizers for Horticulture Production Market Share 2025

Figure 34. World Water Soluble Fertilizers for Horticulture Production Value by Type, (USD Million), 2021 & 2025 & 2032

Figure 35. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Type in 2025

Figure 36. NPK Water-soluble

Figure 37. Humic Acid Water-soluble

Figure 38. Amino Acid Water-soluble

Figure 39. Others

Figure 40. World Water Soluble Fertilizers for Horticulture Production Market Share by Type (2021-2032)

Figure 41. World Water Soluble Fertilizers for Horticulture Production Value Market

Share by Type (2021-2032)

Figure 42. World Water Soluble Fertilizers for Horticulture Average Price by Type (2021-2032) & (US\$/Ton)

Figure 43. World Water Soluble Fertilizers for Horticulture Production Value by Application Method, (USD Million), 2021 & 2025 & 2032

Figure 44. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Application Method in 2025

Figure 45. Drip Irrigation Fertilizers

Figure 46. Foliar Fertilizers

Figure 47. Soil Application Fertilizers

Figure 48. Hydroponic Fertilizers

Figure 49. World Water Soluble Fertilizers for Horticulture Production Market Share by Application Method (2021-2032)

Figure 50. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Application Method (2021-2032)

Figure 51. World Water Soluble Fertilizers for Horticulture Average Price by Application Method (2021-2032) & (US\$/Ton)

Figure 52. World Water Soluble Fertilizers for Horticulture Production Value by Function, (USD Million), 2021 & 2025 & 2032

Figure 53. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Function in 2025

Figure 54. General Purpose Fertilizers

Figure 55. High Efficiency Fertilizers

Figure 56. Stress Resistance Fertilizers

Figure 57. World Water Soluble Fertilizers for Horticulture Production Market Share by Function (2021-2032)

Figure 58. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Function (2021-2032)

Figure 59. World Water Soluble Fertilizers for Horticulture Average Price by Function (2021-2032) & (US\$/Ton)

Figure 60. World Water Soluble Fertilizers for Horticulture Production Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 61. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Application in 2025

Figure 62. Vegetables

Figure 63. Ornamentals

Figure 64. Fruit

Figure 65. Others

Figure 66. World Water Soluble Fertilizers for Horticulture Production Market Share by

Application (2021-2032)

Figure 67. World Water Soluble Fertilizers for Horticulture Production Value Market Share by Application (2021-2032)

Figure 68. World Water Soluble Fertilizers for Horticulture Average Price by Application (2021-2032) & (US\$/Ton)

Figure 69. Water Soluble Fertilizers for Horticulture Industry Chain

Figure 70. Water Soluble Fertilizers for Horticulture Procurement Model

Figure 71. Water Soluble Fertilizers for Horticulture Sales Model

Figure 72. Water Soluble Fertilizers for Horticulture Sales Channels, Direct Sales, and Distribution

Figure 73. Methodology

Figure 74. Research Process and Data Source

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