

# Agrochemical Industry in India- Swot Analysis

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## Abstracts

The agrochemicals industry is a significant industry for the Indian economy. India has to ensure food security for 1.21 billion populations while facing reduction in cultivable land resource. With increasing population, demand for food grains is increasing at a faster pace as compared to its production. This necessitates the use of pesticides. Moreover, every year, significant amount of crop yield is lost due to non usage of crop protection products. So the industry is bound to experience healthy growth rate in the years to come.

India is the fourth largest producer of agrochemicals globally, after United States, Japan and China. The Agrochemical Industry accounts for ~2% of the total Indian Chemical Industry. The domestic market is expected to grow at 8% annually till FY15. Exports are set to grow at a CAGR of 15% during the same period.

## SCOPE OF THE REPORT

Industry at a glance

Contains a study of the major internal and external factors affecting the industry in the form of a SWOT framework

## REASONS TO BUY

Gain insight into the industry in terms of the opportunities and threats that will augment and restrict its growth

Get knowledge about the forte of the industry which will help it to ride in the lead

## Contents

### OVERVIEW

### SWOT ANALYSIS

#### STRENGTHS

1. Low cost manufacturing
2. Availability of process technologies
3. Ample Capacity

#### WEAKNESSES

1. High R&D expenditure
2. Dependence on Monsoons
3. Consumption imbalance
4. Capital Intensive
5. Registration Norms
6. Health Hazards

#### OPPORTUNITIES

1. Focus on Innovative Farming Solutions
2. India Advantage
3. Patent Expiry
4. Export Potential
5. Scope for Increase in Usage
6. Rural Infrastructure & IT
7. Availability of Credit facilities
8. Increase in Minimum Support Price (MSP)
9. Rising Cost of Labor: Blessing in Disguise

#### THREATS

1. Integrated Pest Management (IPM) and Rising demand for organic farming
2. Genetically Modified Seeds
3. Spurious Pesticides

## Table Of Figures

### TABLE OF FIGURES AND TABLES

Figure 1 Segmentation of Agrochemical products

Figure 2 Agrochemical Exports (USD Bn, 2010-20E)

Table 1 Agrochemical products coming off-patent (2009-14E)

Table 2 MSP growth (FY08-11)

Table 3 Consumption comparison

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