

Agriculture Dyes and Pigment Market - Forecasts from 2021 to 2026

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Abstracts

The agriculture dyes and pigments market is expected to grow at a compound annual growth rate of 6.49% over the forecast period to reach a market size of US\$2.428 billion in 2026 from US\$1.665 billion in 2020. The Agricultural Dyes and pigments refer to the colours for fertilizer, seed protection and other agricultural products. The dyes, pigments and colours are used in the agricultural industry to differentiate the products while inspecting the crop filed. These dyes have a limit to be used as per the agriculture governing bodies of the respective countries. The sector has been criticizing the use of chemical concentrated dyes which includes components of pyridine, bis-diazo, anthraquinone as it is costly in terms of operation, and adds to the chemical pollution. This has promoted the use of bio-agricultural dyes in the market. For instance, Emperor Chemical has transformed the raw materials for its product named Enoch from having chemical substrates to organic and raw substrates having an eye for the details such as pH value, light impact, surface tensions and others. The shift to organic substrates has allured farmers to purchase products proactively. The market increase can be attributed to the increase in the paints and coatings of agricultural auxiliary products with an increase in the size of farmlands. The agricultural products require such offerings for seed treatment, fertilizer colours, adding to the ability to differentiate without many efforts. It protects seeds from pests and boosts yield. Colouring the fertilizers makes it easier to undertake treatment at the leftover part of the field by demarketing it.

COVID-19 Outbreak

Under the COVID-19 scenario, the demand for the agro dyes and pigments market has plummeted as the economic activities decreased. The exploratory projects have been halted as the challenges in the supply chain led to manufacturing delays and it increased the cost of operation. Farmers and the producer of the agricultural goods see

the agro dyes and pigments as non-essential to carry out usual farming business. As the revival initiated under the unlock scenarios, the demand for fresh crops went up which increased the occupancy rate of the farm. This is expected to route the market back to normalcy as the farmers would be requiring demarketing products for efficient farming with limited resources.

Growing awareness about modern farming products

As per the techniques of modern farming, the usage of modern products is witnessing an increase in the crop yield. The farmers are getting educated about the best and the right methods of farming. The initiatives by governments, self-help groups and other volunteer organisations tend to collaborate with agro dyes and pigments, fertilizers, and pesticides firms to make them understand about the products. Moreover, they subsidize the rates for retail farmers to increase their usage. The dyes are optimal for Seed treatment, Crop protection, and Crop fertilization. The dyes producer are also getting advanced and have started to undertake operations from organic waste products which makes it more sustainable and optimal on both customers and producers perspective. For instance, In India, National Mission for Sustainable Agriculture been working on environment-friendly technology, modern equipment integrated farming techniques etc. Paramparagat Krishi Yojana is focusing upon organics farming and techniques to boost the production of organic farming.

Increase in demand as it adds to farmers efficiency with limited resources

With the increase in the demand for crops production, farmers tend to increase the size of the land. Increasing the land size is capital intensive which may be taken with a trade-off with equipment which may leave the farmers with limited funds. The material such as agro coatings and pigments is value for money option as it enables farmers to monitor regularly the areas left untreated and what pesticides and agriculture products been applied to the fields. This also enables farmers with a large workforce to reduce the duplicity of the work and divide the work amongst them. For instance, Vipul Dyes and Chem offers sustainable range products in liquid and granular forms which is easy to use at competitive prices.

Challenges in the Agriculture Dyes and Pigments Industry

The Agricultural dying and pigmentation products have been in the market now as the technology emerges but the farmers from rural areas used to practice traditional techniques developed from the natural resources but in an unstructured manner. The

application of specialized products for demarketing crop protection and other instruments might be limited to modern farming and will potentially loose on to the main agricultural markets such as India as for the farmers such things are costly which aims to promote capitalism. The alternatives available to this are easy and available to the farmers and thy can use and modify its usage as per the requirements. However, as the environment changes, the efficiency of the traditional products is expected to be discounted as it has limitations as it does not specifies the boundaries and tend to be mixed and matched with soil upon the wind, water so needs to be reapplied often.

Regional Analysis

The market has demand in Europe and the Asia Pacific which have a multiple demand opportunity for Agro Dyes and Pigments with the growing and standardized agriculture industry. The consumer base of Europe is large and developed to support the demand for the market.

However, given that Asian countries such as India, China, Brazil in South America and South-East Asian countries also have abundant natural resources and population with increasing disposable income is expected to contribute to modern agriculture demand. The firms must see India with emerging demands as India being a major exporter of the agricultural produce will have a steady demand for crop products.

Segmentations

By Type

Acid

Basic

Direct

Others

By Applications

Colour Solutions

Seed Treatment

Crop protection

Fertilizer

By Geography

North America

United States

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

Italy

Spain

United Kingdom

Others

Middle East and Africa

Egypt

South Africa

Others

Asia Pacific

Australia

China

Japan

India

Others

Note: The report will be delivered within 3 business days.

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