

Global Potash Fertilizer Industry 2012-2017: Trend, Profit and Forecast Analysis, January 2013

<https://marketpublishers.com/r/GC2EEAD66EAEN.html>

Date: January 2013

Pages: 0

Price: US\$ 1,980.00 (Single User License)

ID: GC2EEAD66EAEN

Abstracts

The global potash fertilizer industry is expected to exceed \$39 billion by 2017, with a CAGR of 4.9% over the next five years. The fertilizer is used for crop nutrition required for plant development. It improves a plant's ability to withstand disease, increases yields, improves the quality, and lengthens the shelf life of the crops.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the trends and forecasts of the industry and presents its findings in "Global Potash Fertilizer Industry 2012-2017: Trend, Profit and Forecast Analysis." It is highly dependent on crop yield, farmer awareness, and availability of credit. Europe dominates the industry, representing the largest share in the global potash fertilizer industry.

Lucintel's report provides a brief study of the industry's major challenges. R&D costs continue to rise due to the increasing regulatory burden and complexity of the products. Sales of various potash fertilizers heavily depend on climatic conditions and crop variance. Global production and trade of potash fertilizer were adversely affected in 2009 as global demand declined due to the economic downturn.

The report focuses on the drivers of the industry. The need for balanced fertilization to increase crop productivity and increasing demand for biofuels require massive agricultural production, which can be achieved through increased potash fertilizer application. Due to a high degree of consolidation, China and Brazil remain interested in and capable of building or buying their own potash fertilizer production as a matter of national food security.

This study is intended to provide industry leaders with a competitive benchmarking of

the potash fertilizer market and gives a concise view of the up-to-date information of the market share, profit margin, and strategies of the key players, their capabilities, and effective market planning against the leading competitors.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global potash fertilizer industry analysis. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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