

Top Five Fertilizer Companies: Performance, Strategies and Competitive Analysis

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Abstracts

The global fertilizer industry witnessed rapid growth during the last five years. The industry is expected to continue that momentum to reach \$193 billion by 2017, with a CAGR of 5% over the next five years. The industry is consolidated with the top five players accounting for 33% of the global market. The top players have adopted different corporate and marketing strategies to accelerate the industry growth. The industry is segmented into three categories: nitrogen fertilizer, phosphate fertilizer, and potash fertilizer.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the leaders in the global fertilizer industry and presents its findings in "Top Five Fertilizer Companies: Performance, Strategies and Competitive Analysis" This report discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and SWOT analysis.

The industry has faced certain challenges to its growth. Volatile commodity prices increase company risk and hamper the ability to make capital expenditure investments, since a sudden change in commodity prices can hurt profit. Unexpected costs from discontinued mining operations and labor disruptions are other issues for the industry to overcome.

Increased international trade, along with rising revenues and greater economies of scale, and high demand from emerging economies such as India and China are expected to maintain high prices for many commodities over the long term. Expansion abroad can bring synergies to a company as its customer base broadens.

The report gives a concise overview of top the five global fertilizer companies:

Agrium

CF Industries Holdings

Potash Corporation of Saskatchewan

The Mosaic Company

Yara International

This Lucintel research report provides an important understanding of market scope, background and overview, market trends and analysis, cost comparison, product portfolio analysis, relative market attractiveness by region, emerging trends, and forecasts and analysis of the major market players.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global fertilizer companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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