

Top Five Fertilizer Companies: Performance, Strategies and Competitive Analysis

<https://marketpublishers.com/r/T21F1C36158EN.html>

Date: December 2012

Pages: 0

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

ID: T21F1C36158EN

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

Contents

1. EXECUTIVE SUMMARY

2. MARKET DEFINITION AND SCOPE

3. MARKET OPPORTUNITY

4. COMPETITIVE BENCHMARKING (FINANCIAL AND MARKET)

Company Profile on Following Parameters

Company Overview

Benchmarking (Financial & Market)

SWOT Analysis

Product Positioning

Marketing Strategy and Tactics

Corporate Strategy

5. COMPANY PROFILE ON AGRIMUM

6. COMPANY PROFILE ON CF INDUSTRIES HOLDINGS

7. COMPANY PROFILE ON POTASH CORPORATION OF SASKATCHEWAN

8. COMPANY PROFILE ON THE MOSAIC COMPANY

9. COMPANY PROFILE ON YARA INTERNATIONAL

List Of Figures

LIST OF FIGURES AND CHARTS

CHAPTER 3. Market Opportunity

Figure 3.1: Supply chain for fertilizer market

Figure 3.2: Global fertilizer industry annual trend 2006-2011 (US \$B)

Figure 3.3: Global fertilizer industry regional trend 2006-2011 (US \$B)

Figure 3.4: Global fertilizer industry regional trend 2006-2011 (%)

Figure 3.5: Global fertilizer industry segment trend 2006-2011 (US \$B)

Figure 3.6: Global fertilizer industry segment trend 2006-2011 (%)

Figure 3.7: Global fertilizer industry opportunity by region

Figure 3.8: Global fertilizer industry opportunity by segment

CHAPTER 4. Competitive Benchmarking (Financial and Market)

Figure 4.1: Top five fertilizer companies – financial benchmarking

Figure 4.2: Global top five fertilizer companies gross profit and net profit analysis – 2011

Figure 4.3: Financial analysis – growth leadership quadrant (2011)

Figure 4.4: Market share of top players 2006

Figure 4.5: Market share of top players 2011

Figure 4.6: 2006 Market share analysis

Figure 4.7: 2011 Market share analysis

Figure 4.8: Global market share analysis 2011

Figure 4.9: Global market fragmentation 2011

Figure 4.10: Market value North America (US \$B)

Figure 4.11: Market value Europe (US \$B)

Figure 4.12: Market value Asia Pacific (US \$B)

Figure 4.13: Market value ROW (US \$B)

Figure 4.14: Regional revenue evaluation 2011(US \$M)

Figure 4.15: Regional revenue evaluation 2011(%)

Figure 4.16: North American revenue trend for top players 2007-2011 (US \$B)

Figure 4.17: Europe revenue trend for top players 2007-2011 (US \$B)

Figure 4.18: Asia Pacific revenue trend for top players 2007-2011 (US \$B)

Figure 4.19: Row revenue trend for top players 2007-2011 (US \$B)

Figure 4.20: Lucintel triad - top five major players

CHAPTER 5. Company Profile of Agrium

Figure 5.1: Agrium's revenue by business structure 2011

Figure 5.2: Lucintel Triad – Agrium

Figure 5.3: Financial benchmarking Agrium against top three and top five industry players' average

- Figure 5.4: Financial benchmarking of Agrium against Top Five best
- Figure 5.5: Global industry revenue trend Vs Agrium (2007-2011) in US \$B
- Figure 5.6: Global market share trend for Agrium (2007-2011) in (%)
- Figure 5.7: North American industry revenue trend Vs Agrium 2007-2011 in (US \$B)
- Figure 5.8: European industry revenue trend Vs Agrium 2007-2011 in (US \$B)
- Figure 5.9: APAC industry revenue trend Vs Agrium 2007-2011 in (US \$B)
- Figure 5.10: ROW industry revenue trend Vs Agrium 2007-2011 in (US \$B)
- Figure 5.11: North American market share trend Vs Agrium 2007-2011 in (%)
- Figure 5.12: European market share trend Vs Agrium 2007-2011 in (%)
- Figure 5.13: APAC market share trend Vs Agrium 2007-2011 in (%)
- Figure 5.14: ROW market share trend Vs Agrium 2007-2011 in (%)
- Figure 5.15: Agrium productivity 2007-2011 (US \$M)
- Figure 5.16: Agrium fixed asset value 2007-2011 (US \$M)
- Figure 5.17: Strategic execution
- CHAPTER 6. Company Profile of CF Industries Holdings
- Figure 6.1: CF Industries Holdings revenue by business structure 2011
- Figure 6.2: Lucintel triad - CF Industries Holdings
- Figure 6.3: Financial benchmarking of CF Industries Holdings against top three and top five industry players' average
- Figure 6.4: Financial benchmarking of CF Industries Holdings against Top five best
- Figure 6.5: Global industry revenue trend Vs CF Industries Holdings (2007-2011) in (US \$B)
- Figure 6.6: Global market share trend for CF Industries Holdings (2007-2011) in (%)
- Figure 6.7: North American industry revenue trend Vs. CF Industries Holdings 2007-2011 in (US \$B)
- Figure 6.8: European industry revenue trend Vs CF Industries Holdings 2007-2011 in (US \$B)
- Figure 6.9: APAC industry revenue trend Vs CF Industries Holdings 2007-2011 in (US \$B)
- Figure 6.10: ROW industry revenue trend Vs CF Industries Holdings 2007-2011 in (US \$B)
- Figure 6.11: North American market share trend Vs CF Industries Holdings 2007-2011 in (%)
- Figure 6.12: European market share trend Vs CF Industries Holdings 2007-2011 in (%)
- Figure 6.13: APAC market share trend Vs CF Industries Holdings 2007-2011 in (%)
- Figure 6.14: ROW market share trend Vs CF Industries Holdings 2007-2011 in (%)
- Figure 6.15: CF Industries Holdings productivity 2007-2011 in (US \$M)
- Figure 6.16: CF Industries Holdings fixed asset value 2007-2011 in (US \$B)
- Figure 6.17: Strategic execution

CHAPTER 7. Company Profile of Potash Corporation of Saskatchewan

Figure 7.1: Potash Corporation of Saskatchewan revenue by business structure 2011

Figure 7.2: Lucintel triad – Potash Corporation of Saskatchewan

Figure 7.3: Financial benchmarking of Potash Corporation of Saskatchewan against top three and top five industry players' average

Figure 7.4: Financial benchmarking of Potash Corporation of Saskatchewan against Top five best

Figure 7.5: Global industry revenue trend Vs Potash Corporation of Saskatchewan (2007-2011) in (US \$B)

Figure 7.6: Global market share trend for Potash Corporation of Saskatchewan (2007-2011) in (%)

Figure 7.7: North American industry revenue trend Vs Potash Corporation of Saskatchewan (2007-2011) in (US \$B)

Figure 7.8: European industry revenue trend Vs Potash Corporation of Saskatchewan (2007-2011) in (US \$B)

Figure 7.9: APAC industry revenue trend Vs Potash Corporation of Saskatchewan (2007-2011) in (US \$B)

Figure 7.10: ROW industry revenue trend Vs Potash Corporation of Saskatchewan (2007-2011) in (US \$B)

Figure 7.11: North American market share trend Vs Potash Corporation of Saskatchewan (2007-2011) in (%)

Figure 7.12: European market share trend Vs Potash Corporation of Saskatchewan I (2007-2011) in (%)

Figure 7.13: APAC market share trend Vs Potash Corporation of Saskatchewan (2007-2011) in (%)

Figure 7.14: ROW market share trend Vs Potash Corporation of Saskatchewan (2007-2011) in (%)

Figure 7.15: Potash Corporation of Saskatchewan productivity 2007-2011 in (US \$M)

Figure 7.16: Potash Corporation of Saskatchewan fixed asset value 2007-2011 in (US \$M)

Figure 7.17: Strategic execution

CHAPTER 8. Company Profile of The Mosaic Company

Figure 8.1: The Mosaic Company revenue by business structure 2011

Figure 8.2: Lucintel triad – The Mosaic Company

Figure 8.3: Financial benchmarking of The Mosaic Company against top three and top five industry players' average

Figure 8.4: Financial benchmarking of The Mosaic Company against Top five best

Figure 8.5: Global industry revenue trend Vs The Mosaic Company (2007-2011) in (US \$B)

Figure 8.6: Global market share trend for The Mosaic Company (2007-2011) in (%)

Figure 8.7: North American industry revenue trend Vs The Mosaic Company (2007-2011) in (US \$B)

Figure 8.8: European industry revenue trend Vs The Mosaic Company (2007-2011) in (US \$B)

Figure 8.9: APAC industry revenue trend Vs The Mosaic Company (2007-2011) in (US \$B)

Figure 8.10: ROW industry revenue trend Vs The Mosaic Company (2007-2011) in (US \$B)

Figure 8.11: North American market share trend Vs The Mosaic Company (2007-2011) in (%)

Figure 8.12: European market share trend Vs The Mosaic Company (2007-2011) in (%)

Figure 8.13: APAC market share trend Vs The Mosaic Company (2007-2011) in (%)

Figure 8.14: ROW market share trend Vs The Mosaic Company (2007-2011) in (%)

Figure 8.15: The Mosaic Company productivity 2007-2011 in (US \$M)

Figure 8.16: The Mosaic Company fixed asset value 2007-2011 in (US \$M)

Figure 8.17: Strategic execution

CHAPTER 9. Company Profile of Yara International

Figure 9.1: Yara International revenue by business structure 2011

Figure 9.2: Lucintel triad – Yara International

Figure 9.3: Financial benchmarking of Yara International against top three and top five industry players' average

Figure 9.4: Financial benchmarking of Yara International against Top five best

Figure 9.5: Global industry revenue trend Vs Yara International (2007-2011) in (US \$B)

Figure 9.6: Global market share trend for Yara International (2007-2011) in (%)

Figure 9.7: North American industry revenue trend Vs Yara International (2007-2011) in (US \$B)

Figure 9.8: European industry revenue trend Vs Yara International (2007-2011) in (US \$B)

Figure 9.9: APAC industry revenue trend Vs Yara International (2007-2011) in (US \$B)

Figure 9.10: ROW industry revenue trend Vs Yara International (2007-2011) in (US \$B)

Figure 9.11: North American market share trend Vs Yara International (2007-2011) in (%)

Figure 9.12: European market share trend Vs Yara International (2007-2011) in (%)

Figure 9.13: APAC market share trend Vs Yara International (2007-2011) in (%)

Figure 9.14: ROW market share trend Vs Yara International (2007-2011) in (%)

Figure 9.15: Yara International productivity 2007-2011 in (US \$M)

Figure 9.16: Yara International fixed asset value 2007-2011 in (US \$M)

Figure 9.17: Strategic execution

List Of Tables

LIST OF TABLES

CHAPTER 3. Market Opportunity

Table 3.1: Industry parameters of global fertilizer industry

Table 3.2: Relative market attractiveness by region

Table 3.3: Regional revenue growth rate

Table 3.4: Segment revenue growth rate

CHAPTER 4. Competitive Benchmarking (Financial and Market)

Table 4.1: Financial benchmarking of top five global fertilizer companies

Table 4.2: Key financial parameters for top five fertilizer companies

Table 4.3: Regional revenue (US \$M)

Table 4.4: Regional revenue (%)

Table 4.5: Competitors based on markets served

Table 4.6: Lucintel triad - Top five major players

CHAPTER 5. Company Profile of Agrium

Table 5.1: Market served: Agrium

Table 5.2: Lucintel triad – Agrium

Table 5.3: Financial Benchmarking of Agrium against best and against Top three and Top five industry players' average

Table 5.4: Strategic execution – product positioning by segment

Table 5.5: Strategic execution – perceived customer value / quality

Table 5.6: Strategic execution – promotion / communications

Table 5.7: Strategic execution – product distribution by region

CHAPTER 6. Company Profile of CF Industries Holdings

Table 6.1: Market served – CF Industries Holdings

Table 6.2: Lucintel triad – CF Industries Holdings

Table 6.3: Financial benchmarking of CF Industries Holdings against best and against Top three and Top five industry players' average

Table 6.4: Strategic execution – product positioning by segment

Table 6.5: Strategic execution – perceived customer value / quality

Table 6.6: Strategic execution – promotion / communications

Table 6.7: Strategic execution – product distribution by region

CHAPTER 7. Company Profile of Potash Corporation of Saskatchewan

Table 7.1: Market served – Potash Corporation of Saskatchewan

Table 7.2: Lucintel triad – Potash Corporation of Saskatchewan

Table 7.3: Financial benchmarking of Potash Corporation of Saskatchewan against best and against Top three and Top five industry players' average

Table 7.4: Strategic execution – product positioning by segment

Table 7.5: Strategic execution – perceived customer value / quality

Table 7.6: Strategic execution – promotion / communications

Table 7.7: Strategic execution – product distribution by region

CHAPTER 8. Company Profile of The Mosaic Company

Table 8.1: Market served – The Mosaic Company

Table 8.2: Lucintel triad – The Mosaic Company

Table 8.3: Financial Benchmarking of The Mosaic Company against best and against Top three and top five industry players' average

Table 8.4: Strategic execution – product positioning by segment

Table 8.5: Strategic execution – perceived customer value / quality

Table 8.6: Strategic execution – promotion / communications

Table 8.7: Strategic execution – product distribution by region

CHAPTER 9. Company Profile of Yara International

Table 9.1: Markets Served – Yara International

Table 9.2: Lucintel triad – Yara International

Table 9.3: Financial Benchmarking of Yara International against best and against Top three and top five industry players' average

Table 9.4: Strategic execution – product positioning by segment

Table 9.5: Strategic execution – perceived customer value / quality

Table 9.6: Strategic execution – promotion / communications

Table 9.7: Strategic execution – product distribution by region

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