

# Top Five Global Fertilizer Companies: Performance, Strategies and Competitive Analysis, December 2012

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## Abstracts

According to this report, 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.

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

In Lucintel's newest competitive research study on the world's fertilizer companies, we have thoroughly profiled following five companies with detailed competitive assessments:

Agrium

CF Industries Holdings

Potash Corporation of Saskatchewan

The Mosaic Company

Yara International

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with fertilizer companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global fertilizer companies

Regional analysis: global fertilizer companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 108 valuable figures/charts and 45 tables are provided in this report

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