

# **Agricultural Dyes & Pigments Market by Type (Dyes and Pigments), Application (Seed Treatment, Fertilizers, Crop Protection Products, Turf & Ornamental, Pond/Lake Color & Others), and by Region - Global Forecasts to 2020**

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## **Abstracts**

“Agricultural dyes & pigments market projected to grow at a CAGR of 4.3%”

The agricultural dyes & pigments market is projected to grow at a CAGR of 4.3% from 2015 to 2020. The market is further driven by factors such as increasing demand from end-user industries such as fertilizers and dyes & pigments, and increasing number of applications such as the use of dyes & pigments in seed treatment and crop production products. The high growth potential in emerging markets and untapped regions provides new growth opportunities for market players.

“Pigments accounted for the largest market share in 2014”

Between the types of agricultural dyes & pigments, i.e., dyes and pigments, pigments accounted for the largest market share, followed by dyes, in 2014. Pigments are used on a large scale in applications such as pond colors and turf & ornamentals.

“Turf & ornamentals leads the market with the largest share”

On the basis of applications, the agricultural dyes & pigments market is led by the turf & ornamentals segment, followed by pond/lake color and crop protection products. Agricultural dyes & pigments are widely used in the golf courses & lawns and various ornamental plants for aesthetic reasons.

### Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players and industry consultants among other experts to obtain & verify critical qualitative and quantitative information as well as assess future market prospects. Distribution of primary interviews is as follows:

By Company Type: Tier 1 – 55 %, Tier 2 – 20%, and Tier 3 – 25%

By Designation: C level – 60%, Director level – 25%, and Others – 15%

By Region: North America - 10%, Europe – 20%, Asia-Pacific – 40%, and RoW – 30%

Note: \*Others include sales managers, marketing managers and product managers.

The tier of the companies is defined on the basis of their total revenue, as of 2014: Tier 1 => USD 5 billion, Tier 2 = USD 1 billion to USD 5 billion and Tier 3 = Leading players such as Bayer CropScience AG (Germany), BASF SE (Germany), Clariant International AG (Switzerland), Chromatech Incorporated (U.S.) and INCOTEC Group BV (The Netherlands) have been profiled. The other players include Keystone Aniline Corporation (U.S.), Sun Chemicals (U.S.), BrettYoung (Canada) and others.

### Reasons to buy this report:

To get a comprehensive overview of the agricultural dyes & pigments market

To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

To gain insights of the major countries/regions in which the agricultural colorants market is flourishing

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
  - 1.2.1 MARKETS COVERED
- 1.3 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY
- 1.5 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.1 Key industry insights
    - 2.1.2.2 Breakdown of primary interviews
- 2.2 FACTOR ANALYSIS
  - 2.2.1 INTRODUCTION
  - 2.2.2 DEMAND-SIDE ANALYSIS
    - 2.2.2.1 Increasing farm expenditure
  - 2.2.3 SUPPLY-SIDE ANALYSIS
    - 2.2.3.1 Fluctuations in raw material prices
    - 2.2.3.2 Research & Development
- 2.3 MARKET SIZE ESTIMATION
  - 2.3.1 BOTTOM-UP APPROACH
  - 2.3.2 TOP-DOWN APPROACH
- 2.4 MARKET BREAKDOWN & DATA TRIANGULATION
  - 2.4.1 DATA TRIANGULATION
- 2.5 RESEARCH ASSUMPTIONS & LIMITATIONS
  - 2.5.1 ASSUMPTIONS
  - 2.5.2 LIMITATIONS

### 3 EXECUTIVE SUMMARY

#### 3.1 OVERVIEW

## **4 PREMIUM INSIGHTS**

### **4.1 ATTRACTIVE OPPORTUNITIES IN AGRICULTURAL DYES & PIGMENTS MARKET**

### **4.2 AGRICULTURAL DYES & PIGMENTS MARKET ACROSS DIFFERENT REGIONS**

### **4.3 AGRICULTURAL DYES & PIGMENTS MARKET POTENTIAL**

### **4.4 AGRICULTURAL DYES & PIGMENTS LIFE CYCLE ANALYSIS, BY REGION**

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 MARKET SEGMENTATION**

#### **5.2.1 AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE**

#### **5.2.2 AGRICULTURAL DYES & PIGMENTS MARKET, BY APPLICATION**

### **5.3 MARKET DYNAMICS**

#### **5.3.1 MARKET DRIVERS**

##### **5.3.1.1 Increasing demand from end-user industries**

##### **5.3.1.2 Advanced farming technologies**

##### **5.3.1.3 Multi-functional benefits**

#### **5.3.2 MARKET RESTRAINTS**

##### **5.3.2.1 Avoidance by fertilizer manufacturers**

##### **5.3.2.2 Stringent government regulations**

##### **5.3.2.3 Growing environmental considerations**

#### **5.3.3 MARKET OPPORTUNITIES**

##### **5.3.3.1 Green-field investments**

##### **5.3.3.2 Development of Environment-friendly agricultural dyes & pigments**

#### **5.3.4 CHALLENGE**

##### **5.3.4.1 Colored mulches: an environmental concern**

### **5.4 PORTER'S ANALYSIS**

#### **5.4.1 BARGAINING POWER OF SUPPLIERS**

#### **5.4.2 BARGAINING POWER OF BUYERS**

#### **5.4.3 THREAT OF NEW ENTRANTS**

#### **5.4.4 THREAT OF SUBSTITUTES**

#### **5.4.5 INTENSITY OF COMPETITIVE RIVALRY**

## **6 INDUSTRY TRENDS**

### **6.1 INTRODUCTION**

## 6.2 SUPPLY CHAIN ANALYSIS

## 6.3 VALUE CHAIN ANALYSIS

## 6.4 INDUSTRY INSIGHTS

### 6.4.1 PROMINENT COMPANIES

### 6.4.2 SMALL & MEDIUM ENTERPRISES

## **7 REGULATIONS IN AGRICULTURAL DYES & PIGMENTS MARKET**

### 7.1 INTRODUCTION

### 7.2 ELECTRONIC CODE OF FEDERAL REGULATIONS, U.S.

### 7.3 ENVIRONMENTAL PROTECTION AGENCY (EPA), U.S.

### 7.4 JAPAN EXTERNAL TRADE ORGANIZATION, JAPAN

### 7.5 PHILIPPINES NATIONAL STANDARD OF ORGANIC FARMING

## **8 AGRICULTURAL DYES & PIGMENTS MARKET, BY BRAND**

### 8.1 INTRODUCTION

### 8.2 STRESSGARD

### 8.3 PRO-IZED SEED COLORANT

### 8.4 COLOR COAT COLORANTS

### 8.5 STARBURST MULCH COLORANT

### 8.6 IMPACT MULCH COLORANT

### 8.7 POLY TREE RUBBER COLORANT

### 8.8 MULCH MAGIC MULCH COLORANT

### 8.9 SENSIPRO

### 8.10 AGROCER

### 8.11 PV FAST

### 8.12 CHROMATINT

## **9 AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE**

### 9.1 INTRODUCTION

### 9.2 DYES

#### 9.2.1 TYPES OF DYES

##### 9.2.1.1 Water-soluble dyes

##### 9.2.1.2 Solvent-soluble dyes

### 9.3 PIGMENTS

#### 9.3.1 TYPES OF PIGMENTS

##### 9.3.1.1 Organic pigments

### 9.3.1.2 Inorganic pigments

## **10 AGRICULTURAL DYES & PIGMENTS MARKET, BY APPLICATION**

### 10.1 INTRODUCTION

### 10.2 SEED TREATMENT

#### 10.2.1 CROP (AGRICULTURE) SEED

##### 10.2.1.1 Insecticides

##### 10.2.1.2 Fungicides

##### 10.2.1.3 Inoculants

##### 10.2.1.4 Others

#### 10.2.2 GRASS (TURF) SEEDS

##### 10.2.2.1 Insecticides

##### 10.2.2.2 Fungicides

##### 10.2.2.3 Inoculants

##### 10.2.2.4 Others

### 10.3 FERTILIZERS

#### 10.3.1 BY TYPE

##### 10.3.1.1 Nitrogen

##### 10.3.1.2 Phosphorus

##### 10.3.1.3 Potassium

##### 10.3.1.4 Micronutrients

##### 10.3.1.5 Others

#### 10.3.2 BY END-USE FORM

##### 10.3.2.1 Water-soluble fertilizers (granules)

##### 10.3.2.2 Liquid fertilizers

##### 10.3.2.3 Controlled-release fertilizers

##### 10.3.2.4 Slow-release fertilizers

##### 10.3.2.5 Others

#### 10.3.3 CROP PROTECTION PRODUCTS

##### 10.3.3.1 Insecticides

##### 10.3.3.2 Fungicides

##### 10.3.3.3 Inoculants

##### 10.3.3.4 Others

#### 10.3.4 TURF & ORNAMENTALS

#### 10.3.5 POND COLOR/LAKE COLOR

#### 10.3.6 OTHERS

## **11 AGRICULTURAL DYES & PIGMENTS MARKET, BY REGION**

## 11.1 INTRODUCTION

## 11.2 NORTH AMERICA

### 11.2.1 U.S.

### 11.2.2 CANADA

### 11.2.3 MEXICO

## 11.3 EUROPE

### 11.3.1 FRANCE

### 11.3.2 GERMANY

### 11.3.3 RUSSIA

### 11.3.4 REST OF EUROPE

## 11.4 ASIA-PACIFIC

### 11.4.1 CHINA

### 11.4.2 INDIA

### 11.4.3 AUSTRALIA

### 11.4.4 REST OF ASIA-PACIFIC

## 11.5 LATIN AMERICA

### 11.5.1 BRAZIL

### 11.5.2 ARGENTINA

### 11.5.3 REST OF LATIN AMERICA

## 11.6 ROW

### 11.6.1 SOUTH AFRICA

### 11.6.2 OTHER COUNTRIES IN ROW

## 12 COMPETITIVE LANDSCAPE

### 12.1 OVERVIEW

### 12.2 COMPETITIVE SITUATION & TRENDS

#### 12.2.1 EXPANSIONS

#### 12.2.2 NEW PRODUCT LAUNCHES

#### 12.2.3 ACQUISITIONS

#### 12.2.4 PARTNERSHIPS, COLLABORATIONS, AGREEMENTS & JOINT VENTURES

#### 12.2.5 INVESTMENTS

## 13 COMPANY PROFILES

(Company at a Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)\*

- 13.1 INTRODUCTION
- 13.2 BASF SE COMPANY
- 13.3 BAYER CROPSOURCE AG
- 13.4 CLARIANT INTERNATIONAL AG
- 13.5 CRODA INTERNATIONAL PLC
- 13.6 INCOTEC GROUP BV
- 13.7 SUN CHEMICAL CORPORATION
- 13.8 BRETTYOUNG
- 13.9 GERMAINS SEED TECHNOLOGY INC.
- 13.10 ORGANIC DYES & PIGMENTS
- 13.11 KEYSTONE ANILINE CORPORATION
- 13.12 CHROMATECH INCORPORATED

\*Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.

## **14 APPENDIX**

- 14.1 DISCUSSION GUIDE
- 14.2 COMPANY DEVELOPMENTS
  - 14.2.1 EXPANSIONS
  - 14.2.2 NEW PRODUCT LAUNCHES
  - 14.2.3 ACQUISITIONS
  - 14.2.4 PARTNERSHIPS, COLLABORATIONS, AGREEMENTS & JOINT VENTURES
- 14.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
- 14.4 AVAILABLE CUSTOMIZATIONS
- 14.5 RELATED REPORTS



## List Of Tables

### LIST OF TABLES

TABLE 1 STRESSGARD: PRODUCT RANGE

TABLE 2 PRO-IZED SEED COLORANT: PRODUCT RANGE

TABLE 3 COLOR COAT COLORANTS: PRODUCT RANGE

TABLE 4 STARBURST MULCH COLORANT: PRODUCT RANGE

TABLE 5 IMPACT MULCH COLORANT: PRODUCT RANGE

TABLE 6 POLY TREE RUBBER COLORANT: PRODUCT RANGE

TABLE 7 MULCH MAGIC MULCH COLORANT: PRODUCT RANGE

TABLE 8 SENSIPRO: PRODUCT RANGE

TABLE 9 AGROCER: PRODUCT RANGE

TABLE 10 PV FAST: PRODUCT RANGE

TABLE 11 CHROMATINT: PRODUCT RANGE

TABLE 12 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013–2020 (USD MILLION)

TABLE 13 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013–2020 (KT)

TABLE 14 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY DYE TYPE,  
2013–2020 (USD MILLION)

TABLE 15 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY DYE TYPE,  
2013–2020 (KT)

TABLE 16 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY PIGMENT TYPE,  
2013–2020 (USD MILLION)

TABLE 17 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY PIGMENT TYPE,  
2013–2020 (KT)

TABLE 18 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION,  
2013–2020 (USD MILLION)

TABLE 19 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION,  
2013–2020 (KT)

TABLE 20 EPA APPROVED DYES FOR SEED TREATMENT MATERIALS

TABLE 21 SEED TREATMENT MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 22 SEED TREATMENT MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 23 CROP (AGRICULTURE) SEED MARKET SIZE, BY TYPE, 2013–2020 (USD  
MILLION)

TABLE 24 CROP (AGRICULTURE) SEED MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 25 GRASS (TURF) SEED MARKET SIZE, BY TYPE, 2013–2020 (USD  
MILLION)

TABLE 26 GRASS (TURF) SEED MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 27 AGRICULTURAL DYES & PIGMENTS FOR FERTILIZERS & PESTICIDES

TABLE 28 FERTILIZERS MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 29 FERTILIZERS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 30 AGRICULTURAL DYES & PIGMENTS BY CHROMATECH EUROPE B.V.  
(EUROPE) DESIGNED FOR APPLICATION IN WATER SOLUBLE FERTILIZERS

TABLE 31 FERTILIZERS MARKET SIZE, BY END-USE FORM, 2013–2020 (USD  
MILLION)

TABLE 32 FERTILIZERS MARKET SIZE, BY END-USE FORM, 2013–2020 (KT)

TABLE 33 CROP PROTECTION PRODUCTS & PROTECTION AGAINST SPECIFIC  
CROPS

TABLE 34 CROP PROTECTION PRODUCTS MARKET SIZE, BY TYPE, 2013–2020  
(USD MILLION)

TABLE 35 CROP PROTECTION PRODUCTS MARKET SIZE, BY TYPE, 2013–2020  
(KT)

TABLE 36 AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY REGION,  
2013-2020 (USD MILLION)

TABLE 37 NORTH AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE,  
BY TYPE, 2013-2020 (USD MILLION)

TABLE 38 NORTH AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE,  
BY TYPE, 2013-2020 (KT)

TABLE 39 NORTH AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE,  
BY APPLICATION, 2013-2020 (USD MILLION)

TABLE 40 NORTH AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE,  
BY APPLICATION, 2013-2020 (KT)

TABLE 41 U.S.: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (USD MILLION)

TABLE 42 U.S.: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (KT)

TABLE 43 CANADA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (USD MILLION)

TABLE 44 CANADA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (KT)

TABLE 45 MEXICO: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (USD MILLION)

TABLE 46 MEXICO: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (KT)

TABLE 47 EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE,  
2013-2020 (USD MILLION)

TABLE 48 EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 49 EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

TABLE 50 EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (KT)

TABLE 51 FRANCE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 52 FRANCE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 53 GERMANY: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 54 GERMANY: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 55 RUSSIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 56 RUSSIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 57 REST OF EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 58 REST OF EUROPE: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 59 ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 60 ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 61 ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

TABLE 62 ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (KT)

TABLE 63 CHINA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE FOR ENVIRONMENTAL MANAGEMENT, BY TYPE, 2013–2020 (USD MILLION)

TABLE 64 CHINA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 65 INDIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 66 INDIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 67 AUSTRALIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY

TYPE, 2013–2020 (USD MILLION)

TABLE 68 AUSTRALIA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 69 REST OF ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE, 2013–2020 (USD MILLION)

TABLE 70 REST OF ASIA-PACIFIC: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 71 LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 72 LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 73 LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

TABLE 74 LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (KT)

TABLE 75 BRAZIL: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 76 BRAZIL: AGRICULTURAL DYES & PIGMENTS MARKET SIZE BY TYPE, 2013–2020 (KT)

TABLE 77 ARGENTINA: AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE, 2013–2020 (USD MILLION)

TABLE 78 ARGENTINA: AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE, 2013–2020 (KT)

TABLE 79 REST OF LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE, 2013–2020 (USD MILLION)

TABLE 80 REST OF LATIN AMERICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 81 ROW: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (USD MILLION)

TABLE 82 ROW: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013-2020 (KT)

TABLE 83 ROW: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (USD MILLION)

TABLE 84 ROW: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY APPLICATION, 2013-2020 (KT)

TABLE 85 SOUTH AFRICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 86 SOUTH AFRICA: AGRICULTURAL DYES & PIGMENTS MARKET SIZE FOR, BY TYPE, 2013–2020 (KT)

TABLE 87 OTHER COUNTRIES IN ROW: AGRICULTURAL DYES & PIGMENTS  
MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

TABLE 88 OTHER COUNTRIES IN ROW: AGRICULTURAL DYES & PIGMENTS  
MARKET SIZE, BY TYPE, 2013–2020 (KT)

TABLE 89 EXPANSIONS, 2015

TABLE 90 NEW PRODUCT LAUNCHES, 2015

TABLE 91 ACQUISITIONS, 2013–2015

TABLE 92 PARTNERSHIPS, COLLABORATIONS, AGREEMENTS & JOINT  
VENTURES, 2014–2015

TABLE 93 INVESTMENTS, 2012–2013

TABLE 94 EXPANSIONS, 2010–2015

TABLE 95 NEW PRODUCT LAUNCHES, 2010–2015

TABLE 96 ACQUISITIONS, 2010–2015

TABLE 97 PARTNERSHIPS, COLLABORATIONS, AGREEMENTS & JOINT  
VENTURES, 2010–2015

## List Of Figures

### LIST OF FIGURES

FIGURE 1 AGRICULTURAL DYES & PIGMENTS MARKET SEGMENTATION

FIGURE 2 RESEARCH DESIGN

FIGURE 3 U.S. AGRICULTURAL FARM EXPENDITURE, 2013 VS. 2014 (USD MILLION)

FIGURE 4 FLUCTUATIONS IN RAW MATERIAL PRICES, 2000 TO 2014 (USD PER MT/BBL)

FIGURE 5 PUBLIC EXPENDITURE ON AGRICULTURAL RESEARCH & DEVELOPMENT, BY REGION

FIGURE 6 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

FIGURE 8 AGRICULTURAL DYES & PIGMENTS MARKET, BY TYPE (2015 VS. 2020)

FIGURE 9 AGRICULTURAL DYES & PIGMENTS MARKET, BY APPLICATION (2015 VS. 2020)

FIGURE 10 AGRICULTURAL DYES & PIGMENTS MARKET TREND, BY REGION, 2014

FIGURE 11 NORTH AMERICA IS PROJECTED TO BE THE FASTEST-GROWING MARKET BY 2020

FIGURE 12 AGRICULTURAL DYES & PIGMENTS MARKET VALUE IS ESTIMATED TO REACH USD 1,863.5 MILLION BY 2020

FIGURE 13 NORTH AMERICA ACCOUNTED FOR MAJOR SHARE IN AGRICULTURAL DYES & PIGMENTS MARKET IN 2015

FIGURE 14 NORTH AMERICA IS PROJECTED TO GROW AT THE HIGHEST CAGR DURING THE PERIOD 2015-2020

FIGURE 15 NORTH AMERICAN MARKET IS EXPECTED TO CONTINUE TO GROW AT AN EXPONENTIAL RATE DURING THE FORECAST PERIOD

FIGURE 16 BY TYPE

FIGURE 17 BY APPLICATION

FIGURE 18 AGRICULTURAL DYES & PIGMENTS: DRIVERS, RESTRAINTS, OPPORTUNITIES & CHALLENGE

FIGURE 20 ANNUAL CROP PROTECTION MARKET SIZE ANALYSIS, 2011–2016 (USD MILLION)

FIGURE 21 ANNUAL SEED TREATMENT MARKET SIZE ANALYSIS, 2011–2016 (USD MILLION)

FIGURE 22 PORTER'S FIVE FORCE ANALYSIS: AGRICULTURAL DYES & PIGMENTS MARKET

FIGURE 23 DISTRIBUTION CHANNEL PLAYS A VITAL ROLE IN THE SUPPLY CHAIN FOR AGRICULTURAL DYES & PIGMENTS

FIGURE 24 VALUE CHAIN OF AGRICULTURAL DYES & PIGMENTS

FIGURE 25 AGRICULTURAL DYES & PIGMENTS MARKET, 2015 VS. 2020 (USD MILLION)

FIGURE 26 AGRICULTURAL DYES MARKET

FIGURE 27 AGRICULTURAL PIGMENTS MARKET, 2015 VS 2020 (USD MILLION)

FIGURE 28 AGRICULTURAL DYES & PIGMENTS MARKET SEGMENTATION, BY APPLICATION

FIGURE 29 TURF & ORNAMENTAL SEGMENT IS PROJECTED TO GROW AT A HIGHEST CAGR FOR THE PERIOD BETWEEN 2015-2020

FIGURE 30 SEED TREATMENT MARKET SIZE, BY TYPE, 2015 VS. 2020 (USD MILLION)

FIGURE 31 GLOBAL SALES OF SEED TREATMENT APPLICATIONS (% MARKET SHARE)

FIGURE 32 CROP (AGRICULTURE) SEED MARKET SIZE, BY TYPE, 2015 VS. 2020 (USD MILLION)

FIGURE 33 GRASS (TURF) SEED MARKET SIZE, BY TYPE, 2015 VS. 2020 (USD MILLION)

FIGURE 34 FERTILIZERS MARKET SIZE, BY TYPE, 2015 VS. 2020 (USD MILLION)

FIGURE 35 FERTILIZERS MARKET SIZE, BY END USE, 2015 VS. 2020 (USD MILLION)

FIGURE 36 CROP PROTECTION PRODUCTS MARKET SIZE, BY TYPE, 2015 VS. 2020 (USD MILLION)

FIGURE 37 GEOGRAPHIC SNAPSHOT (2015-2020): RAPIDLY GROWING MARKETS ARE EMERGING AS NEW HOT SPOTS

FIGURE 38 NORTH AMERICAN AGRICULTURAL DYES & PIGMENTS MARKET: A SNAPSHOT

FIGURE 39 EUROPEAN AGRICULTURAL DYES & PIGMENTS MARKET: A SNAPSHOT

FIGURE 40 ASIA-PACIFIC AGRICULTURAL DYES & PIGMENTS MARKET: A SNAPSHOT

FIGURE 41 EXPANSIONS AND NEW PRODUCT LAUNCHES WERE PREFERRED BY KEY AGRICULTURAL DYES & PIGMENTS COMPANIES FROM 2010 TO 2015

FIGURE 42 EXPANSIONS FUELED GROWTH OF AGRICULTURAL DYES & PIGMENTS BETWEEN 2010 TO 2015

FIGURE 43 EXPANSIONS & NEW PRODUCT LAUNCHES: THE KEY STRATEGIES, 2010-2015

FIGURE 44 GEOGRAPHIC REVENUE MIX OF TOP FIVE MARKET PLAYERS



FIGURE 45 BASF SE : COMPANY SNAPSHOT

FIGURE 46 BASF SE COMPANY: SWOT ANALYSIS

FIGURE 47 BAYER CROPSCIENCE AG COMPANY: COMPANY SNAPSHOT

FIGURE 48 BAYER CROPSCIENCE AG: SWOT ANALYSIS

FIGURE 49 CLARIANT INTERNATIONAL AG : COMPANY SNAPSHOT

FIGURE 50 CLARIANT INTERNATIONAL AG : SWOT ANALYSIS

FIGURE 51 CRODA INTERNATIONAL PLC: COMPANY SNAPSHOT

FIGURE 52 CRODA INTERNATIONAL PLC : SWOT ANALYSIS

FIGURE 53 INCOTEC GROUP BV: COMPANY SNAPSHOT

FIGURE 54 SUN CHEMICAL CORPORATION: SWOT ANALYSIS



## I would like to order

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