

# **Agricultural Surfactants Market by Type (Non-Ionic, Anionic, Cationic, Amphoteric), Application (Herbicides, Fungicides), Substrate Type, Crop Type (Cereals & Grains, Pulses & Oilseeds, Fruits & Vegetables) and Region - Global Forecast to 2028**

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## **Abstracts**

The global agricultural surfactants market size is projected to reach USD 1.7 billion in 2023 and USD 2.3 billion by 2028, recording a CAGR of 6.2% in terms of value. The global agricultural surfactants market is being propelled by the widespread adoption of precision farming practices. Precision farming's emphasis on targeted and efficient agrochemical application aligns perfectly with the benefits surfactants offer. These compounds enhance pesticide coverage and absorption, ensuring optimal performance on crop surfaces. As precision farming technologies become integral to modern agriculture, the demand for surfactants that facilitate precise and consistent chemical delivery is escalating. By maximizing the efficacy of agrochemicals and minimizing waste, surfactants play a pivotal role in enhancing the productivity and sustainability of precision farming systems, thus driving their increased integration and the growth of the agricultural surfactants market.

“Synthetic is the most frequently employed substrate type of agricultural surfactants.”

Synthetic agricultural surfactants are the most frequently employed due to their consistent performance, versatility, and tailor-made properties. Their precise chemical compositions offer reliable and predictable effects on various agrochemical formulations, ensuring consistent results in diverse agricultural contexts. These surfactants can be engineered to possess specific characteristics, such as spreading, wetting, and adhesion capabilities, which are crucial for optimizing pesticide coverage on different crop surfaces. Moreover, their scalability in production allows for cost-

effective manufacturing, making them economically viable for widespread adoption.

“Non ionic type of agricultural surfactants is anticipated to hold the largest share in 2028.”

The non-ionic agricultural surfactants market is growing due to their versatility, compatibility, and environmental safety. Nonionic surfactants can be used in a wide range of applications, including herbicides, insecticides, and fungicides. They are also compatible with a variety of water qualities and pH levels, making them a reliable choice for farmers. Additionally, nonionic surfactants are relatively safe for the environment and less likely to cause phytotoxicity or plant damage. As regulations on agricultural chemicals become stricter and the demand for sustainable agriculture practices grows, nonionic surfactants are becoming increasingly important.

“Herbicides in the application segment of the agricultural surfactants market are projected to grow and have the largest market share for the forecasted year.”

Agricultural surfactants find their most extensive use in herbicides due to their pivotal role in optimizing herbicide effectiveness. Herbicides are designed to target specific weeds while minimizing harm to crops, necessitating precise application. Surfactants enhance herbicide coverage, spreading, and adhesion on plant surfaces, enabling thorough contact and absorption by targeted weeds. This ensures a higher degree of weed control and overall agrochemical efficiency. The complexities of various weed species, environmental conditions, and crop types require adaptable solutions, which surfactants provide by improving herbicide performance across diverse scenarios. Moreover, the need for effective weed management to maximize crop yields and minimize resource competition underscores the critical importance of surfactants in herbicide formulations, making them an indispensable component of modern weed control strategies in agriculture.

“North America is anticipated to have the highest share in the agricultural surfactants market, valued at 37.2% during the forecast period.”

North America accounts for the highest share of the agricultural surfactants market due to several factors. The region's advanced agricultural practices, coupled with a strong focus on optimizing crop yields, have driven substantial demand for surfactants that enhance pesticide efficiency. North American farmers are increasingly adopting precision agriculture methods, necessitating precise and effective chemical application,

which surfactants facilitate. Furthermore, the presence of prominent agrochemical and biotechnology companies in the region fuels research and development efforts, leading to innovative surfactant formulations. Stringent environmental regulations have also pushed for the use of surfactants to reduce chemical wastage and environmental impact. With a commitment to sustainable farming practices, coupled with substantial agricultural output, North America remains at the forefront of agricultural surfactant adoption, thus holding the highest market share.

The break-up of the profile of primary participants in the agricultural surfactants market:

By Company: Tier 1- 60%, Tier 2- 25%, Tier 3 – 15%

By Designation: Director Level – 35%, C- Level– 45%, and Others- 20%

By Region: North America –20%, Europe – 25%, Asia Pacific -45%, South America – 5%, and RoW - 5%

Prominent companies include CHS Inc. (US), BASF SE (Germany), Solvay (Belgium), Corteva Agriscience (US), Evonik (Germany), Croda International Plc (UK), Nufarm (Australia), CLARIANT (Switzerland), and Stepan Company (US).

#### Research Coverage:

In this report, the agricultural surfactants market has been categorized by type (non-ionic, anionic, cationic, amphoteric), application (herbicides, fungicides), substrate type (synthetic, bio-based), crop type (cereals & grains, pulses & oilseeds, fruits & vegetables), and region. The report's coverage includes specific information on the key elements—such as drivers, restraints, challenges, and opportunities—influencing the market for lactic acid. A comprehensive evaluation of the top industry players has been conducted to provide insights into their business overview, products, and services, important strategies, contracts, partnerships, agreements, the introduction of new products and services, acquisitions and mergers, and current trends affecting the agricultural surfactants market. This research covers competitive analysis of future startups in the agricultural surfactants market environment.

#### Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on

the closest approximations of the revenue numbers for the overall agricultural surfactants market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

Analysis of key drivers (High demand for agricultural surfactants and agricultural surfactants applications), restraints (Fluctuations in raw material prices), opportunities (Government regulations and frameworks to encourage the use of bioplastics), and challenges (High initial investment costs involved for small & medium enterprises) influencing the growth of the agricultural surfactants market.

Product Development/Innovation: Detailed insights on research & development activities and new product & service launches in the agricultural surfactants market.

Market Development: Comprehensive information about lucrative markets – the report analyses the agricultural surfactants market across varied regions.

Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the agricultural surfactants market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, and service offerings of leading players like Corbion (Netherlands), Cargill, Incorporated (US), Galactic (Belgium), and Unitika Ltd (Japan), among others in the agricultural surfactants market strategies.

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