

Europe Urea Fertilizers Market by Application [Grains & Oilseeds, Fruits & Vegetables, Rest (Crops)] - Forecasts to 2019

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Abstracts

The European urea fertilizers market is estimated to grow at a CAGR of 1.9% from 2014 to 2019. The European market leads the global market for urea consumption. Europe is an agriculture-intensive region with vast tracks of the Mediterranean as well as temperate zones, and where fertilizer consumption is very high, thereby giving maximum production from the land.

In this report, the European urea market has been broadly discussed by its application such as grains & oilseeds, and fruits & vegetables, among others. The grains & oilseeds application segment is estimated to grow at the fastest CAGR during the forecast period of 2014 to 2019.

France is the largest urea fertilizers market in Europe with a share of 20.6% in 2014, followed by Germany. The segment in Italy is expected to grow at the fastest CAGR during the given forecast period.

Yara Fertilizers ASA accounted for a major share of the European market in 2014. Other firms such as EuroChem and Agrium Inc. are competing for the growing urea fertilizers market in the European region. These companies are developing market strategies such as mergers & acquisitions, joint ventures, new product developments, and expansions to increase their market share in the European market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analyses—industry analysis, market share analysis of top players, company profiles,

which together comprise and discuss the basic views on the competitive landscape; emerging and high growth segments of the European urea fertilizers market; high-growth countries and their respective regulatory policies; government initiatives; and market drivers, restraints, and opportunities.

This report will enrich both, established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help in garnering a greater share of the market. Firms purchasing the report could use any one or a combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) to strengthen their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on urea fertilizers offered by the top ten players in the European market

Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product launches in the European urea fertilizers market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of urea fertilizers across Europe

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the European urea fertilizers market

Competitive Assessment: In-depth assessment of market share, strategies, products, and manufacturing capabilities of the leading players in the European urea fertilizers market

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