

Turf & Ornamentals Biostimulants Market By Active Ingredients (Acids and Exiracts) By Application (Foliar, Seed, Soil), By End users and By Geography – Global trends and Forecast 2019

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Abstracts

The global agricultural bio stimulants in turf & ornamentals market is estimated to grow at a CAGR of 14.5% from 2014 to 2019. Countries, such as the U.S., Spain, and Italy held substantial share in the agricultural bio stimulants in turf & ornamentals market in 2013. Furthermore, the agricultural bio stimulants in turf & ornamentals market in Latin America is expected to grow at a CAGR of 15.6% from 2014 to 2019, followed by the market in North America, which is projected to grow at a CAGR of 15.2% during the forecast period. The growth of the agricultural bio stimulants in turf & ornamentals market is driven by factors, such as promising results in yield, quality and productivity, need to fulfill the rising demand of mollifying and warming surroundings, and need for the restoration of soil. However, factors, such as the lack of awareness among turf and ornamental growers and stringent government rules and regulations are expected to restrain the growth of this market globally. Emerging economies, such as India, China, and Brazil are expected to be lucrative markets for agricultural bio stimulants in turf & ornamentals.

In this report, the global agricultural bio stimulants in turf & ornamentals market has been broadly classified on the basis of active ingredient, application, and geography. The acid-based bio stimulants market dominated the active ingredient segment with a share of 48.0% in 2013. The report provides in depth analysis of the global agricultural bio stimulants market with respect to five regions, namely North America, Europe, Asia-Pacific, Latin America, and Rest of the World.

Europe (comprising France, Germany, Italy, Spain, and the U.K.) contributed the largest

share of 44.8% to the global agricultural bio stimulants in turf & ornamentals market in 2013. The agricultural bio stimulants in turf & ornamentals market in Europe is primarily driven by factors, such as the rise in disposable income, increased spending capabilities of the consumers, and the recovering economic conditions in the region.

There has been a substantial growth in the agricultural bio stimulants in turf & ornamentals market in the Asia-Pacific region, due to their increased usage in countries, such as China and India. The agricultural bio stimulants in turf & ornamentals market in Asia-Pacific is estimated to grow at a CAGR of 14.5% from 2014 to 2019, and was dominated by the market in India, with a share of 35.2% in 2013.

The global agricultural bio stimulant in turf & ornamentals market is a highly competitive market with a large number of players. As of 2014, the key players in this market are BASF SE (Germany), Taminco Corporation (U.S.), Isagro SpA (Italy), and Novozymes A/S (Denmark). New product launch, partnership, agreement, collaboration, and joint venture are the major strategies adopted by the market players to achieve growth in the agricultural bio stimulants in turf & ornamentals market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, comparison with parent market, 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 global agricultural bio stimulants in turf & ornamentals market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will help both established firms as well as new entrants/smaller firms to analyze this market. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information on agricultural bio stimulants in Turf & Ornamentals offered by the top players in the agricultural bio stimulants in turf & ornamentals market

Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the agricultural bio stimulants in turf & ornamentals market

Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various agricultural bio stimulants in turf & ornamentals across geographies

Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the agricultural bio stimulants in turf & ornamentals market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the agricultural bio stimulants in turf & ornamentals market

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINATION AND SCOPE OF STUDY
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 INTEGRATED ECOSYSTEM OF BIOSTIMULANTS IN TURF & ORNAMENTALS MARKET
- 2.2 TOP-DOWN APPROACH
- 2.3 BOTTOM-UP APPROACH
- 2.4 2.4 ASSUMPTIONS

3 EXECUTIVESUMMARY

4 MARKET OVERVIEW

- 4.1 INTRODUCTION
- 4.2 GLOBAL MARKET SHARE ANALYSIS, BY COMPANY
- 4.3 DRIVERS AND INHIBITORS OF THE BIOSTIMULANTS IN TURF & ORNAMENTALS MARKET

5 GLOBAL BIOSTIMULANTS MARKET, BY END USER

- 5.1 INTRODUCTION

6 GLOBAL BIOSTIMULANTS MARKET IN TURF & ORNAMENTALS

- 6.1 INTRODUCTION
- 6.2 TURF & ORNAMENTALS: NORTH AMERICA
- 6.3 TURF & ORNAMENTALS: EUROPE
- 6.4 TURF & ORNAMENTALS: ASIA-PACIFIC
- 6.5 TURF & ORNAMENTALS: LATIN AMERICA

7 GLOBAL BIOSTIMULANTS AND BIOSTIMULANTS IN TURF & ORNAMENTALS

Turf & Ornamentals Biostimulants Market By Active Ingredients (Acids and Exiracts) By Application (Foliar, See...

MARKET, BY ACTIVE INGREDIENTS

7.1 INTRODUCTION

7.2 GLOBAL BIOSTIMULANTS: TURF AND ORNAMENTALS, BY ACTIVE INGREDIENTS

7.3 GLOBAL BIOSTIMULANTS: BY ACTIVE INGREDIENTS

8 GLOBAL BIOSTIMULANTS AND BIOSTIMULANTS IN TURF & ORNAMENTLS MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 GLOBAL BIOSTIMULANTS IN TURFS AND ORNAMENTALS, BY APPLICATION, 2013 - 2019 (USD MN)

8.3 GLOBAL BIOSTIMULANTS MARKET, BY APPLICATION, 2013 - 2019 (USD MILLION)

9 GLOBAL BIOSTIMULANTS MARKET, BY GEOGRAPHY

9.1 INTRODUCTION

10 AGRICULTURAL BIOSTIMULANTS IN TURF AND ORNAMENTALS MARKET: COMPETITIVE LANDSCAPE

10.1 OVERVIEW

10.2 COMPETITIVE TRENDS

10.3 MERGERS AND ACQUISITIONS

10.4 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES

10.5 NEW PRODUCT LAUNCHES

10.6 INVESTMENTS, EXPANSIONS, AND OTHER DEVELOPMENTS

11 COMPANY PROFILES

(Overview, Financials, Products & Services, Strategy, and Developments)*

11.1 BASF SE

11.2 NOVOZYMES A/S

11.3 AGRINOS AS

11.4 KOPPERT B.V.

11.5 ISAGRO SPA

- 11.6 OMEX AGRIFLUIDS LTD.
- 11.7 ARYSTA LIFESCIENCE CORPORATION
- 11.8 VALAGRO SPA
- 11.9 BIOSTADT INDIA LIMITED
- 11.10 ITALPOLLINA SPA

*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

12 APPENDIX

- 12.1 CUSTOMIZATION OPTIONS
 - 12.1.1 TECHNICAL ANALYSIS
 - 12.1.2 LOW-COST SOURCING LOCATIONS
 - 12.1.3 REGULATORY FRAMEWORK
 - 12.1.4 CROP-BIOSTIMULANTS USAGE DATA
 - 12.1.5 IMPACT ANALYSIS
 - 12.1.6 TRADE ANALYSIS
 - 12.1.7 HISTORICAL DATA AND TRENDS
- 12.2 RELATED REPORTS
- 12.3 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE
 - 12.3.1 RT SNAPSHOTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL BIOSTIMULANTS: MARKET VALUES, BY END USERS, 2014 – 2019 (USD MILLION)

Table 2 GLOBAL BIOSTIMULANTS: LAND, BY END USERS, 2014 – 2019 ('000 HA)

Table 3 TURF & ORNAMENTALS: BY GEOGRAPHY, 2014-2019 (USD MILLION)

Table 4 TURF & ORNAMENTALS: BY GEOGRAPHY, 2014-2019 ('000 HA)

Table 5 TURF & ORNAMENTALS, NORTH AMERICA: BY GEOGRAPHY, 2014-2019 (USD MILLION)

Table 6 TURF & ORNAMENTALS, NORTH AMERICA:BY GEOGRAPHY, 2014-2019 ('000 HA)

Table 7 TURF & ORNAMENTALS, EUROPE: BY GEOGRAPHY, 2014-2019 (USD MILLION)

Table 8 TURF & ORNAMENTALS, EUROPE: BY GEOGRAPHY, 2014-2019 ('000 HA)

Table 9 TURF & ORNAMENTALS, ASIA-PACIFIC:BY GEOGRAPHY, 2014-2019 (USD MILLION)

Table 10 TURF & ORNAMENTALS, ASIA-PACIFIC:BY GEOGRAPHY, 2014-2019 ('000 HA)

Table 11 TURF & ORNAMENTALS, LATIN AMERICA:BY GEOGRAPHY, 2014-2019 (USD MILLION)

Table 12 TURF & ORNAMENTALS, LATIN AMERICA:BY GEOGRAPHY, 2014-2019 ('000 HA)

Table 13 GLOBAL BIOSTIMULANTS IN TURF & ORNAMENTALS: MARKET VALUES, BY ACTIVE INGREDIENTS, 2014 – 2019 (USD MILLION)

Table 14 GLOBAL BIOSTIMULANTS: MARKET VALUES, BY ACTIVE INGREDIENTS, 2014 – 2019 (USD MILLION)

Table 15 GLOBAL BIOSTIMULANTS: LAND, BY ACTIVE INGREDIENTS, 2014 – 2019 ('000 HA)

Table 16 GLOBAL BIOSTIMULANTS MARKET IN TURFS AND ORNAMENTALS, BY APPLICATION, 2013 – 2019 (USD MILLION)

Table 17 GLOBAL BIOSTIMULANTS MARKET, BY APPLICATION, 2013 - 2019 (USD MN)

Table 18 GLOBAL BIOSTIMULANTS MARKET: LAND, BY APPLICATION, 2013 - 2019 ('000 HA)

Table 19 GLOBAL BIOSTIMULANTS MARKET, BY GEOGRAPHY, 2013 - 2018 (USD MN)

Table 20 GLOBAL BIOSTIMULANTS MARKET, BY GEOGRAPHY, 2012 - 2018 (KT)

Table 21 MERGERS AND ACQUISITIONS (JANUARY 2011 – OCTOBER 2014)

Table 22 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, AND JOINT VENTURES (JANUARY 2011 – OCTOBER 2014)

Table 23 NEW PRODUCT LAUNCHES (JANUARY 2011 – OCTOBER 2014)

Table 24 INVESTMENTS, EXPANSIONS, AND OTHER DEVELOPMENTS JANUARY 2011 – OCTOBER 2014)

Table 25 BASF SE: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2012 – 2013 (USD MILLION)

Table 26 BASF SE AGRICULTURAL SOLUTIONS: ANNUAL REVENUE, BY GEOGRAPHY, 2012 – 2013 (USD MILLION)

Table 27 BASF SE AGRICULTURE SOLUTIONS SEGMENT: ANNUAL REVENUE 2012 – 2013 (USD MILLION)

Table 28 NOVOZYMES A/S: ANNUAL REVENUE, BY BUSINESS SEGMENTS, 2012 – 2013 (USD MILLION)

Table 29 NOVOZYMES A/S: ANNUAL REVENUE, BY BUSINESS GEOGRAPHY, 2012 – 2013 (USD MILLION)

Table 30 NOVOZYMES A/S: ANNUAL REVENUE, 2012 – 2013 (USD MILLION)

Table 31 AGRINOS AS: ANNUAL REVENUE, 2012 – 2013 (USD MILLION)

Table 32 ISAGRO SPA: ANNUAL REVENUE, BY GEOGRAPHY, 2012 – 2013 (USD MILLION)

Table 33 ISAGRO SPA: ANNUAL REVENUE, 2012 – 2013 (USD MILLION)

List Of Figures

LIST OF FIGURES

Figure 1 GLOBAL BIOSTIMULANTS FOR TURF & ORNAMENTALS MARKET: SEGMENTATION & COVERAGE

Figure 2 GLOBAL BIOSTIMULANTS FOR TURF & ORNAMENTALS MARKET: INTEGRATED ECOSYSTEM

Figure 3 TOP-DOWN APPROACH

Figure 4 BOTTOM-UP APPROACH

Figure 5 GLOBAL BIOSTIMULANTS IN TURF & ORNAMENTALS MARKET SNAPSHOT

Figure 6 KEY PLAYERS IN GLOBAL MARKET

Figure 7 GLOBAL BIOSTIMULANTS: MARKET VALUES, BY END USERS, 2014 – 2019 (USD MILLION)

Figure 8 GLOBAL BIOSTIMULANTS: LAND, BY END USERS, 2014 – 2019 ('000 HA)

Figure 9 TURF & ORNAMENTALS: BY GEOGRAPHY, 2014-2019 (USD MILLION)

Figure 10 TURF & ORNAMENTALS: BY GEOGRAPHY, 2014-2019 ('000 HA)

Figure 11 TURF & ORNAMENTALS: VALUE AND AREA ANALYSIS, BY GEOGRAPHY, 2014 – 2019 (CAGR %)

Figure 12 TURF & ORNAMENTALS, NORTH AMERICA SNAPSHOT: BY GEOGRAPHY (2014 VS 2019)

Figure 13 TURF & ORNAMENTALS, EUROPE SNAPSHOT: BY GEOGRAPHY (2014 VS 2019)

Figure 14 TURF & ORNAMENTALS, ASIA-PACIFIC SNAPSHOT: GEOGRAPHY (2014 VS 2019)

Figure 15 TURF & ORNAMENTALS, LATIN AMERICA SNAPSHOT: BY GEOGRAPHY (2014 VS 2019)

Figure 16 GLOBAL BIOSTIMULANTS IN TURF & ORNAMENTALS: MARKET VALUES, BY ACTIVE INGREDIENTS, 2014 – 2019 (USD MILLIONS)

Figure 17 GLOBAL BIOSTIMULANTS: MARKET VALUES, BY ACTIVE INGREDIENTS, 2014 – 2019 (USD MILLION)

Figure 18 GLOBAL BIOSTIMULANTS: LAND, BY ACTIVE INGREDIENTS, 2014 – 2019 ('000 HA)

Figure 19 BIOSTIMULANTS: APPLICATION MARKET SCENARIO

Figure 20 GLOBAL BIOSTIMULANTS IN TURFS AND ORNAMENTALS, BY APPLICATION, 2013 - 2019 (USD MILLION)

Figure 21 GLOBAL BIOSTIMULANTS MARKET, BY APPLICATION, 2013 - 2019 (USD MILLION)

Figure 22 GLOBAL BIOSTIMULANTS MARKET: LAND, BY APPLICATION, 2012 - 2019 ('000 HA)

Figure 23 GLOBAL BIOSTIMULANTS MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2012-2018 (USD MN)

Figure 24 GLOBAL BIOSTIMULANTS MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2012-2019 (KT)

Figure 25 COMPETITIVE TRENDS

Figure 26 BASF SE: REVEUE MIX, 2013 (%)

Figure 27 CONTRIBUTION OF AGRICULTURAL SOLUTIONS SEGMENT TOWARDS COMPANY REVENUES, 2009-2013 (USD MILLION)

Figure 28 NOVOZYMES A/S REVENUE MIX, 2013 (%)

Figure 29 ISAGRO SPA REVENUE MIX, BY GEOGRAPHY 2013 (%)

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