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Europe Insecticide - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Europe Insecticide Market size is estimated at 4.45 billion USD in 2024, and is expected to reach 5.58 billion USD by 2029, growing at a CAGR of 4.63% during the forecast period (2024-2029).

Foliar application is the most significant method of insecticide application in Europe

The market for foliar application of insecticides in Europe is significant and accounted for the largest market share of 58.23% in 2022, with a value of USD 2.38 billion. The adoption of modern agricultural practices like precision application and the increasing awareness of sustainable farming techniques in European countries have contributed to the growth of this application mode.

Seed treatment accounted for a share of 9.56% in 2022. Seed treatment of insecticides is effective against soil-borne diseases like wireworms, cabbage root flies, carrot flies, onion flies, and Colorado potato beetles. Wireworms are the larvae of click beetles and can cause significant damage to various crops, including potatoes, cereals, root vegetables, and ornamental plants. They feed on the underground parts of plants, such as seeds, roots, and tubers, leading to stunted growth, reduced yields, and sometimes plant death.

There is a growing emphasis on the utilization of the soil treatment mode of insecticide application to protect soil health and combat soil-borne insects that damage agricultural crops like white grub, termites, wireworms, mole cricket, earwigs, black scarab beetles, cutworms, and fire ants. Due to this, the consumption of insecticides through soil

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treatment methods is projected to increase by 3,457.5 metric tons between 2023 and 2029.

Hydrogen cyanide, naphthalene, nicotine, and methyl bromide are the common chemicals used for fumigation purposes in the region. Fumigation is considered an effective method for controlling pests and reducing the risk of infestations in storing grains and cereals.

These different application methods help farmers employ targeted approaches to protect their crops from fungal infections and enhance overall productivity.

Germany's dominance in the market is fueled by the increasing demand for insecticides driven by the necessity for effective insect control.

The European insecticide market is witnessing significant expansion. This increased demand for insecticides is driven by the need to effectively manage insect pests such as the corn borer, leaf beetle, aphids, stem sawfly, and leafhoppers, which pose significant threats to crops, causing yield losses. As of 2022, Europe accounted for 12.0% of the total market share value in the global insecticide market.

In 2022, Germany held a significant share of 47.3% in the North American fungicide market, asserting its dominance. Germany has a vast and diverse agricultural landscape, cultivating crops across different areas. This diversity makes crops more vulnerable to a variety of insect pests, resulting in an increased need for insecticides. The most frequently utilized insecticide active ingredients are carbamates and pyrethroids.

With a significant market share of 13.1%, Russia ranks as the second-largest consumer of insecticides globally. The country's agricultural practices focus on intensive farming, characterized by the extensive cultivation of high-yield crops. However, this intensive approach also creates favorable conditions for the rapid spread of insect pests, such as aphids, maggots, whiteflies, flea beetles, cutworms, hornworms, and thrips. These pests pose a substantial threat to grains and cereals, resulting in crop damage and diminished yields. Therefore, insecticides become essential to safeguard crops and ensure continued productivity.

The market is expected to experience a CAGR of 4.6% during the forecast period

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(2023-2029), primarily driven by the raised concerns for food security, growing demand for agricultural products, and the rising significance of insecticides in protecting crops.

Europe Insecticide Market Trends

Germany recorded the highest insecticide per capita consumption rate in Europe

Insect pests feed on plant tissues, such as leaves, stems, roots, or fruits. They use their mouth parts to chew, pierce, or suck plant fluids, leading to direct physical damage. This feeding can result in the removal of plant tissues, reducing the plant's abilities of photosynthesis, nutrient uptake, and water transport, eventually reducing crop yield.

Germany's major cropping regions, namely the North German Plain, Lower Rhine Region, Black Forest Region, and Baltic Sea Coast are renowned for agricultural productivity. These regions majorly cultivate crops such as wheat, barley, rapeseed, potatoes, and sugar beets. However, these crops face notable challenges from pests such as aphids, cabbage white butterflies, Colorado beetles, and wireworms, which can result in substantial crop losses. To combat these pests and ensure optimal yields, insecticides are crucial for pest control and management. Owing to these factors, Germany recorded the highest insecticide consumption rate of 3.0 kg/ha in 2022 in Europe.

Italy is the second-largest consumer of insecticide, with a consumption rate of 2.7 kg/ha in 2022. The Po Valley, Puglia, Sicily, and Emilia-Romagna regions are significant cropping regions in Italy, characterized by a range of climatic conditions from continental to Mediterranean. These climatic conditions enable infestation by grapevine moths, Colorado potato beetles, corn borers, aphids, and red palm weevils, leading to major crop losses. To combat these pest infestations and mitigate crop losses, farmers often rely on the use of insecticides.

Europe has a predominantly temperate climate, which is an ideal habitat for various pests, allowing them to reproduce and multiply rapidly. Such factors are expected to drive the insecticides market during the forecast period.

The demand for these active ingredients is growing due to the rising usage of insecticides

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Lambda-cyhalothrin, classified as a pyrethroid insecticide, is a synthetic compound inspired by natural pyrethrins found in chrysanthemum flowers. Its purpose is to combat pests, including aphids, thrips, leafhoppers, whiteflies, and various caterpillar species in crops like cotton, corn, soybeans, vegetables, and fruits. This active ingredient acts as a neurotoxin, targeting insects' nervous systems. It disrupts normal nerve cell function, inducing paralysis and eventual pest demise. In 2022, its cost stood at USD 22.7 thousand per metric ton.

In 2022, the cost of cypermethrin was estimated at USD 21.2 thousand per metric ton. This active ingredient has gained substantial usage in agriculture due to its efficiency in managing diverse insect species like aphids, beetles, spotted ball worms, pink ball worms, early spot borers, and hairy caterpillars. Its proven efficacy has rendered it a favored selection among European farmers aiming to safeguard their crops from pests and ensure a productive harvest.

Emamectin benzoate functions as an insecticide, displaying potent effectiveness against various damaging Lepidoptera species that target agricultural crops' fruits and leaves. Derived naturally, its active component belongs to the avermectin chemical group, causing paralysis in larvae by activating chloride channels at the nerve level. Emamectin benzoate offers rapid activity and mode of action to achieve high efficiency at minimal application rates across all stages of larval development. It was developed for application on crops like stonefruits, grapes, and a wide range of vegetables. It is also a compatible option for integrated pest management (IPM) initiatives in orchards and greenhouses. In 2022, its cost stood at USD 17.4 thousand per metric ton.

Europe Insecticide Industry Overview

The Europe Insecticide Market is moderately consolidated, with the top five companies occupying 45.52%. The major players in this market are BASF SE, Bayer AG, FMC Corporation, Nufarm Ltd and Syngenta Group (sorted alphabetically).

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