

# **Soil Wetting Agents Market: Global Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012 to 2016 and Forecast 2017 to 2023**

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## **Abstracts**

Global Soil Wetting Agents Market: By Formulation (Liquid Formulation and Solid Formulation), By Application (Agricultural and Turf Care), By End-Use Product (Fertilizers, Crop Protecting Agents), and Geography – Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023

Market Outline: Soil Wetting Agents Market

Soil wetting agents are the substances usually contain surfactants to reduce surface tension of water. These substances increase the water penetration ability and uniform distribution, proper drainage, moisture retention, and efficient use of water. Soil wetting agents reduce the surface tension and improve the ability of water to spread on soil surface. The formulation of soil wetting agents may also contain other active ingredients which help in the penetration of wetting agents into the soil.

Market Dynamics: Soil Wetting Agents Market

Increase in the use of soil wetting agents in turfgrass application, rise in demand for better quality and yield agro products, unfavorable environmental conditions, and high adoption of protected agriculture and precision farming practices are anticipated to fuel the soil wetting agents market. Moreover, rise in demand for crop protecting agents and fertilizers, cost-effective of soil wetting agents, and increase in the agriculture farming are expected to boost the soil wetting agents market over the forecast period. However, stringent regulatory policies for the product approval and lack of awareness about soil wetting agents in underdeveloped countries are hindering the growth of soil wetting agents market over the forecast timeframe.

## Market Scope: Soil Wetting Agents Market

Soil wetting agents market is segmented on the basis of formulation, application, and end-use products

Based on the formulation, This market is segmented into the following:

- Liquid
- Solid

Based on the application, This market is segmented into the following:

- Agriculture
- Turf care

Based on the end-use products, This market is segmented into the following:

- Fertilizers
- Potassium
- Nitrogen
- Phosphorous
- Crop protection Agents
- Fungicides
- Pesticides
- Insecticides
- Others

## Market Summary: Soil Wetting Agents Market

Soil wetting agents market has a lucrative growth owing to changes in the farming practices and increase in the preference for quality food products with better yield. Increase in the global environmental concerns and growing number of gardens and sports clubs also boosts the market growth. In addition, majority of the local and international players are actively involved in the innovation of newer soil wetting agents. Moreover, launching of newer soil wetting agents expected to upsurge the revenue of market. For instance, in September 2014, Precision Labs launched two soil wetting agents Vivax and Aypso in the turf market.

## Regional Analysis: Soil Wetting Agents Market

Geographically, global soil wetting agents market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. North America soil wetting agents market driven by increase in the fruits and vegetables farming, rise in the awareness about soil wetting agents, and unfavorable environmental conditions. Europe soil wetting agents market has a significant growth, which is attributed to adoption of newer products, change in farming practices, and increase in agriculture production in Germany, UK, and France are boost the market. Asia Pacific soil wetting agents market is projected to grow at significant rate due to increase in the demand for quality food products with better yield, government initiations for improving the crop yield, and adoption of newer products in the market. Latin America soil wetting agents market has lucrative growth owing to expansion of business by market players into Latin America region, consistency in expanding farmland, and rise in awareness about soil wetting agents among stakeholders. Middle East and Africa soil wetting agents market is poised to grow owing to increase in preference for quality food products coupled with rise in agriculture farming in Africa region.

## Competition Assessment: Soil Wetting Agents Market

Some of the players in the global soil wetting agents market include:

Wilbur-Ellis Company (U.S.)  
BASF SE (Germany)  
Nufarm Limited (Australia)  
ADS Agrotech Pvt. Ltd. (India)  
BrettYoung Seeds Limited (Canada)  
Geponics Inc. (U.S.)  
Seasol International Pty Ltd. (Australia)  
Grow More, Inc. (U.S.)  
Milliken Chemical (U.S.)  
Precision Laboratories, LLC (U.S.)

## Notable Market Developments: Soil Wetting Agents Market

In June 2016, BASF SE licensed newer soil wetting agent technologies co-developed with Cooperative Research Centre for Polymers (CRCP) to help the Australian farmers for increasing the water efficiencies and product yield

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL SOIL WETTING AGENTS MARKET INTRODUCTION**

#### 2.1. Global Soil Wetting Agents Market – Taxonomy

#### 2.2. Global Soil Wetting Agents Market –Definitions

##### 2.2.1. Formulation Type

##### 2.2.2. Application

##### 2.2.3. End-Use

### **3. GLOBAL SOIL WETTING AGENTS MARKET DYNAMICS**

#### 3.1. Drivers

#### 3.2. Restraints

#### 3.3. Opportunities/Unmet Needs of the Market

#### 3.4. Trends

#### 3.5. Global Soil Wetting Agents Market Dynamic Factors - Impact Analysis

#### 3.6. Global Soil Wetting Agents Market – Regulations

##### 3.6.1. U.S.

##### 3.6.2. Europe

#### 3.7. Global Soil Wetting Agents Market –Trends

### **4. GLOBAL SOIL WETTING AGENTS MARKET ANALYSIS, 2012 – 2016 AND FORECAST, 2017 – 2023**

#### 4.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

#### 4.2. Year-over-Year (Y-o-Y) Growth Analysis (%)

#### 4.3. Market Opportunity Analysis

### **5. GLOBAL SOIL WETTING AGENTS MARKET, BY FORMULATION TYPE, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

#### 5.1. Liquid

##### 5.1.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

##### 5.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

##### 5.1.3. Market Opportunity Analysis

#### 5.2. Solid

- 5.2.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 5.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 5.2.3. Market Opportunity Analysis

## **6. GLOBAL SOIL WETTING AGENTS MARKET, BY APPLICATION, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

### **6.1. Agriculture**

- 6.1.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.1.3. Market Opportunity Analysis

### **6.2. Turf care**

- 6.2.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.2.3. Market Opportunity Analysis

## **7. GLOBAL SOIL WETTING AGENTS MARKET, BY END-USE, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

### **7.1. Fertilizers**

- 7.1.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 7.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 7.1.3. Market Opportunity Analysis

### **7.2. Potassium**

- 7.2.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 7.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 7.2.3. Market Opportunity Analysis

### **7.3. Nitrogen**

- 7.3.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 7.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 7.3.3. Market Opportunity Analysis

### **7.4. Phosphorous**

- 7.4.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 7.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 7.4.3. Market Opportunity Analysis

### **7.5. Crop protection Agents**

- 7.5.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 7.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 7.5.3. Market Opportunity Analysis

## 7.6. Fungicides

7.6.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.6.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.6.3. Market Opportunity Analysis

## 7.7. Pesticides

7.7.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.7.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.7.3. Market Opportunity Analysis

## 7.8. Insecticides

7.8.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.8.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.8.3. Market Opportunity Analysis

## 7.9. Others

7.9.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.9.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.9.3. Market Opportunity Analysis

# **8. GLOBAL SOIL WETTING AGENTS MARKET FORECAST, BY REGION, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

## 8.1. North America

8.1.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.1.3. Market Opportunity Analysis

## 8.2. Europe

8.2.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.2.3. Market Opportunity Analysis

## 8.3. Asia-Pacific

8.3.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.3.3. Market Opportunity Analysis

## 8.4. Latin America

8.4.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.4.3. Market Opportunity Analysis

## 8.5. Middle East and Africa

8.5.1. Market Analysis, 2012 - 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

### 8.5.3. Market Opportunity Analysis

8.6. Global Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Region, 2017 – 2023

## **9. NORTH AMERICA SOIL WETTING AGENTS MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

9.1. Formulation Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

9.1.1. Liquid

9.1.2. Solid

9.2. Application Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

9.2.1. Agriculture

9.2.2. Turf care

9.3. End-Use Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

9.3.1. Fertilizers

9.3.2. Potassium

9.3.3. Nitrogen

9.3.4. Phosphorous

9.3.5. Crop protection Agents

9.3.6. Fungicides

9.3.7. Pesticides

9.3.8. Insecticides

9.3.9. Others

9.4. Country Analysis 2016 and Forecast 2017 – 2023 by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)

9.4.1. U.S.

9.4.2. Canada

9.5. North America Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Country, 2017 – 2023

9.6. North America Soil Wetting Agents Market Dynamics – Trends

## **10. EUROPE SOIL WETTING AGENTS MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

10.1. Formulation Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)



- 10.1.1. Liquid
- 10.1.2. Solid
- 10.2. Application Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 10.2.1. Agriculture
  - 10.2.2. Turf care
- 10.3. End-Use Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 10.3.1. Fertilizers
  - 10.3.2. Potassium
  - 10.3.3. Nitrogen
  - 10.3.4. Phosphorous
  - 10.3.5. Crop protection Agents
  - 10.3.6. Fungicides
  - 10.3.7. Pesticides
  - 10.3.8. Insecticides
  - 10.3.9. Others
- 10.4. Country Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)
  - 10.4.1. Germany
  - 10.4.2. UK
  - 10.4.3. France
  - 10.4.4. Spain
  - 10.4.5. Italy
  - 10.4.6. Russia
  - 10.4.7. Poland
  - 10.4.8. Rest of Europe
- 10.5. Europe Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Country, 2017 – 2023
- 10.6. Europe Soil Wetting Agents Market Dynamics – Trends

## **11. ASIA-PACIFIC SOIL WETTING AGENTS MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

- 11.1. Formulation Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 11.1.1. Liquid
  - 11.1.2. Solid
- 11.2. Application Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD



Mn), Y-o-Y Growth (%), and Market Share (%)

11.2.1. Agriculture

11.2.2. Turf care

11.3. End-Use Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

11.3.1. Fertilizers

11.3.2. Potassium

11.3.3. Nitrogen

11.3.4. Phosphorous

11.3.5. Crop protection Agents

11.3.6. Fungicides

11.3.7. Pesticides

11.3.8. Insecticides

11.3.9. Others

11.4. Country Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)

11.4.1. Japan

11.4.2. China

11.4.3. India

11.4.4. ASEAN

11.4.5. Australia & New Zealand

11.4.6. Rest of Asia-Pacific

11.5. Asia-Pacific Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Country, 2017 – 2023

11.6. Asia-Pacific Soil Wetting Agents Market Dynamics – Trends

## **12. LATIN AMERICA SOIL WETTING AGENTS MARKET ANALYSIS, 2012 - 2012 - 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

12.1. Formulation Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

12.1.1. Liquid

12.1.2. Solid

12.2. Application Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

12.2.1. Agriculture

12.2.2. Turf care

12.3. End-Use Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

- 12.3.1. Fertilizers
- 12.3.2. Potassium
- 12.3.3. Nitrogen
- 12.3.4. Phosphorous
- 12.3.5. Crop protection Agents
- 12.3.6. Fungicides
- 12.3.7. Pesticides
- 12.3.8. Insecticides
- 12.3.9. Others
- 12.4. Country Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)
  - 12.4.1. Brazil
  - 12.4.2. Mexico
  - 12.4.3. Argentina
  - 12.4.4. Venezuela
  - 12.4.5. Rest of Latin America
- 12.5. Latin America Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Country, 2017 – 2023
- 12.6. Latin America Soil Wetting Agents Market Dynamics – Trends

### **13. MIDDLE EAST AND AFRICA SOIL WETTING AGENTS MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023 (REVENUE, USD MN)**

- 13.1. Formulation Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 13.1.1. Liquid
  - 13.1.2. Solid
- 13.2. Application Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 13.2.1. Agriculture
  - 13.2.2. Turf care
- 13.3. End-Use Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)
  - 13.3.1. Fertilizers
  - 13.3.2. Potassium
  - 13.3.3. Nitrogen
  - 13.3.4. Phosphorous
  - 13.3.5. Crop protection Agents
  - 13.3.6. Fungicides

13.3.7. Pesticides

13.3.8. Insecticides

13.3.9. Others

13.4. Country Analysis 2012 - 2016 and Forecast 2017 – 2023 by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)

13.4.1. Gulf Cooperation Council (GCC) Countries

13.4.2. Israel

13.4.3. South Africa

13.4.4. Rest of MEA

13.5. MEA Soil Wetting Agents Market - Opportunity Analysis Index, By Formulation Type, Application, End-Use Product and Country, 2017 – 2023

13.6. MEA Soil Wetting Agents Market Dynamics – Trends

## **14. COMPETITION LANDSCAPE**

14.1. Strategic Dashboard of Top Market Players

14.2. Company Profiles (Introduction, Financial Analysis, Yarn Type & Service Offerings, Key Developments, Strategies, and SWOT Analysis)

14.2.1. Wilbur-Ellis Company (U.S.)

14.2.2. BASF SE (Germany)

14.2.3. Nufarm Limited (Australia)

14.2.4. ADS Agrotech Pvt. Ltd. (India)

14.2.5. BrettYoung Seeds Limited (Canada)

14.2.6. Geponics Inc. (U.S.)

14.2.7. Seasol International Pty Ltd. (Australia)

14.2.8. Grow More, Inc. (U.S.)

14.2.9. Milliken Chemical (U.S.)

14.2.10. Precision Laboratories, LLC (U.S.)

## **15. RESEARCH METHODOLOGY**

## **16. KEY ASSUMPTIONS AND ACRONYMS**

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