

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

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## **Abstracts**

Global Turf Seed Market: By Turf Type (Blue Kentucky Grass, Rye Grass, Creeping Bent Grass, Tall Fescue, Zoysia Grass, Bermuda Grass, Others), By Application (Sports Grounds, Gardens, Others), By Mode of Application (Broadcasting, Overcasting, Hydroseeding, Others), and Geography – Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012-2016 and Forecast 2017-2023

### **Market Outline: Turf Seed Market**

Turf seeds are used for the development of turfgrass covering the land aesthetically in surrounding venues such as playground, home, golf course, and sports ground among others. The major advantages with turf grass include recreational, functional, and ornamental. Lawns and turfs are developed for controlling the soil erosion, reducing the dust, minimization of weeds, and improving aesthetic appeal of land. Cultivation of turf grass is a common feature in urban landscape of developed countries such as U.S.

### **Market Dynamics: Turf Seed Market**

Increase in the demand for turf from sports sector, rise in preference for player safety, availability of seed varieties, and growing awareness about development of gardens in developed and developing countries are anticipated to fuel the turf seed market. Moreover, increase in the preference for turf cultivation in residential surroundings, government supporting for the establishment of gardens and sports clubs, and rise in number of playgrounds around the world are anticipated to boost the turf seed market. However, high cost of turf seeds and unfavorable environmental conditions are anticipated to hamper the growth of this market.

## Market Scope: Turf Seed Market

This market is segmented on the basis of turf type, application, and mode of application

Based on the turf type, the market is segmented into the following:

- Blue Kentucky Grass
- Rye Grass
- Creeping Bent Grass
- Tall Fescue
- Zoysia Grass
- Bermuda Grass
- Others

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

- Sports Grounds
- Gardens
- Others

Based on the mode of application, the market is segmented into the following:

- Broadcasting
- Overcasting
- Hydroseeding
- Others

## Market Summary: Turf Seed Market

This market is growing at a significant CAGR owing to increase in the demand for expansion of sports grounds and gardens around the globe. Most of the market players are actively involved in the development of newer turf seed products for increasing their share in global turf seed market. Moreover, increase in the preference for aesthetic appeal in residential areas, and increase in R&D for the development of modern seeds are expected to upsurge the revenue of turf seed market. Furthermore, acquisitions and mergers, product approvals, and product launchings are the key strategies adopted by the market players. For instance, in May 2016, BrettYoung Seeds Ltd. acquired Plant Science, Inc. for the expansion of turf seed business in Ontario.

## Regional Analysis: Turf Seed Market

Geographically, globally this market is segmented into North America, Europe, Asia Pacific, Latin America, and Middle East and Africa. North America turf seed market is growing due to increase in the number of sports clubs, players' safety, and increase in the R&D for innovation of newer seeds are anticipated to fuel the market. Europe turf seed market has a significant share owing to adoption of newer products, construction of gardens and grounds, and rapid urbanization in the region. Asia Pacific turf seed market has lucrative growth attributed to rise in number of sports clubs in China, Australia, New Zealand, and India, economic growth, and rise in demand for gardening and ornamentals due to urbanization are anticipated to propel the market. Latin America turf seed market is poised to grow at significant rate due to government support for the establishment of gardens and sports clubs, rise in number of sports grounds majorly in Brazil, Mexico, and Argentina, and increase in preference for ornamentals.

## Competition Assessment: Turf Seed Market

Some of the players in the global turf seed Industry include:

BrettYoung (Canada)  
La Crosse Seed LLC (U.S.)  
Turf Products (U.S.)  
Johnston Seed Company (U.S.)  
Hancock Seed Company (U.S.)  
Ampac Seed Company (U.S.)  
Turf & Garden, Inc. (U.S.)  
Pennington Seed Inc. (Central Garden & Pet Company) (U.S.)  
Sakata Seed America (U.S.)  
HG Turf Pty. Ltd. (Australia)

## Notable Market Developments: Turf Seed Market

In October 2017, Johnston Seed Company expanded its turf seed business in Oklahoma by launching a new retail center and two new warehouses facilities

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