

# **Diquat Dibromide Herbicide Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

<https://marketpublishers.com/r/D18A05E09F27EN.html>

Date: April 2025

Pages: 97

Price: US\$ 3,200.00 (Single User License)

ID: D18A05E09F27EN

## **Abstracts**

### **Diquat Dibromide Herbicide Market Summary**

#### **Introduction**

Diquat dibromide herbicide is a non-selective, fast-acting contact herbicide used to control broadleaf weeds and grasses in agricultural and aquatic settings. The industry is characterized by its rapid weed control efficacy, versatility, and role in integrated weed management. Diquat dibromide is valued for its quick knockdown effect and minimal soil residual activity, making it suitable for pre-harvest desiccation and aquatic weed control. The market is driven by rising global food demand, increasing herbicide resistance, and the need for efficient weed management. Key growth factors include expanding agricultural production, regulatory support for safe herbicide use, and advancements in formulation technology.

#### **Market Size and Growth Forecast**

The global diquat dibromide herbicide market was valued at USD 5.3 billion to USD 8.7 billion in 2024, with a projected CAGR of 4.0% to 6.0% from 2025 to 2030. This growth reflects steady demand for effective weed control solutions amid expanding crop production and evolving weed management needs.

#### **Regional Analysis**

North America holds an estimated 30-35% market share, with a growth rate of 3-5%. The U.S. leads with its large-scale farming, while Canada focuses on weed control in cereals.

Europe accounts for 20-25% of the market, growing at 4-6%. Germany and France drive demand with strict weed management regulations, while the UK emphasizes sustainable practices.

Asia Pacific represents 25-30% of the market, with a growth rate of 5-7%. China and India dominate due to extensive crop production, while Japan focuses on precision weed control.

The Rest of the World holds a 15-20% share, growing at 4-6%. Brazil leads in Latin America with soybean and cotton farming, while Australia targets aquatic weed management.

### Application Analysis

Corn grows at 4-6%, driven by its widespread cultivation and weed pressure. Trends focus on pre-harvest desiccation.

Wheat grows at 3-5%, addressing grassy weeds in cereal production. Trends emphasize integrated management.

Cotton grows at 5-7%, targeting broadleaf weeds. Trends favor rapid action formulations.

Soybean grows at 4-6%, driven by production increases. Trends highlight resistance management.

Others, like aquatic weeds, grow at 3-5%, with focus on environmental applications.

### Product Type Analysis

20% Concentration grows at 3-5%, suited for cost-effective weed control. Trends favor broad use.

40% Concentration grows at 4-6%, offering higher efficacy. Trends target intensive farming.

42% Concentration grows at 5-7%, preferred for rapid action. Trends emphasize premium solutions.

Others grow at 3-5%, catering to niche needs with specialized formulations.

### Key Market Players

Adama Agricultural Solutions, from Israel, offers diquat-based weed control solutions.

Bayer CropScience SE, from Germany, provides advanced herbicide formulations.

Corteva Agriscience, a U.S. firm, focuses on weed management innovations.

American Vanguard Corporation, U.S.-based, targets agricultural herbicides.

BASF SE, from Germany, delivers diquat solutions globally.

FMC Corporation, a U.S. company, specializes in crop protection.

Syngenta International, from Switzerland, offers weed control products.

Nufarm, from Australia, focuses on herbicide efficacy.

UPL, from India, serves emerging markets.

Sumitomo Chemical Company, from Japan, targets precision agriculture.

Lier Chemical, from China, provides cost-effective herbicides.

Alligare, U.S.-based, focuses on aquatic weed control.

Lake Restoration, also U.S.-based, specializes in environmental applications.

Cygnnet Enterprises, from the U.S., offers aquatic solutions.

YongNong BioSciences, from China, serves Asia's farming sector.

Nanjing Red Sun, also from China, targets regional markets.

## Porter's Five Forces Analysis

The threat of new entrants is low to moderate, due to regulatory hurdles and R&D costs.

The threat of substitutes is high, with alternative herbicides competing, though diquat's speed sustains demand.

Buyer power is moderate, with farmers seeking effective solutions, balanced by cost sensitivity.

Supplier power is moderate, with raw materials controlled by key players.

Competitive rivalry is high, with firms differentiating through efficacy and regulatory compliance.

## Market Opportunities and Challenges

### Opportunities

Rising crop production increases herbicide demand.

Herbicide resistance drives need for diverse solutions.

Sustainable weed management trends boost adoption.

### Challenges

Regulatory restrictions limit use in some regions.

Environmental concerns require safer formulations.

Competition from alternatives pressures market share.

## Growth Trend Analysis

The market's 4-6% CAGR reflects steady growth driven by increasing soybean production (USDA: 4.37 billion bushels in 2024, up 5% from 2023) and weed control needs. However, reports of Bayer's new Roundup products being more toxic than previous versions may shift demand toward diquat as a safer alternative, though environmental scrutiny remains a factor.

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