

Soil Wetting Agents Market Forecasts to 2032 – Global Analysis By Product Type (Liquid Wetting Agents, Bio-based & Organic Wetting Agents, Granular Wetting Agents, Synthetic Surfactants, and Other Product Types), Formulation, Active Ingredient, Distribution Channel, Application, End User and By Geography

<https://marketpublishers.com/r/S4BAD832388AEN.html>

Date: September 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: S4BAD832388AEN

Abstracts

According to Statistics MRC, the Global Soil Wetting Agents Market is accounted for \$2.43 billion in 2025 and is expected to reach \$3.88 billion by 2032 growing at a CAGR of 6.9% during the forecast period. Soil wetting agents are compounds designed to enhance water infiltration and movement within soil. By lowering surface tension, they allow water to spread and soak into dry or water-repellent soils efficiently. Their use supports better plant hydration, balanced growth, and improved nutrient absorption. Widely utilized in farming, gardening, and turf care, these agents conserve water, limit surface runoff, and optimize irrigation methods, contributing to effective soil management and sustainable agricultural practices.

Market Dynamics:

Driver:

Increasing adoption in turf and landscaping applications

Demand for soil wetting agents is rising as turf care and landscape maintenance become more water-conscious. These agents help distribute moisture evenly, reducing irrigation needs and improving plant health. Turf professionals are increasingly turning to liquid formulations to combat localized dry spots and enhance soil permeability.

Advances in surfactant technology are enabling more targeted water delivery across sports fields, golf courses, and public green spaces. Integration with smart irrigation systems is emerging as a key trend, allowing for real-time moisture control. As cities invest in sustainable landscaping, wetting agents are becoming essential tools for efficient turf management.

Restraint:

High cost of advanced wetting agent formulations

The high cost of advanced wetting agents remains a significant hurdle for adoption. These formulations often rely on specialized surfactants and delivery systems that increase production expenses. Small-scale users and budget-sensitive sectors may hesitate to invest in high-performance products. Manufacturing processes involving nano-emulsions or biodegradable compounds add complexity and cost. While companies are exploring ways to reduce pricing, maintaining efficacy without compromising quality is challenging. Consequently, affordability continues to limit uptake in certain agricultural and turf segments.

Opportunity:

Development of bio-based and eco-friendly wetting agents

The push for environmentally responsible farming is driving interest in bio-based wetting agents. These products, often derived from natural surfactants or renewable polymers, offer improved soil compatibility and reduced ecological impact. Innovations in microbial and enzyme-based formulations are gaining traction for their ability to enhance water retention organically. Regulatory support and consumer demand for green inputs are accelerating product development. Emerging technologies are enabling safer, non-toxic alternatives that meet evolving compliance standards.

Threat:

Stringent regulations on chemical use in agriculture

Increasing regulatory scrutiny over chemical inputs in agriculture is challenging the wetting agents market. Governments are imposing stricter limits on runoff, toxicity, and soil degradation, prompting a shift toward safer alternatives. Reformulating products to meet these standards often requires additional R&D and testing, delaying time-to-

market. Regions like North America and Europe are leading the charge with rigorous compliance frameworks. Manufacturers are investing in low-impact technologies to stay ahead of regulatory changes, but uncertainty persists.

Covid-19 Impact

The pandemic disrupted supply chains and delayed distribution of agricultural inputs, including wetting agents. Turf maintenance and landscaping projects were postponed due to lockdowns and reduced workforce availability. However, essential sectors like agriculture and food production continued to rely on efficient water management tools. The crisis underscored the importance of resilient, low-maintenance solutions in unpredictable conditions. Recovery is now being fuelled by renewed investment in sustainable land care and infrastructure upgrades.

The liquid wetting agents segment is expected to be the largest during the forecast period

The liquid wetting agents segment is expected to account for the largest market share during the forecast period, due to their ease of use and rapid effectiveness in improving soil moisture. These formulations are especially effective in treating water-repellent soils across both farming and turf applications. Innovations in surfactant delivery are enhancing penetration and moisture retention capabilities. Smart irrigation compatibility and controlled-release technologies are gaining popularity for long-term performance. Manufacturers are focusing on improving stability and blending compatibility with other agrochemicals. This versatility and reliability position liquid agents as the preferred choice for users across sectors.

The turf managers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the turf managers segment is predicted to witness the highest growth rate, driven by increasing demand for water-efficient turf care. Maintaining healthy, visually appealing landscapes with limited water resources is a top priority. Precision tools like moisture sensors and drone-assisted application are transforming turf management practices. Customized wetting agent blends tailored to specific turfgrass and soil conditions are gaining traction. Climate variability is pushing professionals to adopt products that perform reliably under stress.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share supported by robust agricultural activity and expanding urban landscaping. Countries such as China, India, and Japan are investing in water-efficient farming and green infrastructure. Diverse soil conditions and climate zones across the region create strong demand for specialized wetting agents. Government initiatives promoting drought resilience and sustainable agriculture are boosting adoption. Advances in surfactant technology and distribution networks are improving product accessibility.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, driven by innovation and regulatory momentum. The region's emphasis on precision agriculture and water conservation is spurring demand for advanced wetting agents. Developments in biodegradable surfactants and AI-powered irrigation systems are reshaping product offerings. Turf care in residential, recreational, and commercial spaces is also contributing to market expansion. Companies are leveraging digital platforms and analytics to enhance product performance and customer engagement.

Key players in the market

Some of the key players profiled in the Soil Wetting Agents Market include BASF SE, Wilbur-Ellis Company LLC, Croda International Plc, Aquatrols Corporation of America, Evonik Industries AG, Milliken & Company, Huntsman Corporation, Bayer CropScience AG, Solvay S.A., Geponics Corp., Clariant AG, Nufarm Limited, Stepan Company, AkzoNobel N.V., and Dow Inc.

Key Developments:

In March 2025, Evonik has entered into an exclusive agreement with the Cleveland-based Sea-Land Chemical Company for the distribution of its cleaning solutions in the U.S. as of March 1, 2025. The agreement builds on a long-standing relationship with the distributor and expands the reach of Evonik's cleaning solutions to the entire U.S. region.

In April 2024, Wilbur-Ellis Nutrition, LLC, and Bond Pet Foods, Inc., announced a partnership to develop tailored ingredients for pet food applications. The collaboration is the first of its kind for Wilbur-Ellis Nutrition, and it is Bond's second strategic partnership with a global pet food industry player.

Product Types Covered:

Liquid Wetting Agents

Bio-based & Organic Wetting Agents

Granular Wetting Agents

Synthetic Surfactants

Other Product Types

Formulations Covered:

Standalone Wetting Agents

Integrated Formulations

Active Ingredients Covered:

Non-Ionic Surfactants

Silicone Surfactants

Anionic Surfactants

Biodegradable Agents

Distribution Channels Covered:

Direct Sales

E-Commerce

Agrochemical Distributors & Dealers

Retail

Applications Covered:

Agriculture

Turf & Landscape

Forestry & Reclamation

Other Applications

End Users Covered:

Commercial Agriculture Operators

Turf Managers

Landscape Professionals & Nurseries

Retail Consumers

Government & Municipal Bodies

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL SOIL WETTING AGENTS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Liquid Wetting Agents
- 5.3 Bio-based & Organic Wetting Agents
- 5.4 Granular Wetting Agents
- 5.5 Synthetic Surfactants
- 5.6 Other Product Types

6 GLOBAL SOIL WETTING AGENTS MARKET, BY FORMULATION

- 6.1 Introduction
- 6.2 Standalone Wetting Agents
- 6.3 Integrated Formulations
 - 6.3.1 With Pesticides
 - 6.3.2 With Fertilizers

7 GLOBAL SOIL WETTING AGENTS MARKET, BY ACTIVE INGREDIENT

- 7.1 Introduction
- 7.2 Non-Ionic Surfactants
- 7.3 Silicone Surfactants
- 7.4 Anionic Surfactants
- 7.5 Biodegradable Agents

8 GLOBAL SOIL WETTING AGENTS MARKET, BY DISTRIBUTION CHANNEL

- 8.1 Introduction
- 8.2 Direct Sales
- 8.3 E-Commerce
- 8.4 Agrochemical Distributors & Dealers
- 8.5 Retail

9 GLOBAL SOIL WETTING AGENTS MARKET, BY APPLICATION

- 9.1 Introduction
- 9.2 Agriculture
 - 9.2.1 Row Crops

- 9.2.2 Greenhouse & Nurseries
- 9.2.3 Horticulture & Orchards
- 9.3 Turf & Landscape
 - 9.3.1 Golf Courses
 - 9.3.2 Sports Fields
 - 9.3.3 Lawns & Residential Landscaping
- 9.4 Forestry & Reclamation
- 9.5 Other Applications

10 GLOBAL SOIL WETTING AGENTS MARKET, BY END USER

- 10.1 Introduction
- 10.2 Commercial Agriculture Operators
- 10.3 Turf Managers
- 10.4 Landscape Professionals & Nurseries
- 10.5 Retail Consumers
- 10.6 Government & Municipal Bodies
- 10.7 Other End Users

11 GLOBAL SOIL WETTING AGENTS MARKET, BY GEOGRAPHY

- 11.1 Introduction
- 11.2 North America
 - 11.2.1 US
 - 11.2.2 Canada
 - 11.2.3 Mexico
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 Italy
 - 11.3.4 France
 - 11.3.5 Spain
 - 11.3.6 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 Japan
 - 11.4.2 China
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 New Zealand

- 11.4.6 South Korea
- 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 BASF SE
- 13.2 Wilbur-Ellis Company LLC
- 13.3 Croda International Plc
- 13.4 Aquatrols Corporation of America
- 13.5 Evonik Industries AG
- 13.6 Milliken & Company
- 13.7 Huntsman Corporation
- 13.8 Bayer CropScience AG
- 13.9 Solvay S.A.
- 13.10 Geonics Corp.
- 13.11 Clariant AG
- 13.12 Nufarm Limited
- 13.13 Stepan Company
- 13.14 AkzoNobel N.V.
- 13.15 Dow Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Soil Wetting Agents Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Soil Wetting Agents Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Soil Wetting Agents Market Outlook, By Liquid Wetting Agents (2024-2032) (\$MN)

Table 4 Global Soil Wetting Agents Market Outlook, By Bio-based & Organic Wetting Agents (2024-2032) (\$MN)

Table 5 Global Soil Wetting Agents Market Outlook, By Granular Wetting Agents (2024-2032) (\$MN)

Table 6 Global Soil Wetting Agents Market Outlook, By Synthetic Surfactants (2024-2032) (\$MN)

Table 7 Global Soil Wetting Agents Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 8 Global Soil Wetting Agents Market Outlook, By Formulation (2024-2032) (\$MN)

Table 9 Global Soil Wetting Agents Market Outlook, By Standalone Wetting Agents (2024-2032) (\$MN)

Table 10 Global Soil Wetting Agents Market Outlook, By Integrated Formulations (2024-2032) (\$MN)

Table 11 Global Soil Wetting Agents Market Outlook, By With Pesticides (2024-2032) (\$MN)

Table 12 Global Soil Wetting Agents Market Outlook, By With Fertilizers (2024-2032) (\$MN)

Table 13 Global Soil Wetting Agents Market Outlook, By Active Ingredient (2024-2032) (\$MN)

Table 14 Global Soil Wetting Agents Market Outlook, By Non-Ionic Surfactants (2024-2032) (\$MN)

Table 15 Global Soil Wetting Agents Market Outlook, By Silicone Surfactants (2024-2032) (\$MN)

Table 16 Global Soil Wetting Agents Market Outlook, By Anionic Surfactants (2024-2032) (\$MN)

Table 17 Global Soil Wetting Agents Market Outlook, By Biodegradable Agents (2024-2032) (\$MN)

Table 18 Global Soil Wetting Agents Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 19 Global Soil Wetting Agents Market Outlook, By Direct Sales (2024-2032)

(\$MN)

Table 20 Global Soil Wetting Agents Market Outlook, By E-Commerce (2024-2032)

(\$MN)

Table 21 Global Soil Wetting Agents Market Outlook, By Agrochemical Distributors & Dealers (2024-2032) (\$MN)

Table 22 Global Soil Wetting Agents Market Outlook, By Retail (2024-2032) (\$MN)

Table 23 Global Soil Wetting Agents Market Outlook, By Application (2024-2032) (\$MN)

Table 24 Global Soil Wetting Agents Market Outlook, By Agriculture (2024-2032) (\$MN)

Table 25 Global Soil Wetting Agents Market Outlook, By Row Crops (2024-2032) (\$MN)

Table 26 Global Soil Wetting Agents Market Outlook, By Greenhouse & Nurseries (2024-2032) (\$MN)

Table 27 Global Soil Wetting Agents Market Outlook, By Horticulture & Orchards (2024-2032) (\$MN)

Table 28 Global Soil Wetting Agents Market Outlook, By Turf & Landscape (2024-2032) (\$MN)

Table 29 Global Soil Wetting Agents Market Outlook, By Golf Courses (2024-2032) (\$MN)

Table 30 Global Soil Wetting Agents Market Outlook, By Sports Fields (2024-2032) (\$MN)

Table 31 Global Soil Wetting Agents Market Outlook, By Lawns & Residential Landscaping (2024-2032) (\$MN)

Table 32 Global Soil Wetting Agents Market Outlook, By Forestry & Reclamation (2024-2032) (\$MN)

Table 33 Global Soil Wetting Agents Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 34 Global Soil Wetting Agents Market Outlook, By End User (2024-2032) (\$MN)

Table 35 Global Soil Wetting Agents Market Outlook, By Commercial Agriculture Operators (2024-2032) (\$MN)

Table 36 Global Soil Wetting Agents Market Outlook, By Turf Managers (2024-2032) (\$MN)

Table 37 Global Soil Wetting Agents Market Outlook, By Landscape Professionals & Nurseries (2024-2032) (\$MN)

Table 38 Global Soil Wetting Agents Market Outlook, By Retail Consumers (2024-2032) (\$MN)

Table 39 Global Soil Wetting Agents Market Outlook, By Government & Municipal Bodies (2024-2032) (\$MN)

Table 40 Global Soil Wetting Agents Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East &

Africa Regions are also represented in the same manner as above.

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