

# **Australia Water Soluble Fertilizers Market By Type (Calcium Nitrate, NPK, Potassium Nitrate, Potassium Sulphate, Urea Phosphate, Others), By Composition (Straight and Complex), By Crop (Horticultural, Turf & Ornamentals, Field Crop), By Application (Fertigation, Foliar Application), By Region, Competition, Forecast and Opportunities, 2019-2029F**

<https://marketpublishers.com/r/A67D7A12C2A3EN.html>

Date: December 2024

Pages: 85

Price: US\$ 3,500.00 (Single User License)

ID: A67D7A12C2A3EN

## **Abstracts**

Australia Water Soluble Fertilizers Market was valued at USD 245.61 Million in 2023 and is expected to reach USD 361.67 Million by 2029 with a CAGR of 6.74% during the forecast period. The Water Soluble Fertilizers Market in Australia is a highly dynamic and thriving sector, driven by the country's robust agricultural industry. These specialized fertilizers have gained popularity due to their unique ability to dissolve directly into water, ensuring that the essential nutrients are readily available for plant uptake. This not only enhances the absorption rate but also contributes to the overall health and growth of crops.

With their distinct advantages and proven efficacy, water-soluble fertilizers have become an indispensable resource for Australian farmers who are dedicated to maximizing agricultural productivity while embracing sustainable practices. As the industry continues to evolve, the adoption of these fertilizers is expected to surge, marking a significant milestone in the journey towards a more efficient and environmentally conscious agricultural landscape in Australia.

### **Key Market Drivers**

**Increasing Adoption of Precision Farming & Controlled Agriculture**

The burgeoning adoption of precision farming and controlled agriculture practices in Australia is significantly amplifying the demand for water-soluble fertilizers. As the agricultural landscape evolves toward more efficient and technologically advanced methods, farmers are increasingly embracing precision farming techniques, such as hydroponics and greenhouse cultivation, which rely on water-soluble fertilizers for optimal nutrient management. These fertilizers, designed to dissolve in water and provide readily available nutrients to plants, are well-suited for controlled environments where precise nutrient levels are crucial for crop growth. Precision farming, with its emphasis on data-driven decision-making and resource efficiency, aligns with the need for sustainable agriculture in Australia's arid climate. Water-soluble fertilizers play a pivotal role in this paradigm by allowing growers to fine-tune nutrient formulations and enhance crop yields while minimizing environmental impact. The controlled release of nutrients in water-soluble fertilizers complements the controlled agriculture practices, ensuring that plants receive the right nutrients at the right time.

This shift towards precision farming and controlled agriculture not only reflects a desire for increased efficiency and sustainability but also presents a significant market opportunity for suppliers and manufacturers of water-soluble fertilizers. Businesses in the agricultural inputs sector are adapting to this trend by investing in research and development to create innovative formulations tailored to the specific needs of precision farming systems. As Australia's agricultural industry continues to embrace technology-driven solutions, the demand for water-soluble fertilizers is poised to escalate, defining a pivotal role for these products in the future of sustainable and high-yield agriculture in the country.

### Rising Demand for High-Efficiency Fertilizers

The surging demand for high-efficiency fertilizers in Australia is propelling a noteworthy increase in the demand for water-soluble fertilizers. As modern agricultural practices in the country evolve towards maximizing productivity while minimizing environmental impact, there is a discernible shift towards high-efficiency fertilizers that ensure optimal nutrient utilization by crops. Water-soluble fertilizers, characterized by their quick dissolvability and immediate availability to plants, align seamlessly with the objectives of efficiency-focused agriculture. These fertilizers enable precise nutrient management, minimizing wastage and runoff, which is particularly crucial in Australia's arid and ecologically sensitive regions.

The rising adoption of water-soluble fertilizers is evident in various agricultural sectors,

including horticulture, greenhouse cultivation, and precision farming, where the need for precise and controlled nutrient delivery is paramount. Farmers and growers are increasingly recognizing the benefits of these fertilizers in achieving higher yields, improving crop quality, and reducing the overall environmental footprint of agricultural activities.

This transformative trend not only reflects the industry's commitment to sustainable and resource-efficient farming but also signifies a growing market for suppliers and manufacturers of water-soluble fertilizers. Businesses in the agricultural inputs sector are responding to this demand by investing in advanced formulations, tailored to meet the specific nutrient requirements of diverse crops. As Australia continues to prioritize agricultural sustainability and efficiency, the demand for water-soluble fertilizers is poised to escalate, positioning these products as integral components of the country's modern and environmentally conscious farming practices.

### Advancements in Fertilizer Manufacturing Technology

The demand for water-soluble fertilizers in Australia is experiencing a notable upswing due to advancements in fertilizer manufacturing technology. As agricultural practices undergo a technological transformation, innovative manufacturing processes are enhancing the efficiency and efficacy of fertilizers. The development of precision blending techniques and controlled-release technologies allows for the creation of water-soluble fertilizers with customized nutrient profiles, tailored to the specific needs of diverse crops in different regions of Australia. These advancements enable farmers to achieve optimal nutrient management, ensuring that crops receive the right balance of nutrients for sustained growth and maximum yield.

Breakthroughs in formulation technology are contributing to the creation of highly soluble fertilizers that dissolve readily in water, facilitating precise application through irrigation systems. This aligns seamlessly with the country's focus on water-efficient agricultural practices, particularly crucial in Australia's arid regions. As farmers increasingly recognize the benefits of water-soluble fertilizers in promoting crop health and improving nutrient uptake, the demand for these advanced fertilizers continues to rise. The agriculture sector in Australia is witnessing a paradigm shift, with farmers adopting state-of-the-art fertilizer technologies to enhance overall productivity and sustainability. Consequently, businesses in the agricultural inputs industry are investing in research and development to stay at the forefront of these technological advancements, meeting the escalating demand for water-soluble fertilizers and contributing to the evolution of modern, technology-driven farming practices in Australia.

## High Demand for Fruits & Vegetables Due to A Rise in Veganism

The surge in demand for fruits and vegetables, propelled by a rising interest in vegan lifestyles and plant-based diets in Australia, is substantially increasing the demand for water-soluble fertilizers. As more consumers embrace plant-centric eating habits, there is a discernible shift towards cultivating a diverse range of fruits and vegetables. Water-soluble fertilizers play a pivotal role in supporting the growth of these crops, providing a precise and readily available nutrient supply. Their quick dissolving properties make them ideal for application through irrigation systems, ensuring efficient nutrient absorption by plants.

The heightened interest in veganism and plant-based diets has led to an expansion of horticultural activities, including greenhouse cultivation and precision farming, where water-soluble fertilizers are especially valuable. These fertilizers enable growers to fine-tune nutrient formulations, enhancing the quality and yield of fruits and vegetables. The demand for such high-quality produce aligns with the broader market trend towards health-conscious and environmentally friendly food choices, driving farmers to adopt advanced agricultural practices.

This evolving landscape not only reflects changing consumer preferences but also presents a significant market opportunity for suppliers and manufacturers of water-soluble fertilizers in Australia. To meet the demands of a growing vegan market, businesses in the agricultural inputs sector are increasingly investing in advanced formulations and technologies to provide sustainable and efficient solutions for fruit and vegetable cultivation. As the vegan trend continues to influence dietary habits, the demand for water-soluble fertilizers is poised to grow, underscoring their pivotal role in supporting the production of nutritious and environmentally conscious food in Australia.

### Key Market Challenges

#### High Cost of Water-soluble Fertilizers

The high cost of water-soluble fertilizers is emerging as a substantial deterrent to their demand in the Australian agricultural sector. Despite the numerous advantages offered by these fertilizers, including precise nutrient delivery and suitability for controlled environments, their elevated price point poses a significant challenge for widespread adoption. Australian farmers, often grappling with fluctuating market conditions, input costs, and climatic uncertainties, may find the expense associated with water-soluble

fertilizers economically burdensome. This cost factor is particularly pronounced in comparison to conventional fertilizers. As a result, some farmers may opt for more cost-effective alternatives, impacting the overall demand for water-soluble fertilizers in the country. The higher upfront investment required for these fertilizers can limit their accessibility, especially for smaller-scale agricultural operations. Consequently, businesses in the agricultural inputs sector are confronted with the challenge of striking a balance between the development of advanced water-soluble fertilizer formulations and addressing the economic concerns of their target market.

## Water Scarcity

Water scarcity in Australia is exerting a significant downward pressure on the demand for water-soluble fertilizers within the agricultural sector. As the nation grapples with prolonged periods of drought and limited water resources, farmers are increasingly compelled to adopt water-efficient agricultural practices. While water-soluble fertilizers are known for their efficiency in nutrient delivery, their application often requires substantial water usage, making them less viable in regions facing water scarcity. Farmers are compelled to prioritize water conservation, leading to a shift away from fertilizers that necessitate higher water volumes for application.

The imperative to maximize the utility of available water resources has prompted a reevaluation of fertilizer choices, with some farmers opting for more water-efficient alternatives or adapting their practices to minimize water usage. This dynamic presents a challenge for the water-soluble fertilizer industry, which must navigate the delicate balance between nutrient optimization and sustainable water management.

## Key Market Trends

### Limited Availability of Arable Land

The limited availability of arable land in Australia is a key driver behind the increasing demand for water-soluble fertilizers. With a considerable portion of the country characterized by arid and semi-arid conditions, coupled with a growing population and urbanization, the competition for arable land is intensifying. In response to these challenges, farmers are turning to innovative agricultural practices, including precision farming and greenhouse cultivation, which often rely on water-soluble fertilizers. These fertilizers, designed to dissolve quickly in water, offer a practical solution to maximize nutrient efficiency in controlled environments with limited soil access.

Water-soluble fertilizers facilitate precise nutrient management, as they can be easily applied through irrigation systems, ensuring that crops receive the necessary nutrients for optimal growth without relying solely on traditional soil-based methods. This becomes especially crucial in regions where arable land is scarce or unsuitable for conventional farming. The ability of water-soluble fertilizers to enhance nutrient uptake in crops aligns with the imperative to make the most of available agricultural space while maintaining sustainable practices.

As the pressure on land resources continues to grow, the demand for water-soluble fertilizers is poised to escalate, driven by their role in supporting efficient and high-yield agriculture in Australia. Agricultural businesses are recognizing the importance of these fertilizers in mitigating the challenges posed by limited arable land, investing in their development and deployment to contribute to the advancement of sustainable and productive farming practices across the country.

### Development & Adoption of New Types of Water-Soluble Fertilizers

The ongoing development and widespread adoption of new types of water-soluble fertilizers are significantly driving the demand for such products in Australia's agricultural landscape. As technology and research advancements continue to unfold, novel formulations of water-soluble fertilizers are emerging, tailored to address specific nutrient requirements and environmental considerations. These innovations, ranging from controlled-release fertilizers to precision blends, offer farmers a diverse toolkit to optimize nutrient management and enhance crop productivity. The versatility of these new formulations makes them well-suited for various agricultural practices, including hydroponics, greenhouse cultivation, and precision farming. Farmers in Australia are increasingly recognizing the benefits of adopting these cutting-edge fertilizers as they strive for more sustainable and efficient agricultural practices. The precision and efficiency offered by these new water-soluble fertilizers contribute to better resource utilization and reduced environmental impact, aligning with the broader goals of sustainable agriculture.

The market response to these advancements has been robust, with growing interest and demand from farmers seeking to improve the nutrient availability to their crops. As a result, businesses in the agricultural inputs sector are investing in research and development, aiming to bring innovative water-soluble fertilizer products to market. This dynamic landscape not only reflects a commitment to technological progress but also positions Australia as a hub for adopting and driving innovations in agricultural practices, shaping the future of water-soluble fertilizer demand in the country.

## Segmental Insights

### Type Insights

Based on Type, NPK (Nitrogen, Phosphorus, and Potassium) fertilizers emerged as the fastest growing segment in the Australia Water Soluble Fertilizers Market during the forecast period. These fertilizers, known for their comprehensive nutrient profile and balanced formulation, are highly sought-after for a broad range of crops. With their ability to provide essential elements for healthy growth, robust development, and ultimately, high yield, NPK fertilizers have become the go-to choice for farmers and growers in Australia. The efficacy of these fertilizers in optimizing plant nutrition ensures that agricultural endeavors are met with the best possible outcomes. By supplying the necessary nutrients in a soluble form, NPK fertilizers promote efficient absorption, leading to improved plant health and vitality. This not only translates to increased productivity but also contributes to sustainable farming practices.

The balanced formulation of NPK fertilizers allows for targeted nutrient delivery, addressing specific crop requirements. Whether it's promoting leafy green growth, enhancing fruit development, or improving root strength, NPK fertilizers offer versatility and flexibility to meet the diverse needs of different crops. The popularity of NPK fertilizers in the Australian market can also be attributed to their ease of use and convenience. The water-soluble nature of these fertilizers enables simple and efficient application, whether through irrigation systems or foliar spraying. This convenience saves time and effort for farmers, allowing them to focus on other aspects of their agricultural operations.

### Application Insights

Based on the Application, Fertigation emerged as the dominating segment in the Australian Water Soluble Fertilizers Market in 2023. This can be attributed to the efficiency of Fertigation techniques, which allow fertilizers to be applied directly to the root zone of plants, minimizing waste and maximizing nutrient absorption. By delivering nutrients precisely where they are needed, Fertigation ensures optimal plant growth and reduces the risk of nutrient runoff, benefiting both the environment and crop yield. Fertigation is well-suited to Australia's predominantly irrigation-based agriculture, where water scarcity is a concern. The controlled delivery of fertilizers through irrigation systems not only maximizes water and fertilizer use efficiency but also minimizes the environmental impact. These factors further solidify Fertigation's dominance in the

Australian market and highlight its role in sustainable and efficient agricultural practices.

## Regional Insights

Based on Region, New South Wales emerged as the dominant region in the Australia Water Soluble Fertilizers Market in 2023. Renowned for its vast agricultural sector, which encompasses a wide range of crops, livestock, and horticulture, New South Wales has successfully embraced modern farming techniques and sustainable practices. With a strong emphasis on optimizing productivity while minimizing environmental impact, the region has emerged as the largest consumer of water soluble fertilizers in the country. This upward trajectory is expected to persist, further fueling the overall growth of the water soluble fertilizers market in Australia. As farmers in New South Wales continue to recognize the benefits of water soluble fertilizers in maximizing yield and sustainability, their adoption of these innovative solutions is likely to propel the market to new heights.

## Key Market Players

Haifa Australia Pty. Ltd.

Yara Australia Pty. Ltd.

K plus S Salt Australia Pty. Ltd.

Agro-Alliance (Australia) Pty. Ltd.

WinHarvest Pty Ltd.

Agripower Australia Pty. Ltd.

Kingenta Australia Ag Pty. Ltd.

Omnia Specialities (Australia) Pty Ltd

Sanonda Australia Pty. Ltd.

Berdi Australia Pty. Ltd.

## Report Scope:

In this report, the Australia Water Soluble Fertilizers Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Australia Water Soluble Fertilizers Market, By Type:

Calcium Nitrate

NPK

Potassium Nitrate

Potassium Sulphate

Urea Phosphate

Others

### Australia Water Soluble Fertilizers Market, By Composition:

Straight

Complex

### Australia Water Soluble Fertilizers Market, By Crop:

Horticultural

Turf & Ornamentals

Field Crop

### Australia Water Soluble Fertilizers Market, By Application:

Fertigation

Foliar Application

## Australia Water Soluble Fertilizers Market, By Region:

Queensland

Western Australia

Tasmania

New South Wales

Northern Territory

South Australia

Victoria

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in the Australia Water Soluble Fertilizers Market.

## Available Customizations:

Australia Water Soluble Fertilizers Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### 1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### 4. VOICE OF CUSTOMER

### 5. AUSTRALIA WATER SOLUBLE FERTILIZERS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Calcium Nitrate, NPK, Potassium Nitrate, Potassium Sulphate, Urea Phosphate, Others)
  - 5.2.2. By Composition (Straight and Complex)
  - 5.2.3. By Crop (Horticultural, Turf & Ornamentals, Field Crop)

- 5.2.4. By Application (Fertigation, Foliar Application)
- 5.2.5. By Region
- 5.2.6. By Company (2023)
- 5.3. Market Map

## **6. QUEENSLAND WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Type
  - 6.2.2. By Composition
  - 6.2.3. By Crop
  - 6.2.4. By Application

## **7. WESTERN AUSTRALIA WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Type
  - 7.2.2. By Composition
  - 7.2.3. By Crop
  - 7.2.4. By Application

## **8. TASMANIA WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Type
  - 8.2.2. By Composition
  - 8.2.3. By Crop
  - 8.2.4. By Application

## **9. NEW SOUTH WALES WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value

## 9.2. Market Share & Forecast

9.2.1. By Type

9.2.2. By Composition

9.2.3. By Crop

9.2.4. By Application

## **10. NORTHERN TERRITORY WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

### 10.1. Market Size & Forecast

10.1.1. By Value

### 10.2. Market Share & Forecast

10.2.1. By Type

10.2.2. By Composition

10.2.3. By Crop

10.2.4. By Application

## **11. SOUTH AUSTRALIA WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

### 11.1. Market Size & Forecast

11.1.1. By Value

### 11.2. Market Share & Forecast

11.2.1. By Type

11.2.2. By Composition

11.2.3. By Crop

11.2.4. By Application

## **12. VICTORIA WATER SOLUBLE FERTILIZERS MARKET OUTLOOK**

### 12.1. Market Size & Forecast

12.1.1. By Value

### 12.2. Market Share & Forecast

12.2.1. By Type

12.2.2. By Composition

12.2.3. By Crop

12.2.4. By Application

## **13. MARKET DYNAMICS**

### 13.1. Drivers

## 13.2. Challenges

## 14. MARKET TRENDS & DEVELOPMENTS

### 14.1. Merger & Acquisition (If Any)

### 14.2. Product Launches (If Any)

### 14.3. Recent Developments

## 15. POLICY & REGULATORY LANDSCAPE

## 16. AUSTRALIA ECONOMIC PROFILE

## 17. AUSTRALIA WATER SOLUBLE FERTILIZERS MARKET: SWOT ANALYSIS

## 18. PORTER'S FIVE FORCES ANALYSIS

### 18.1. Competition in the Industry

### 18.2. Potential of New Entrants

### 18.3. Power of Suppliers

### 18.4. Power of Customers

### 18.5. Threat of Substitute Products

## 19. COMPETITIVE LANDSCAPE

### 19.1. Haifa Australia Pty. Ltd.

#### 19.1.1. Business Overview

#### 19.1.2. Company Snapshot

#### 19.1.3. Products & Services

#### 19.1.4. Financials (As Reported)

#### 19.1.5. Recent Developments

#### 19.1.6. Key Personnel Details

#### 19.1.7. SWOT Analysis

### 19.2. Yara Australia Pty. Ltd.

### 19.3. K plus S Salt Australia Pty. Ltd.

### 19.4. Agro-Alliance (Australia) Pty. Ltd.

### 19.5. WinHarvest Pty Ltd.

### 19.6. Agripower Australia Pty. Ltd.

### 19.7. Kingenta Australia Ag Pty. Ltd.

### 19.8. Omnia Specialities (Australia) Pty Ltd

19.9. Sanonda Australia Pty. Ltd.

19.10. Berdi Australia Pty. Ltd.

## **20. STRATEGIC RECOMMENDATIONS**

## **21. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Australia Water Soluble Fertilizers Market By Type (Calcium Nitrate, NPK, Potassium Nitrate, Potassium Sulphate, Urea Phosphate, Others), By Composition (Straight and Complex), By Crop (Horticultural, Turf & Ornamentals, Field Crop), By Application (Fertigation, Foliar Application), By Region, Competition, Forecast and Opportunities, 2019-2029F

Product link: <https://marketpublishers.com/r/A67D7A12C2A3EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A67D7A12C2A3EN.html>