

# India Neem Coated Urea Market, By End Use (Food Crops, Cash Crops, Horticulture Crops, Plantation Crops, Others), By Sales Channel (Direct Sales, Distributors/Suppliers, Online), By Region, Competition, Forecast and Opportunities, 2028

<https://marketpublishers.com/r/I102B41531A4EN.html>

Date: December 2022

Pages: 73

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

ID: I102B41531A4EN

## Abstracts

India Neem Coated Urea Market is anticipated to increase at an impressive rate in the forecast period this can be ascribed to the growing demand from the agriculture sector. The agriculture industry regards neem-coated urea as a source of nitrogen. Therefore, it is utilized as fertilizer to supply fields with vital minerals needed for good crop production when there is a shortage. The growing demand for greener alternatives in the fertilizers industry is expected to spur the growth of neem coated urea market in India. Neem Coated Urea is a sustainable alternative since it reduces air, soil, and water pollution and helps in improving the amount and quality of crop production.

One of the major transformational decisions taken by the Government of India was to introduce 100% Neem Coating on all subsidized agricultural grade urea in the country in order to increase the nutrient efficiency, crop yield, soil health and check the diversion of agricultural grade urea. The government of India provides urea at a fixed retail price that is significantly less than the cost of production or the cost of urea imports in order to assist farmers in obtaining it at fair pricing. Every year, the government invests more than Rs. 50,000 crores (USD6124.62 million) to ensure that farmers can obtain urea at reasonable prices. There have numerous been studies indicating that farmers are wasting a significant amount of the urea which they apply to their crops, resulting in low nutrient efficiency, and contaminated water and soil.

Awareness About Soil Health

Studies conducted by different institutes reveal that due to the government's courageous move, urea utilization has improved, and wastage has significantly reduced. The studies also demonstrate that using neem-coated urea has significantly improved soil quality and decreased farmers' costs for plant protection chemicals. Major agricultural yields have increased as a result as well. All of these have significantly contributed to the growth of farmers' income.

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### Increase in Yield of Crop

As per government data, the yield of paddy, sugarcane, maize, soybean, and tur/red gram increased to 5.79%, 17.5%, 7.14%, 7.4%, and 16.88%, respectively after using neem coated urea in the year 2021. The overall cost incurred to the farmers has significantly gone down after the adoption of neem coated urea in place of normal urea. Initiatives such as Pradhan Mantri Krishi Sinchai Yojana, Credit facility for farmers and subsidiaries on fertilizers are propelling agriculture activities, thereby driving the growth of neem coated urea market.

### Efficiency Over Traditional Urea

To develop responsible and sustainable strategies, the Government of India has made it mandatory to produce and distribute Neem Coated Urea (NCU) in place of Normal Urea (NU) across the nation. This decision was made after considering all the benefits and drawbacks of the existing agricultural production scenario, input needs, and the burden associated with urea-related subsidies. Compared to the normal urea, neem (neem oil) coating urea has lesser influence on the environment. At the same time, the productivity increases significantly.

### Market Segmentation

India Neem Coated Urea Market can be segmented based on end user, sales channel, and region. Based on end use, the market can be categorized into food crops, cash crops, horticulture crops, plantation crops, and others. Based on distribution channel, the market can be segmented into direct sales, distributors/suppliers, and online.

## Market Players

Indian Farmers Fertiliser Cooperative Limited, Krishak Bharati Cooperative Limited, National Fertilizers Limited, Mangalore Chemicals and Fertilizers Limited, Krishna Agro Bio Products, Gujarat State Fertilizers, Uttam Phosphates Pvt. Ltd., Indorama India Private Limited, Yara Fertilisers India Pvt. Ltd, Rashtriya Chemicals & Fertilizers Ltd are some of the key players operating in the India Neem Coated Urea Market.

## Report Scope:

In this report, India Neem Coated Urea Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

### India Neem Coated Urea Market, By End Use:

Food Crops

Cash Crops

Horticulture Crops

Plantation Crops

Others

### India Neem Coated Urea Market, By Sales Channel:

Direct Sales

Distributors/Suppliers

Online

### India Neem Coated Urea Market, By Region:

North

South

West

East

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India Neem Coated Urea Market.

### Available Customizations:

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).

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