

# **Potash Fertilizers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028**

## **Segmented By Type (Synthetic Chemicals and Biological), By Crop Type (Cereals & Oilseeds, Fruits & Vegetables and Others), By Form (Liquid and Powder), By Application Method (Seed Dressing, Seed Coating and Seed Pelleting), By Region and Competition**

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### **Abstracts**

Global Potash Fertilizers Market has valued at USD 27.43 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 3.34% through 2028. Potash fertilizers, derived from potash deposits, play a crucial role in modern agriculture due to their high potassium content. Potassium, one of the three primary macronutrients required by plants along with nitrogen and phosphorus, is involved in a wide range of vital physiological processes. It is indispensable for regulating water balance within the plants, activating essential enzymes, and facilitating the process of photosynthesis. By providing plants with adequate potassium through potash fertilizers, farmers can ensure optimal crop growth and development. Moreover, these fertilizers contribute to enhancing the plants' resistance to diseases and pests, thereby reducing the need for harmful chemical treatments. Additionally, the utilization of potash fertilizers leads to improvements in overall crop quality, including factors such as yield, size, color, and nutritional value.

#### **Key Market Drivers**

Increasing Demand for Food Globally

The global demand for food is steadily rising, driven by a multitude of factors such as population growth, changing dietary preferences, and increased income levels in emerging economies. As the world's population continues to grow, so does the need for sustainable and efficient agricultural practices to meet the ever-increasing food demand. Furthermore, the intensive farming practices employed to meet the global food demand have led to the depletion of soil fertility in many regions. This further underscores the importance of potash fertilisers in replenishing essential nutrients and ensuring the long-term health of the soil. By replenishing the soil's nutrient content, potash fertilisers contribute to sustainable farming practices and help maintain healthy crop growth.

Another factor contributing to the rising demand for potash fertilisers is the increasing emphasis on sustainable agriculture. With the growing awareness of environmental concerns and the need to conserve water resources, farmers are adopting practices that promote water conservation and reduce the use of harmful chemicals. Potash fertilisers, known for their ability to improve water retention in soil and enhance crop resistance to diseases, align perfectly with these sustainable farming goals. Therefore, it is evident that the escalating global demand for food is indirectly driving the surge in the global market for potash fertilisers. As the world population continues to grow, and the need for sustainable agricultural practices becomes more pressing, the demand for potash fertilisers is expected to rise even further. This presents opportunities for the industry to innovate and develop more efficient and sustainable fertilizer solutions to support global food security and environmental stewardship.

### Increased Use of Potash as An Essential Nutrient for Plant Growth

The increasing recognition of potash as a fundamental nutrient for plant growth has been driving the global demand for potash-based fertilizers. Potash, loaded with vital elements like potassium, is quintessential for the overall health and productivity of crops. It aids in water regulation within plants, improves the plant's disease resistance, and enhances the quality of the produce. Furthermore, potash bolsters the plant's ability to withstand extreme weather conditions and helps in the process of photosynthesis, which is vital for plant growth.

With the growing world population, there is an accelerating need to intensify agricultural productivity to meet the surging demand for food. This is expected to further fuel the use of potash fertilizers globally. Farmers and agriculturists are progressively becoming aware of the benefits of potash, leading to its increased use in various farming practices. Also, governments across the world are encouraging the use of potash

fertilizers to ensure food security, thus providing a further boost to its demand.

Moreover, the introduction of customized and specialized potash fertilizers, tailored to suit specific crop types and soil conditions, has expanded the scope of potash utilization in agriculture. Thus, the increasing adoption of potash as an essential nutrient for plant growth, coupled with escalating global food demand and technological advancements in fertilizer production, is anticipated to drive the global potash fertilizer market in the foreseeable future.

### Growing Focus on Sustainable Farming Practices

The global focus on sustainable farming practices is anticipated to trigger a surge in the demand for potash fertilizers. As the world grapples with the dual challenge of ensuring food security and preserving the environment, sustainable agriculture emerges as a key solution. Potash fertilizers, rich in potassium, play a crucial role in this context. They improve the overall health of the plant, thereby increasing crop yield while reducing the need for harmful chemical interventions. Potassium also enhances the plant's water use, decreasing the necessity for irrigation and contributing to water conservation. Moreover, potash fertilizers help in sequestering carbon, a vital aspect of mitigating climate change. Given these benefits, countries around the world are expected to increase their use of potash fertilizers as they transition towards more sustainable farming methods. In developing nations, where agriculture forms an essential part of the economy and food security is a pressing concern, this demand is likely to be especially pronounced. Hence, the global market for potash fertilizers is projected to witness significant growth in the coming years, driven by the growing emphasis on sustainable farming practices.

### Technological Advancements in Fertilizer Production

Technological advancements in fertilizer production are set to drastically increase the global demand for potash fertilizers. The exponential growth of the world population, coupled with the pressing need for amplified agricultural productivity, is driving innovation in the fertilizer industry. As the third most widely used fertilizer, potash plays a crucial role in improving crop yield and quality. Modern technologies have paved the way for the production of more effective and environmentally-friendly potash fertilizers, making them more attractive to the agriculture industry. Additionally, innovations in precision agriculture, such as GPS and sensor technologies, have enhanced the efficient use of potash fertilizers, further driving their demand. These advancements not only contribute to higher crop yields but also promote sustainable farming practices by

reducing fertilizer wastage. Furthermore, the escalating adoption of modern farming techniques in emerging economies is expected to contribute significantly to the global demand for potash fertilizers. Overall, these technological advancements represent a promising future for the potash fertilizer industry, with potential for unprecedented growth and impact on global agriculture.

## Key Market Challenges

### Lack of Awareness Among Farmers

The global demand for potash fertilizers is anticipated to contract due to a pervasive lack of awareness among farmers, particularly those in developing countries. Despite the proven benefits of potash in enhancing crop yields, soil fertility, and plant resistance to drought, pests, and diseases, numerous farmers remain uninformed. The scarcity of farmer education programs and agricultural extension services has contributed to this information deficit. Additionally, the low economic status of many farmers prevents them from accessing potash fertilizers, even when cognizant of their benefits. The combination of economic constraints and the lack of knowledge dissemination mechanisms has engendered a gap in the usage of potash fertilizers. Consequently, the global potash fertilizer market is expected to witness a decline in demand, unless substantial efforts are made to promote farmer education and awareness about the significance and application of these fertilizers.

### Price Volatility of Potash Fertilizers

The global demand for potash fertilizers is anticipated to take a downward turn due to the increasing price volatility. Market prices for these fertilizers have oscillated significantly in recent years, largely due to fluctuations in supply, changes in agricultural policies worldwide, and inconsistent weather patterns impacting crop yields. This volatility makes it challenging for farmers, particularly those in developing countries, to predict costs and budget accordingly. As a result, they often opt for more stable, albeit potentially less effective, fertilizer options. Additionally, the uncertainty surrounding potash prices deters new players from entering the market, further constricting supply, and creating a vicious cycle of volatility and declining demand. Meanwhile, ongoing research and development in the agricultural sector are driving innovation in cost-effective, sustainable alternatives to potash, which are likely to further reduce global demand. In conclusion, the combination of price unpredictability and emerging alternatives is expected to decrease the global demand for potash fertilizers.

## Key Market Trends

### Rise in Demand for Bio-Based & Organic Potash Fertilizers

The global demand for potash fertilizers is anticipated to surge significantly, driven primarily by a rising preference for bio-based and organic potash fertilizers. This shift is fueled by growing awareness of the harmful effects of synthetic chemicals on both human health and the environment. Consumers are increasingly leaning towards organic products, and this trend extends to the agriculture industry as well. Farmers are seeking out more sustainable farming methods, with bio-based and organic fertilizers such as potash serving as a key element. Potash fertilizers, rich in potassium, contribute to healthier, more resilient crops, and its organic variants are perceived to be safer for the environment. Furthermore, government regulations worldwide are advocating for a reduction in chemical pesticide use and promoting organic farming, adding momentum to this shift. Consequently, the market for bio-based and organic potash fertilizers is expected to experience significant growth. Therefore, the rising demand for these products is likely to boost the overall demand for potash fertilizers globally.

### Growth in the International Trade of Potash Fertilizers

The global market for potash fertilizers is experiencing a surge, mainly driven by the escalating growth in international trade. One key factor propelling this upward trend is the burgeoning demand for food worldwide. As global populations rise, the need to boost agricultural productivity increases, thereby amplifying the demand for potash fertilizers. These fertilizers are essential for enhancing crop yield, as they improve the overall health and quality of the plants, making them a critical component in agriculture. The global trade dynamics have also seen a shift with countries with vast agricultural sectors, such as China and India, importing significant amounts of potash fertilizers to meet their domestic needs. Additionally, potash exporting countries, including Canada and Russia, are investing heavily in production capabilities to cater to this growing demand. This international trade growth, coupled with the increasing recognition of potash's agricultural benefits, is expected to propel the global potash fertilizer market. However, industry players must navigate various challenges, such as fluctuating prices and transportation issues, to capitalize fully on this growth trajectory.

## Segmental Insights

### Type Insights

Based on the Type, the Global Potash Fertilizers Market is predominantly dominated by synthetic chemicals, which are favored for their cost-effectiveness, ease of production, and widespread availability. However, in recent years, there has been a notable surge in interest towards biological alternatives. This shift can be attributed to a growing awareness of sustainable agricultural practices and concerns regarding the potential detrimental effects of synthetic chemicals on the environment and human health. As stakeholders in the agricultural industry become increasingly cognizant of the long-term impacts of conventional fertilizers, they are seeking out viable and eco-friendly alternatives. Biological alternatives, such as organic fertilizers and bio-stimulants, offer a promising solution. These products leverage natural and sustainable ingredients to enhance soil health, promote plant growth, and minimize the ecological footprint associated with agricultural practices.

Furthermore, the adoption of biological alternatives aligns with the broader global movement towards sustainable agriculture. As consumers become more health-conscious and environmentally aware, there is a growing demand for food produced using sustainable and eco-friendly practices. This has prompted farmers and agricultural organizations to explore innovative approaches that prioritize both productivity and environmental stewardship. While synthetic chemicals continue to dominate the potash fertilizers market, the increasing interest in biological alternatives signifies a shifting landscape. As research and development efforts continue to advance, the potential for a more balanced and sustainable approach to fertilization becomes ever more promising. By embracing the benefits of biological alternatives, the agricultural industry can contribute to a more resilient and environmentally friendly future.

### Crop Type Insights

Based on the Crop Type, the segment that currently holds the dominant position in the market is the Fruits & Vegetables sector. This sector has experienced significant growth due to the rising global consumption of fruits and vegetables. This increase in demand can be attributed to the growing awareness of their health benefits and nutritional value among consumers. As people prioritize healthy eating habits, the demand for these nutritious foods continues to rise. To meet this demand, the agricultural industry has placed a greater emphasis on enhancing the nutritional content and overall yield of fruits and vegetables. This has led to an increased requirement for potash fertilizers, which play a crucial role in optimizing the growth and development of these crops.



As consumers become more conscious of their health and well-being, the Fruits & Vegetables sector is expected to maintain its prominent position in the market. With ongoing efforts to improve the nutritional quality and yield of these crops, this sector is poised for continued growth and success.

## Regional Insights

The Asia-Pacific region dominates the agricultural sector with the largest market share. This can be attributed to various factors, including the high population density in the region, resulting in a heightened demand for food grains. Additionally, there is an increasing awareness among farmers regarding the efficient utilization of land through the application of fertilizers. Specifically, the consumption of vegetable crops that require potash fertilizers to maintain their potassium content has witnessed a significant surge.

Moreover, robust governmental initiatives aimed at promoting sustainable agriculture practices and ongoing projects focused on enhancing agricultural productivity are anticipated to further bolster the market in the APAC region. These initiatives and projects are strategically designed to augment the overall efficiency and effectiveness of farming practices, leading to amplified crop yields and improved food security in the region.

## Key Market Players

BASF SE

Syngenta Crop Protection AG

Nufarm Limited

Bayer AG

Platform Specialty Products Corporation

Sumitomo Corporation

E.I. Du Pont De Nemours and Company

FMC Corporation

Certis Europe LLC

Novozymes A/S

Report Scope:

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

Potash Fertilizers Market, By Type:

Synthetic Chemicals

Biological

Potash Fertilizers Market, By Crop Type:

Cereals & Oilseeds

Fruits & Vegetables

Others

Potash Fertilizers Market, By Form:

Liquid

Powder

Potash Fertilizers Market, By Application:

Seed Dressing

Seed Coating

Seed Pelletizing



## Potash Fertilizers Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Potash Fertilizers Market.

## Available Customizations:

Global Potash Fertilizers market report with the given market data, Tech Sci 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 & Validations
- 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. GLOBAL POTASH FERTILIZERS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type (Synthetic Chemicals and Biological)
  - 5.2.2. By Crop Type (Cereals & Oilseeds, Fruits & Vegetables and Others)
  - 5.2.3. By Form (Liquid and Powder)
  - 5.2.4. By Application (Seed Dressing, Seed Coating and Seed Pelleting)
  - 5.2.5. By Region

- 5.2.6. By Company (2022)
- 5.3. Market Map

## **6. NORTH AMERICA POTASH 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 Crop Type
  - 6.2.3. By Form
  - 6.2.4. By Application
  - 6.2.5. By Country
- 6.3. North America: Country Analysis
  - 6.3.1. United States Potash Fertilizers Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Type
      - 6.3.1.2.2. By Crop Type
      - 6.3.1.2.3. By Form
      - 6.3.1.2.4. By Application
  - 6.3.2. Canada Potash Fertilizers Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Type
      - 6.3.2.2.2. By Crop Type
      - 6.3.2.2.3. By Form
      - 6.3.2.2.4. By Application
  - 6.3.3. Mexico Potash Fertilizers Market Outlook
    - 6.3.3.1. Market Size & Forecast
      - 6.3.3.1.1. By Value
    - 6.3.3.2. Market Share & Forecast
      - 6.3.3.2.1. By Type
      - 6.3.3.2.2. By Crop Type
      - 6.3.3.2.3. By Form
      - 6.3.3.2.4. By Application

## **7. EUROPE POTASH 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 Crop Type**

#### **7.2.3. By Form**

#### **7.2.4. By Application**

#### **7.2.5. By Country**

### **7.3. Europe: Country Analysis**

#### **7.3.1. Germany Potash Fertilizers Market Outlook**

##### **7.3.1.1. Market Size & Forecast**

###### **7.3.1.1.1. By Value**

##### **7.3.1.2. Market Share & Forecast**

###### **7.3.1.2.1. By Type**

###### **7.3.1.2.2. By Crop Type**

###### **7.3.1.2.3. By Form**

###### **7.3.1.2.4. By Application**

#### **7.3.2. United Kingdom Potash Fertilizers Market Outlook**

##### **7.3.2.1. Market Size & Forecast**

###### **7.3.2.1.1. By Value**

##### **7.3.2.2. Market Share & Forecast**

###### **7.3.2.2.1. By Type**

###### **7.3.2.2.2. By Crop Type**

###### **7.3.2.2.3. By Form**

###### **7.3.2.2.4. By Application**

#### **7.3.3. Italy Potash Fertilizers Market Outlook**

##### **7.3.3.1. Market Size & Forecast**

###### **7.3.3.1.1. By Value**

##### **7.3.3.2. Market Share & Forecast**

###### **7.3.3.2.1. By Type**

###### **7.3.3.2.2. By Crop Type**

###### **7.3.3.2.3. By Form**

###### **7.3.3.2.4. By Application**

#### **7.3.4. France Potash Fertilizers Market Outlook**

##### **7.3.4.1. Market Size & Forecast**

###### **7.3.4.1.1. By Value**

##### **7.3.4.2. Market Share & Forecast**

- 7.3.4.2.1. By Type
- 7.3.4.2.2. By Crop Type
- 7.3.4.2.3. By Form
- 7.3.4.2.4. By Application
- 7.3.5. Spain Potash Fertilizers Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Type
    - 7.3.5.2.2. By Crop Type
    - 7.3.5.2.3. By Form
    - 7.3.5.2.4. By Application

## **8. ASIA-PACIFIC POTASH 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 Crop Type
  - 8.2.3. By Form
  - 8.2.4. By Application
  - 8.2.5. By Country
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Potash Fertilizers Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Type
      - 8.3.1.2.2. By Crop Type
      - 8.3.1.2.3. By Form
      - 8.3.1.2.4. By Application
  - 8.3.2. India Potash Fertilizers Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Type
      - 8.3.2.2.2. By Crop Type
      - 8.3.2.2.3. By Form



- 8.3.2.2.4. By Application
- 8.3.3. Japan Potash Fertilizers Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Type
    - 8.3.3.2.2. By Crop Type
    - 8.3.3.2.3. By Form
    - 8.3.3.2.4. By Application
- 8.3.4. South Korea Potash Fertilizers Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Type
    - 8.3.4.2.2. By Crop Type
    - 8.3.4.2.3. By Form
    - 8.3.4.2.4. By Application
- 8.3.5. Australia Potash Fertilizers Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Type
    - 8.3.5.2.2. By Crop Type
    - 8.3.5.2.3. By Form
    - 8.3.5.2.4. By Application

## **9. SOUTH AMERICA POTASH 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 Crop Type
  - 9.2.3. By Form
  - 9.2.4. By Application
  - 9.2.5. By Country
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Potash Fertilizers Market Outlook
    - 9.3.1.1. Market Size & Forecast

- 9.3.1.1.1. By Value
- 9.3.1.2. Market Share & Forecast
  - 9.3.1.2.1. By Type
  - 9.3.1.2.2. By Crop Type
  - 9.3.1.2.3. By Form
  - 9.3.1.2.4. By Application
- 9.3.2. Argentina Potash Fertilizers Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Type
    - 9.3.2.2.2. By Crop Type
    - 9.3.2.2.3. By Form
    - 9.3.2.2.4. By Application
- 9.3.3. Colombia Potash Fertilizers Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Type
    - 9.3.3.2.2. By Crop Type
    - 9.3.3.2.3. By Form
    - 9.3.3.2.4. By Application

## **10. MIDDLE EAST AND AFRICA POTASH 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 Crop Type
  - 10.2.3. By Form
  - 10.2.4. By Application
  - 10.2.5. By Country
- 10.3. MEA: Country Analysis
  - 10.3.1. South Africa Potash Fertilizers Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Type

- 10.3.1.2.2. By Crop Type
- 10.3.1.2.3. By Form
- 10.3.1.2.4. By Application
- 10.3.2. Saudi Arabia Potash Fertilizers Market Outlook
  - 10.3.2.1. Market Size & Forecast
    - 10.3.2.1.1. By Value
  - 10.3.2.2. Market Share & Forecast
    - 10.3.2.2.1. By Type
    - 10.3.2.2.2. By Crop Type
    - 10.3.2.2.3. By Form
    - 10.3.2.2.4. By Application
- 10.3.3. UAE Potash Fertilizers Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Type
    - 10.3.3.2.2. By Crop Type
    - 10.3.3.2.3. By Form
    - 10.3.3.2.4. By Application
- 10.4. Drivers
- 10.5. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

- 11.1. Recent Development
- 11.2. Mergers & Acquisitions
- 11.3. Product Launches

## **12. GLOBAL POTASH FERTILIZERS MARKET: SWOT ANALYSIS**

## **13. PORTER'S FIVE FORCES ANALYSIS**

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

## **14. COMPETITIVE LANDSCAPE**

## 14.1. BASF SE

14.1.1. Business Overview

14.1.2. Service Offerings

14.1.3. Recent Developments

14.1.4. Key Personnel

14.1.5. SWOT Analysis

## 14.2. Syngenta Crop Protection AG

## 14.3. Nufarm Limited

## 14.4. Bayer AG

## 14.5. Platform Specialty Products Corporation

## 14.6. Sumitomo Corporation

## 14.7. E.I. Du Pont De Nemours and Company

## 14.8. FMC Corporation

## 14.9. Certis Europe LLC

## 14.10. Novozymes A/S

# 15. STRATEGIC RECOMMENDATIONS

# 16. ABOUT US & DISCLAIMER

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