

Specialty Fertilizers Market - Global Industry Size,
Share, Trends, Opportunity, and Forecast, 2018-2028
Segmented By Crop Type (Cereals & Grains, Oilseeds & Pulses, Fruits & Vegetables, Turf & Ornamentals,
Others), By Form (Dry and Liquid), By Mode of
Application (Foliar, Fertigation, Soil), By Technology
(Slow-Release, N-Stabilizers, Coated & Encapsulated,
Chelated, Others), By Region and Competition

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# **Abstracts**

Global Specialty Fertilizers Market has valued at USD 23.85 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.07% through 2028. Specialty fertilizers play a crucial role in optimizing crop growth and development. By effectively releasing fertilizer nutrients and regulating moisture levels, these fertilizers contribute to the proper growth of various crops. They are specifically formulated to meet the unique requirements of different plant and soil conditions, enhancing plant activity and productivity. Additionally, specialty fertilizers help reduce the adverse effects of excessive ionic concentration and minimize nutrient loss, resulting in improved nutrient uptake. These fertilizers find applications in non-farm settings such as cemeteries, parks, golf courses, and residential landscapes, as well as for research purposes. They are available in different forms and contain essential primary, secondary, and micronutrients. By promoting nutrient absorption and reducing environmental nutrient losses, specialty fertilizers contribute to sustainable agriculture practices.

**Key Market Drivers** 



# Rising Demand for High Efficiency Fertilizers

The rising global demand for high-efficiency fertilizers is projected to significantly fuel the growth of the specialty fertilizers market. Specialty fertilizers, known for their controlled-release properties, provide nutrients to crops efficiently and reduce potential losses to the environment. This increased efficiency is critical in an era where sustainability and resource optimization are key. With a growing global population, the pressure on agriculture to meet food demands is ever-increasing. Thus, high-efficiency fertilizers are no longer a choice, but a necessity. The implementation of specialty fertilizers can enhance agricultural productivity by ensuring nutrients are delivered effectively to crops, fostering healthier growth and higher yields. Additionally, these fertilizers prove to be cost-effective in the long run, reducing the frequency of application compared to conventional fertilizers, which further justifies their rising popularity. Climate change and environmental concerns also play a crucial role, as the need to reduce nutrient runoff into the water bodies is of paramount importance. Specialty fertilizers, as a result, come to the forefront as the environmentally conscious choice. Therefore, the escalating demand for high-efficiency fertilizers, driven by the need for greater agricultural productivity, cost-effectiveness, and environmental sustainability, is expected to propel the global specialty fertilizers market in the foreseeable future.

### Rapid Growth of Agriculture Industry

The global agricultural industry is experiencing unprecedented growth, and this rapid expansion is predicted to significantly increase the demand for specialty fertilizers. This is primarily due to the fact that farmers worldwide are understanding the importance of these high-performance fertilizers in enhancing crop yields and improving soil health. Unlike traditional fertilizers, specialty fertilizers provide targeted nutrition to crops, resulting in healthier, more robust yields. Furthermore, they are often tailored to meet the specific nutritional requirements of different crops and soil types, making them an invaluable tool in modern agricultural practices. As the global population continues to soar, the pressure on the agricultural industry to produce sufficient food is intensifying. This is leading to a heightened focus on agricultural efficiency and productivity, further driving the demand for specialty fertilizers. Additionally, an increasing emphasis on sustainable farming practices is also contributing to this trend. Specialty fertilizers often have lower environmental impacts than their conventional counterparts, making them an attractive option for farmers seeking to balance productivity with environmental responsibility. In conclusion, the combined factors of rapid industry growth, increasing global food demand, and a shift towards more sustainable farming practices are expected to drive a significant increase in the global demand for specialty fertilizers.



# **Growing Population**

The rising global population is anticipated to significantly increase the demand for specialty fertilizers worldwide. As the world's population continues to grow, it is projected to reach nearly 10 billion by 2050, resulting in an escalating need for food production to ensure adequate sustenance for all. This demand creates a robust market for agricultural products, leading to an increased reliance on specialty fertilizers that provide optimum nutrient absorption, thereby maximizing crop yield and ensuring food security. These fertilizers are engineered to offer more controlled nutrient release compared to conventional products, contributing to environmentally sustainable agricultural practices and higher crop output. Moreover, demographic shifts towards urbanization intensify the need for premium agricultural products, reinforcing the market for specialty fertilizers. The increased demand is also stimulated by the necessity to improve soil fertility in regions with depleted nutrient content. Thus, looking ahead, the burgeoning global population is set to heighten the need for and consumption of specialty fertilizers, underlining their crucial role in the global food supply chain.

# Ease Of Use & Application of Specialty Fertilizers

The global demand for specialty fertilizers is anticipated to witness a significant surge in the coming years. This can be attributed to their remarkable ease of use and the wide range of applications they offer. These fertilizers are meticulously formulated to meet the specific nutritional requirements of diverse crops, ensuring optimal growth and productivity. Compared to traditional fertilizers, they offer simplified application methods, requiring minimal technical expertise from farmers. With user-friendly packaging and precise instructions, the process of applying these fertilizers becomes straightforward, saving valuable time and minimizing the risk of errors. Furthermore, specialty fertilizers cater to a variety of specialty crops, including fruits, vegetables, and ornamental plants, making them incredibly versatile. This adaptability to different crop types and growing conditions positions them as a valuable asset in both large-scale modern farming and small-scale organic farming practices. As the global demand for food continues to rise and agricultural techniques become increasingly advanced, the importance of these easy-to-use fertilizers is expected to grow. Their potential to enhance crop output while minimizing environmental impact makes them an attractive choice for farmers worldwide, thus driving their global demand even further.

### **Key Market Challenges**



# High Cost of Fertilizers

The global demand for specialty fertilizers may be significantly affected by the surging costs of these products. These fertilizers, while containing essential nutrients for crops' robust growth, come at a high price due to the specialized manufacturing processes and unique ingredients employed. The increasing cost of production, in turn, leads to higher market prices for these specialty products. Many farmers, particularly those in developing nations, struggle to afford these higher costs which can restrict access to these beneficial agricultural inputs. Consequently, the high cost of specialty fertilizers is expected to decrease its demand globally as farmers seek cost-effective alternatives. This search for affordability may push farmers to return to conventional fertilizers or experiment with organic farming, both of which can be less costly. Additionally, the ongoing economic instability due to global events further exacerbates the affordability issue, making it even harder for farmers to invest in specialty fertilizers. In the long run, this could have far-reaching impacts on agricultural productivity and food security worldwide. Therefore, stakeholders in the agricultural sector must urgently address this challenge to prevent a decline in the use of these beneficial products.

# Lack of Awareness About the Controlled Release Technology

Controlled Release Technology (CRT) is an indispensable component of specialty fertilizers, playing a pivotal role in their overall effectiveness. However, despite its significance, there is a prevailing lack of global awareness surrounding this innovative technology. This dearth of knowledge is anticipated to have a detrimental impact on the demand for specialty fertilizers. By enhancing the efficiency of nutrient release, CRT contributes to the sustainable growth of crops while mitigating the adverse environmental effects caused by excessive nutrient runoff. The controlled release of nutrients not only optimizes their absorption by plants but also minimizes their wastage, ultimately reducing pollution and preserving the ecological balance. Regrettably, a substantial portion of the global farming community remains uninformed about the manifold benefits that CRT-infused specialty fertilizers can offer. This information gap can be attributed to insufficient education, training, and limited access to resources. The lack of awareness not only hampers farmers' ability to maximize agricultural productivity but also curbs the global demand for specialty fertilizers.

Despite the proven advantages of CRT-based specialty fertilizers, many farmers continue to rely on conventional fertilizers, oblivious to the fact that CRT-infused alternatives can provide superior results. Additionally, the higher initial cost of CRT-based fertilizers, coupled with a lack of comprehension regarding their long-term



economic benefits, acts as a deterrent for potential users.

To reverse this trend and harness the full potential of CRT, concerted efforts must be made to raise awareness about its numerous advantages. Educating farmers about the efficiency, cost-effectiveness, and environmental benefits of CRT-based specialty fertilizers is crucial. By disseminating knowledge and providing access to training and resources, the global demand for specialty fertilizers can be revitalized, ushering in a new era of sustainable agriculture. Without proactive measures to boost awareness and understanding of CRT, the global demand for specialty fertilizers may continue to experience a downward trajectory. It is imperative that stakeholders in the agriculture industry collaborate to bridge the information gap and pave the way for a greener and more productive future.

**Key Market Trends** 

Rise of Precision Farming

The advent of precision farming is poised to revolutionize global agriculture by stimulating the demand for specialty fertilizers. Precision farming, an innovative approach that leverages advanced technology and data analytics, empowers farmers to effectively manage both spatial and temporal variability in field conditions. By optimizing fertilizer use, precision farming enhances efficiency, productivity, and environmental sustainability. This cutting-edge agricultural practice involves tailoring nutrient management to the specific needs of individual plants, resulting in improved nutrient uptake and reduced environmental impact. By customizing specialty fertilizers to cater to the unique requirements of different crops and soil types, precision farming enables precise placement to optimize nutrient availability. This targeted approach enhances overall plant health, vitality, and productivity, making farming practices more sustainable and economically viable.

Moreover, precision farming technologies such as GPS and remote sensing provide real-time monitoring, enabling farmers to make informed decisions about the precise timing and application of specialty fertilizers. This prevents nutrient loss, minimizes waste, and reduces costs, further contributing to the overall efficiency and effectiveness of agricultural operations. As precision farming gains traction worldwide, it is anticipated to revolutionize traditional farming practices and drive a significant surge in the demand for specialty fertilizers. This transformative shift towards precision agriculture holds immense potential in ensuring sustainable food production, promoting environmental stewardship, and meeting the growing demands of a rapidly expanding global



population.

# Increased Demand in Emerging Markets

The global specialty fertilizers market is poised to experience substantial growth, largely propelled by increased demand in emerging markets. As countries such as India, China, and Brazil continue to rapidly industrialize, their expanding middle classes are demanding higher-quality food products. This, in turn, is driving the consumption of specialty fertilizers that enable farmers to improve crop yield and quality. Moreover, the shift towards sustainable farming in these regions also contributes to the growing demand for these fertilizers. Government initiatives to promote modern agricultural practices further fuel this trend, with subsidies making specialty fertilizers affordable for a broader segment of farmers. Simultaneously, the growing population in these regions necessitates increased food production, thereby driving the need for efficient farming solutions such as specialty fertilizers. Lastly, the growing trend of precision farming, which relies on advanced technologies for accurate fertilizer application, is also expected to augment the demand for specialty fertilizers. Hence, the demand in emerging markets is indeed an influential factor pushing the global surge in specialty fertilizer consumption.

Segmental Insights

### Crop Type Insights

Based on the Crop Type, the cereals and grains segment accounted for the highest revenue share in 2022. The demand for cereals is rapidly increasing worldwide as they are widely consumed as staple food. This segment holds a significant share in the specialty fertilizers market due to growing concerns about food security caused by the increasing global population. In the fiscal year 2018, global cereal production reached approximately 2.7 billion tonnes, marking an 18% increase compared to 2008. Fruits play a vital role in a balanced diet and are extensively consumed in many countries. Watermelons and bananas are the most produced fruit varieties worldwide. Asia leads in annual fruit harvest, with China alone producing around 243 million metric tons of fresh fruit annually. Potassium plays a crucial role in ensuring the quality and yield of fruits. The use of potassium nitrate (KNO3) is beneficial in banana cultivation, with a potential net benefit increase of up to 19%. In 2021, the Sichuan province of China produced around 51,700 metric tons of bananas, creating a promising demand for potassium nitrate (KNO3).



# Mode of Application Insights

In the global Specialty Fertilizers Market, the mode of application that currently dominates is Fertigation. This innovative method of fertilizer application has gained prominent traction in recent years, mainly due to its exceptional efficiency in nutrient delivery and water usage. By combining the benefits of irrigation and fertilization, Fertigation allows for precise control over nutrient application, minimizing wastage and promoting optimal plant growth. With Fertigation, nutrients are applied directly to the root zone of plants, ensuring maximum absorption and utilization. This targeted approach enhances the overall health and productivity of crops, leading to higher yields and improved quality. Furthermore, Fertigation enables growers to tailor the nutrient requirements of different plants, taking into account their specific needs at different growth stages.

The success of Fertigation can be attributed to its proven effectiveness and widespread adoption by growers worldwide. Its ability to provide precise and efficient nutrient delivery has solidified its position as the largest market share holder in the Specialty Fertilizers industry. As agriculture continues to evolve, Fertigation is expected to play a pivotal role in sustainable farming practices, contributing to enhanced crop performance and resource management. Fertigation has revolutionized the way fertilizers are applied in modern agriculture. Its unique combination of irrigation and fertilization offers unparalleled control, efficiency, and effectiveness, making it an indispensable tool for growers seeking optimal plant health and productivity.

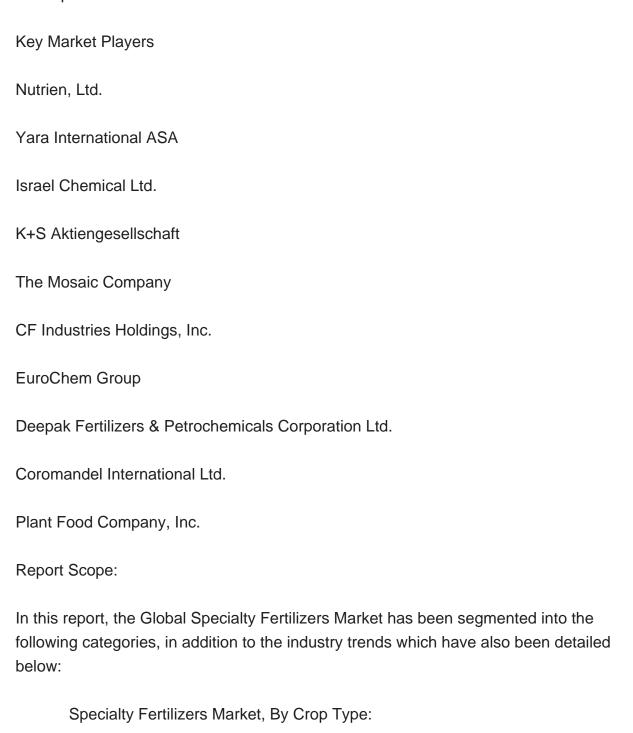
#### Regional Insights

In 2022, North America accounted for the largest revenue share in the specialty fertilizers market. This can be attributed to the continent's advanced development, favorable agricultural policies, high gross domestic product (GDP), and early adoption of specialty fertilizers. The growth of the specialty fertilizers market in North America is driven by the increasing adoption of precision farming techniques and a strong focus on sustainable agriculture. Additionally, there is a rising demand for organic food in the United States due to the increasing prevalence of diabetes, obesity, hypertension, and high cholesterol. As a result, the demand for organic vegetables and fruits with minimal use of fertilizers is also boosting the demand for various specialty fertilizers in the U.S.

In the European Union (EU), major winter crops include rapeseed, wheat, and triticale, while major summer crops consist of sunflowers, maize, soybeans, rice, sugar beet, and potatoes. The production of soybeans in Europe reached 9.5 million tons in 2021,



marking a 6.4% increase compared to 2020. The production of soybeans under the Europe Soya (ES) or Donau Soja (DS) label increased by almost 49% in 2021, following a temporary decline in 2020. Farmers across 11 European nations certified under ES & DS soy standards produced approximately 715,000 tons of soy in 2021. Therefore, the growing production of soybeans in Europe is expected to create significant opportunities for respective NPK fertilizers.



Cereals & Grains



Oilseeds & Pulses		
Fruits & Vegetables		
Turf & Ornamentals		
Others		
Specialty Fertilizers Market, By Form:		
Dry		
Liquid		
Specialty Fertilizers Market, By Mode of Application:		
Foliar		
Fertigation		
Soil		
Specialty Fertilizers Market, By Technology:		
Slow-Release		
N-Stabilizers		
Coated & Encapsulated		
Chelated		
Others		
Specialty 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 Specialty Fertilizers Market.		
Available Customizations:		
Global Specialty Fertilizers market report with the given market data, Tech Sci		

customization options are available for the report:

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

Research offers customizations according to a company's specific needs. The following



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& Encapsulated, Chelated, Others), By Region and Competition

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