

# **Water Soluble Fertilizers Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented 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 and Competition**

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## **Abstracts**

Global Water Soluble Fertilizers Market has valued at USD 7.88 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.48% through 2028. Water-soluble fertilizers are compounds that can be dissolved in water and applied to plants. These fertilizers are particularly effective in providing essential nutrients to plants quickly, as they are easily absorbed through roots and leaves. By delivering a balanced blend of nutrients, they promote healthy growth and enhance productivity.

In both agriculture and horticulture, water-soluble fertilizers play a crucial role. They are especially beneficial in scenarios where fast-acting nutrients are required, such as during the growth phase of a plant. These fertilizers offer convenience and efficiency in application, allowing for precise nutrient delivery based on specific plant requirements. With their ability to dissolve in water, these fertilizers offer flexibility in terms of application methods. They can be easily incorporated into irrigation systems or applied as foliar sprays, ensuring that plants receive nutrients directly where it is needed most.

## **Key Market Drivers**

## Rapid Industrialization and Urbanization

The reduction in arable land is notably driving the growth of the water-soluble fertilizers market. Factors such as rapid industrialization and urbanization have led to a significant decrease in available arable land. In addition, inappropriate agricultural practices and deforestation have further contributed to the decline in fertility of arable land on a global scale.

The need to increase food production has become imperative, and it can only be achieved by improving the yield from existing farms. This is where water-soluble fertilizers come into play. By utilizing these fertilizers, farmers can enhance the yield of their food crops, thus addressing the growing demand for food grains. Research indicates that the demand for food grains is expected to significantly increase by 2030 due to the expanding global population. Developing nations, such as Brazil and India, will particularly face the challenge of fulfilling this demand, requiring an additional 120 million hectares of land. Consequently, the shrinking availability of global arable land is anticipated to drive the demand for fertilizers as a means to meet the rising food requirements. Considering these factors, the water-soluble fertilizers market is poised for growth during the forecast period, as it plays a crucial role in supporting food production and addressing the challenges posed by the diminishing arable land.

## Increased Adoption of Precision Farming Methods

The global rise in precision farming methods is expected to boost the demand for water-soluble fertilizers significantly. Precision farming employs modern technologies like GPS, remote sensing, and data management tools to enhance the efficiency and productivity of agricultural practices. This approach allows farmers to apply the right amount of fertilizers at the right time, maximizing nutrient uptake and minimizing wastage. Water-soluble fertilizers, easily dissolved in water, fit seamlessly into these systems. They deliver nutrients directly to the plant's roots, reducing nutrient leaching and improving the nutrient use efficiency of crops. Furthermore, these fertilizers are compatible with irrigation systems, making them ideal for precision farming. As the global population grows and the demand for food increases, the importance of precision farming and water-soluble fertilizers will escalate. Countries around the world are recognizing this potential, leading to the introduction of supportive government policies and increased investments in precision farming technologies. This, along with growing awareness amongst farmers, is expected to drive global demand for water-soluble fertilizers.

## Rise in the Demand for Food Due to Growing Global Population

The rise in the global population has led to a significant increase in the demand for food. This, in turn, is expected to amplify the need for Water Soluble Fertilizers (WSFs) globally. WSFs play a critical role in boosting crop yield and quality, a necessity in meeting the growing food demand. As the world's population continues to grow, so does the pressure on agricultural land to produce more food per acre. The use of WSFs, which are readily absorbed by plants due to their water-soluble nature, offers an efficient and effective solution to this challenge. Additionally, WSFs reduce the risk of groundwater contamination, making them a more sustainable choice in the long term. They are also ideally suited for modern irrigation systems, such as fertigation and foliar application, further driving their demand. As the global focus shifts towards sustainable farming and efficient use of resources, WSFs are expected to take the lead, offering a viable solution to meet the escalating global demand for food without compromising environmental sustainability.

## Technological Innovations in Fertilizer Production

Technological innovations in fertilizer production are poised to surge the demand for water-soluble fertilizers (WSFs) globally. Advanced manufacturing processes are enhancing the efficiency and effectiveness of WSFs, making them increasingly attractive to farmers seeking to maximize crop yields. WSFs are rapidly dissolvable, enabling easy application through irrigation systems, and thereby ensuring uniform nutrient distribution across fields. Additionally, WSFs help reduce the environmental impact of farming by eliminating nutrient run-off, a significant concern with traditional fertilizers. The advent of precision agriculture, fueled by advancements in AI and IoT, is also accentuating the importance of WSFs. These technologies require precise nutrient management, which is uniquely offered by WSFs. The capacity for controlled release of nutrients, minimizing waste and enhancing uptake efficiency, is a direct outcome of technological innovations in fertilizer production. Furthermore, the global movement towards sustainable farming practices, bolstered by technology, is expected to continue driving the demand for WSFs. The combined influence of environmental sustainability, farming efficiency, and technological advancements in fertilizer production is therefore projected to significantly accelerate global demand for water-soluble fertilizers.

## Key Market Challenges

### Volatility in Raw Material Prices

Volatility in raw material prices is a significant challenge that poses obstacles to market growth. The production of water-soluble fertilizers primarily relies on substances derived from nitrogen, potassium, and phosphorus. Additionally, the manufacturing process involves the use of natural gas, potassium chloride, sulfur, and coal. Consequently, any increase in the prices of these raw materials elevates production costs, leading to reduced profit margins for manufacturers.

Among the raw materials, natural gas holds particular significance as it is a major component in the production of nitrogen-based water-soluble fertilizers. The extraction of hydrogen, an essential element in this process, relies on natural gas. Thus, any surge in natural gas prices directly impacts the demand for these fertilizers. Consequently, the fluctuations in raw material prices can exert a negative influence on the global market throughout the forecast period. Given these dynamics, it becomes paramount for market players to closely monitor and anticipate any changes in raw material prices. By doing so, they can proactively adjust their strategies to mitigate the potential adverse effects and maintain a competitive edge in the market.

### Limited and Inefficient Distribution Channels in Developing Regions

Limited and inefficient distribution channels in developing regions serve as significant impediments to the global demand for water-soluble fertilizers. These regions, often characterized by fragmented supply chains and inadequate infrastructure, struggle to reliably deliver these products to end-users. The complexity of the logistics, coupled with high transportation costs, hampers the ability to distribute water-soluble fertilizers effectively, thereby reducing global demand. Additionally, factors such as lack of awareness about the benefits of these fertilizers, or the lack of the required knowledge for their proper application, can further decrease their demand. Furthermore, the inability of farmers in developing regions to afford water-soluble fertilizers — often priced higher than conventional fertilizers — cannot be overlooked. While the advantages of these fertilizers in terms of enhancing crop yield and quality are undeniable, these distribution and awareness challenges act as significant deterrents. Thus, addressing these issues is crucial for the growth of the global water-soluble fertilizers market.

### Key Market Trends

#### Rise In Demand for Micronutrient-Based Water-Soluble Fertilizers

The rise in demand for micronutrient-based water-soluble fertilizers is an emerging

trend in the market. Micronutrients, which are trace minerals required by plants in small quantities, play a crucial role in various plant functions. Despite their low quantity requirement, micronutrient deficiency can significantly impact plant yield, growth, and overall health. The deficiency of essential micronutrients like zinc, iron, and magnesium can lead to stunted growth and other abnormalities in plants at different stages of their development.

Water-based fertilizers that contain micronutrients offer a convenient solution to overcome these deficiencies. They can be easily applied to plants, improving their nutritional content. This is particularly beneficial for horticultural crops, including fruits and vegetables, as it enhances their quality and productivity. As a result, the market for micronutrient-based water-soluble fertilizers is expected to experience significant growth during the forecast period, driven by these factors and the increasing demand for high-quality agricultural produce.

### High Efficiency of Water Soluble Fertilizers

The high efficiency of water-soluble fertilizers is anticipated to propel their global demand significantly. These fertilizers dissolve directly into the water, enabling plants to absorb the nutrients more readily, leading to improved yield and crop quality. The ease of application as a result of solubility facilitates uniform distribution of nutrients, reducing wastage and increasing overall efficiency. This attribute, combined with the growing awareness of sustainable farming practices, is set to increase the product's adoption. Today's farmers, facing the dual challenge of land degradation and increasing food demand due to escalating global population, are seeking efficient, cost-effective solutions. Water-soluble fertilizers, with their superior nutrient absorption and negligible environmental footprint, cater perfectly to these needs. Furthermore, the adoption of precision and smart farming techniques that leverage data and technology to optimize fertilizer use is likely to fuel the uptake of these fertilizers. In a world increasingly concerned with sustainable agriculture and efficient resource utilization, the high efficiency of water-soluble fertilizers positions them as a favorable choice for farmers worldwide, thereby accelerating the global demand.

### Segmental Insights

#### Crop Insights

Based on the Crop type, during the forecast period, the field crop segments are anticipated to experience a substantial increase, driven by various factors. Winter

wheat, durum wheat, soybeans, corn, rice, sorghum, and spring wheat are examples of field crops that play a crucial role in global food production. However, the effects of climate change on food production will vary by location, posing challenges to soil health and water quality.

To address these challenges, alternative agricultural practices are being implemented, aiming to meet the growing consumer demand for both quality and sustainable crop production. As a result, the market demand for water-soluble fertilizers is on the rise, as these fertilizers offer effective solutions in optimizing nutrient uptake and minimizing environmental impact. By adopting innovative agricultural techniques and utilizing water-soluble fertilizers, farmers can not only enhance crop yield and quality but also contribute to the overall sustainability of the agricultural industry. This emphasis on sustainable practices and resource efficiency will be critical in ensuring long-term food security and environmental stewardship.

### Application Insights

Based on the Application, the market is segmented into Fertigation and Foliar. The predicted period is expected to witness a significant increase in the foliar mode of application. This mode offers numerous advantages, including strong resistance to diseases and pests, better drought and soil salinity tolerance, quick uptake of applied nutrients, and strong resilience to physiological disorders.

The foliar mode of application is particularly beneficial as it provides nutrients directly to the leaf, where the plant needs them the most. This is crucial because soil nutrients are not always readily accessible due to leaching. With foliar treatments, all nutritional issues can be effectively addressed as the leaf absorbs all the necessary elements. This targeted approach ensures optimal nutrient uptake and helps plants thrive in various conditions.

### Regional Insights

The farming community in Europe is embracing cutting-edge technologies as the agricultural sector undergoes remarkable technological advancements. In both France and Italy, agriculture takes center stage as the primary industry, given their diverse and captivating landscapes. From the picturesque coastal regions to the majestic mountainous and hilly areas, these nations boast an array of terrains that provide a rich tapestry for agricultural practices. In France, the agricultural landscape is as diverse as its cuisine. From the sun-kissed vineyards of Bordeaux to the idyllic lavender fields of

Provence, each region lends itself to unique farming practices. The fertile soils of Normandy are famous for dairy farming, producing the finest cheeses and butters, while the vast wheat fields of the Champagne region contribute to the world-renowned sparkling wine production.

Notably, the Western region stands out with its widespread adoption of highly intensive farming practices, which have been bolstered by substantial research and development efforts. These efforts have led to the development of specialized and crop-specific products, further enhancing the region's agricultural prowess and contributing to its continued growth and success. With such a diverse and dynamic agricultural landscape, it is no wonder that Europe's farming community is thriving. The combination of cutting-edge technologies, rich natural resources, and centuries-old traditions creates a harmonious blend that ensures the region's agricultural sector remains at the forefront of innovation and sustainability.

#### Key Market Players

Captain Polyplast Ltd.

CF Industries Holdings Inc.

Compagnie Financiere et de Participations Roullier

E.I.D. Parry India Ltd.

BMS Micro-Nutrients NV

Yara International ASA

Green Has Italia SPA

Grupa Azoty SA

Gujarat State Fertilizers and Chemicals Ltd.

Indian Farmers Fertiliser Cooperative Ltd.

Report Scope:

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

Water Soluble Fertilizers Market, By Type:

Calcium Nitrate

NPK

Potassium Nitrate

Potassium Sulphate

Urea Phosphate

Others

Water Soluble Fertilizers Market, By Composition:

Straight

Complex

Water Soluble Fertilizers Market, By Crop:

Horticultural

Turf & Ornamentals

Field Crop

Water Soluble Fertilizers Market, By Crop:

Fertigation

Foliar Application

Water Soluble 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 Water Soluble Fertilizers Market.

## Available Customizations:

Global Water Soluble 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).

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