

North America Biostimulants Market Size and Forecast (2021 - 2031)

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Abstracts

The North America biostimulants market is expected to increase from US\$ 919.2 million in 2024 to US\$ 1,385.5 million by 2031, reflecting a CAGR of 6.3% during the 2025–2031 period.

Executive Summary and Market Analysis (North America):

The North America biostimulants market is witnessing steady growth, driven by population expansion, strong agricultural economies, supportive government subsidies, and well-established food security systems. According to the U.S. Department of Agriculture (USDA), North America is among the most affordable regions for food globally. In 2020, agriculture contributed over 0.6% to the U.S. GDP, underscoring its economic relevance and supporting demand for productivity-enhancing inputs such as biostimulants.

The region is increasingly adopting biostimulants to promote sustainable agriculture while maintaining high productivity levels. These solutions complement traditional fertilizers and pesticides by improving crop growth efficiency in large-scale farming systems. Acid-based products dominate the market, with humic acid formulations expected to witness strong growth due to their ability to improve soil health.

Beyond agriculture, biostimulants are also being used in applications such as animal feed additives and cosmetics, owing to their antioxidant, anti-inflammatory, antiviral, and antibacterial properties.

Manufacturers are focusing on key crop segments including cereals and grains, oilseeds and pulses, and fruits and vegetables. Companies are also developing long-

term strategies aligned with sustainability trends and evolving agricultural practices.

Market Segmentation Overview:

By Mode of Application: Includes foliar spray, seed treatment, and soil application, with foliar spray leading in 2024.

By Product Type: Includes humic substances, amino acids, microbial stimulants, seaweed extracts, and others, with seaweed extracts holding the largest share.

By Crop Type: Includes cereals and grains, oilseeds and pulses, fruits and vegetables, turf and landscapes, and others, with turf and landscapes dominating the market in 2024.

Market Outlook:

Technological advancements are significantly transforming the biostimulants industry. Innovations in biotechnology, nanotechnology, and microbial formulations are enhancing product performance, efficiency, and sustainability. Biotechnology enables the development of improved microorganisms that enhance nutrient uptake and plant growth, while nanotechnology improves delivery systems through nano-encapsulation, increasing stability and effectiveness.

Microbial-based biostimulants, including strains such as *Trichoderma* and *Bacillus*, are increasingly used to improve soil health, nutrient cycling, and plant resistance to diseases. In addition, advancements in formulation technologies—such as liquid and powder-based solutions—are improving ease of application and nutrient absorption.

The adoption of precision agriculture tools, including drones, satellite imaging, and IoT-enabled systems, is further optimizing biostimulant usage. These technologies allow data-driven, site-specific application, reducing waste and improving both efficiency and sustainability while enhancing crop productivity.

Country Insights:

The United States leads the North America biostimulants market, supported by its highly advanced agricultural sector and growing shift toward sustainable farming practices. Farmers are increasingly adopting biostimulants, particularly in seed treatment

applications, to enhance early plant growth, improve stress resistance, and boost overall yield.

While conventional inputs such as fertilizers and pesticides remain widely used, biostimulants are being increasingly integrated into existing farming systems. This reflects a hybrid agricultural approach that balances productivity requirements with environmental sustainability goals.

Key Market Players:

Leading companies in the market include BASF SE, FMC Corp, UPL Ltd, ILSA S.p.A., Syngenta AG, Bionema Ltd, Russell IPM Ltd, Sipcam UK Ltd, IntraCrop Ltd, and Central Pharma Contract Packing Ltd.

These players are actively focusing on product innovation, geographic expansion, and mergers and acquisitions to strengthen their market position and address the growing demand for sustainable agricultural solutions.

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