

# 2016 Future Horizons and Growth Strategies in the Global Fungicides Market: Strategic Assessments of Leading Suppliers

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## Abstracts

This new report from VPGMarketResearch analyzes marketing strategies of the world's leading agrochemical companies.

The report contains 378 pages, 43 tables and provides agrochemical industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. In a highly dynamic and fragmented fungicides market, besieged by intense competition, the ability to anticipate new product introductions and marketing strategies is particularly important and spells the difference between success and failure.

The companies analyzed in the report include ADAMA, Bayer, FMC, Monsanto, Nufarm, Sumitomo and Syngenta.

### Report Objectives

To establish comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading fungicides companies.

To help current suppliers realistically assess their technological and marketing capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

To identify least competitive market niches with significant growth potential.

The report is based on a combination of primary and secondary information sources, including VPGMarketResearch's proprietary database, developed during the firm's continuous monitoring of the agrochemical industry, as well as over 100 syndicated studies and numerous consulting assignments. The database contains current information on major agrochemical companies, technologies, products and executives worldwide.

Contains 378 pages and 43 tables

## Contents

### **ADAMA**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **BAYER**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

### **FMC**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **MONSANTO**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **NUFARM**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses  
Strategic Direction

## **SUMITOMO**

Executive Summary  
Ownership  
Business Evolution  
Organization and Management  
Major Facilities  
Product Portfolio and Technological Know-How  
Marketing Capabilities  
Financial Analysis  
Strengths and Weaknesses

Strategic Direction

## **SYNGENTA**

Executive Summary

Ownership

Business Evolution

Organization and Management

Major Facilities

Product Portfolio and Technological Know-How

Marketing Capabilities

Financial Analysis

Strengths and Weaknesses

Strategic Direction

## List Of Tables

### LIST OF TABLES

ADAMA Sales and Operating Profit Growth  
ADAMA Sales by Product Line  
ADAMA Sales Growth by Product Line  
ADAMA Sales by Geographic Region  
ADAMA Sales Growth by Geographic Region  
Bayer Sales and Operating Profit Growth  
Bayer Sales by Business Segment  
Bayer Sales Growth by Business Segment  
Bayer Sales by Geographic Region  
Bayer Sales Growth by Geographic Region  
Bayer Material Science Sales by Geographic Region  
Bayer Material Science Sales Growth by Geographic Region  
Bayer Material Science Sales by Product Category  
Bayer Material Science Sales Growth by Geographic Region  
Bayer Systems Sales by Geographic Region  
Bayer Systems Sales Growth by Geographic Region  
Bayer Systems Sales by Product Category  
Bayer Systems Sales Growth by Product Category  
Bayer Materials Sales by Geographic Region  
Bayer Materials Sales Growth by Geographic Region  
Bayer Materials Sales by Product Category  
Bayer Material Sales Growth by Product Category  
FMC Sales and Operating Profit Growth  
FMC Sales by Business Segment  
FMC Sales Growth by Business Segment  
FMC Operating Profit and Margins by Business Segment  
FMC Operating Profit Growth by Business Segment  
FMC Sales by Geographic Region  
FMC Sales Growth by Geographic Region  
FMC Estimated Agricultural Products Sales by Category  
Monsanto Sales by Geographic Region  
Monsanto Sales Growth by Geographic Region  
Monsanto Sales by Product Line  
Monsanto Sales Growth by Product Line  
Monsanto Sales and Operating Profit Growth

Nufarm Sales and Operating Profit Growth  
Nufarm Sales by Business Segment  
Nufarm Sales Growth by Business Segment  
Nufarm Sales by Geographic Region  
Nufarm Sales Growth by Geographic Region  
Nufarm Crop Protection Sales by Product Category  
Sumitomo Sales and Operating Profit Growth  
Sumitomo Sales by Business Segment  
Sumitomo Sales Growth by Business Segment  
Sumitomo Sales by Geographic Region  
Sumitomo Sales Growth by Geographic Region  
Sumitomo Agricultural Chemicals Sales and Operating Profit Growth  
Syngenta Sales and Operating Profit Growth  
Syngenta Sales Growth by Product Line  
Syngenta Operating Profit Growth by Product Line  
Syngenta Sales Growth by Geographic Region

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