

# **Balkan Countries: Potassium Chloride Market and the Impact of COVID-19 in the Medium Term**

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## **Abstracts**

This report presents a strategic analysis of the potassium chloride market in the Balkan countries and a forecast for its development in the medium term, taking into account the impact of COVID-19 on it. It provides a comprehensive overview of the market, its dynamics, structure, characteristics, main players, growth and demand drivers, etc.

The purpose of the report is to describe the state of the potassium chloride market in the Balkan countries, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the next five years, taking into account the impact of COVID-19 on it. In addition, the report presents an elaborate analysis of the main market participants, price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

This research report has been prepared using the unique WMStrategy's methodology, including a blend of qualitative and quantitative data. The information comes from official sources and insights from market experts (representatives of the main market participants), gathered by semi-structured interviews.

The report on the potassium chloride market in the Balkan countries covers the following countries: Bosnia and Herzegovina, Bulgaria, Croatia, Greece, Montenegro, Romania, Serbia, and Slovenia.

The report on the potassium chloride market in the Balkan countries includes:

Analysis and forecast for the economy of Europe;

Analysis and forecast for development of the market volume (market size), value and dynamics;

Market breakdown (by origin, by country, etc.);

Country information - breakdown by country for all major indicators, showing the exact volumes and values for each individual country, covered in the report;

Volume, dynamics and analysis of domestic production (past, current and future);

Analysis of price levels (wholesale, retail, distributors, etc.) and their dynamics (past, current and future);

Volume, dynamics and analysis of imports (past, current and future);

Volume, dynamics and analysis of exports (past, current and future);

Volume, dynamics and analysis of consumption (past, current and future);

Characteristics of the main market participants (manufacturers, distributors, wholesalers, retailers, importers, exporters, Governmental structures, etc.) and the competitive landscape;

Value chain analysis and structure of price formation;

Analysis of the factors, influencing the market development (market growth drivers, restraints, recent state programs, etc.);

Analysis and forecast of the trends and levels of supply and demand on the market;

Country opportunity analysis;

Analysis of the major trade flows;

Forecast for market development in the medium term, taking into account the impact of COVID-19 on it (including three possible scenarios for development).

This report will allow you to:

Quickly and cost-effectively get a strategic analysis and gain competitive intelligence about the market;

Track market data, including size, value, segmentation, forecasts, dynamics and structure – past, present and future;

Get and compare information at both aggregate level (for the whole region) and for each individual country, covered in the report;

Explore and identify new market opportunities in the countries and regions within the market;

Track and identify key market trends, opportunities and threats and key drivers behind recent market changes;

Strategically assess market growth potential, demand drivers and restraints on the market;

Evaluate the key macroeconomic indicators to get insight into the general trends within the economy;

See how the market performed in the past (over the last 5 years) and how it will perform in the future, taking into account the impact of COVID-19 on it (in the next 5 years);

Get acquainted with the leading companies on the market;

Evaluate how diversified the market is in terms of competitive intensity, fragmentation and environment and understand competitive threats;

Empower your marketing, branding, strategy and market development, consumption and supply functions with useful market insights;

Build your investment strategy by assessing market attractiveness or company attractiveness;

Build your own market entry or market expansion strategy or evaluate your

current strategy;

Add value to pitches and presentations by using official and accurate data and calculations.

If you are interested in the potassium chloride market in the Balkan countries, this research report will provide you with a strategic analysis of the market, its recent and future development. In addition, the report will save you time and money while presenting you all the necessary information, empowering you to make informed decisions and move your business forward!

## Contents

### **1. INTRODUCTION**

- 1.1. Report description
- 1.2. Research methodology

### **2. EXECUTIVE SUMMARY**

### **3. CHARACTERISTICS OF POTASSIUM CHLORIDE**

### **4. CHARACTERISTICS AND ANALYSIS OF THE RAW MATERIALS BASE**

### **5. STATE OF THE ECONOMY OF EUROPE**

- 5.1. Characteristics of the economy of Europe in 2015-2019
- 5.2. Forecast for the development of the economy of Europe for 2020-2022

### **6. OVERVIEW AND ANALYSIS OF THE POTASSIUM CHLORIDE MARKET IN THE BALKAN COUNTRIES**

- 6.1. Volume, value and dynamics of the potassium chloride market in the Balkan countries in 2015-2019
- 6.2. Structure of the potassium chloride market in the Balkan countries in 2015-2019: production, imports, exports, consumption
- 6.3. Structure of the potassium chloride market in the Balkan countries in 2015-2019 by origin
- 6.4. Structure of the potassium chloride market in the Balkan countries in 2015-2019 by country
- 6.5. Key recent trends on the potassium chloride market in the Balkan countries
- 6.6. Competitive landscape of the market
- 6.7. Country opportunity analysis
- 6.8. Key drivers and restraints for the market development in the medium term

### **7. OVERVIEW AND ANALYSIS OF THE DOMESTIC PRODUCTION OF POTASSIUM CHLORIDE IN THE BALKAN COUNTRIES**

- 7.1. Volume, value and dynamics of the domestic production of potassium chloride in the Balkan countries in 2015-2019

- 7.2. Structure of the Balkan production of potassium chloride in 2015-2019 by countries
- 7.3. Characteristics of the main producers of potassium chloride in the Balkan countries

## **8. CHARACTERISTICS AND ANALYSIS OF THE PRICES OF POTASSIUM CHLORIDE IN THE BALKAN COUNTRIES**

- 8.1. Value chain analysis
- 8.2. Structure of price formation
- 8.3. Characteristics of the producer prices of potassium chloride in the Balkan countries in 2015-2019
- 8.4. Characteristics of other prices of potassium chloride

## **9. TRADE BALANCE OF THE FOREIGN TRADE OPERATIONS OF POTASSIUM CHLORIDE IN THE BALKAN COUNTRIES**

- 9.1. Trade balance of the foreign trade operations of potassium chloride in the Balkan countries in 2015-2019

## **10. OVERVIEW AND ANALYSIS OF THE IMPORTS OF POTASSIUM CHLORIDE TO THE BALKAN MARKET**

- 10.1. Volume, value and dynamics of the imports of potassium chloride to the Balkan countries in 2015-2019
- 10.2. Major trade inflows of potassium chloride imports to the Balkan countries in 2015-2019
- 10.3. Structure of the imports of potassium chloride in 2015-2019 by importing countries
- 10.4. Average prices of the potassium chloride, imported to the Balkan countries in 2015-2019

## **11. OVERVIEW AND ANALYSIS OF THE BALKAN EXPORTS OF POTASSIUM CHLORIDE**

- 11.1. Volume, value and dynamics of the Balkan exports of potassium chloride in 2015-2019
- 11.2. Major trade outflows of potassium chloride exports from the Balkan countries in 2015-2019
- 11.3. Structure of the Balkan exports of potassium chloride in 2015-2019 by exporting countries
- 11.4. Average prices of the Balkan exports of potassium chloride in 2015-2019

## **12. CHARACTERISTICS OF THE CONSUMPTION OF POTASSIUM CHLORIDE IN THE BALKAN COUNTRIES**

12.1. Volume, value and dynamics of the consumption of potassium chloride in the Balkan countries in 2015-2019

12.2. Structure of the consumption of potassium chloride in the Balkan countries in 2015-2019 (by origin, by channel, by country)

12.4. Volume, value and dynamics of the per capita consumption of potassium chloride in the Balkan countries in 2015-2019

12.5. Balance between supply and demand on the potassium chloride market in the Balkan countries in 2015-2019

## **13. FORECAST FOR DEVELOPMENT OF THE POTASSIUM CHLORIDE MARKET IN THE BALKAN COUNTRIES IN 2020-2025**

13.1. Factors, influencing the development of the potassium chloride market in the Balkan countries in the medium term

13.2. Forecast for market development in the medium term under three possible scenarios

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## List Of Tables

### LIST OF TABLES

Key indicators on the potassium chloride market in the Balkan countries in 2015-2019

Key indicators of the economy of Europe in 2015-2019

Forecast for the economy of Europe in 2020-2022

Volume and dynamics of the potassium chloride market in the Balkan countries in 2015-2019

Value and dynamics of the potassium chloride market in the Balkan countries in 2015-2019

Structure of the potassium chloride market in the Balkan countries in 2015-2019, in volume terms

Structure of the potassium chloride market in the Balkan countries in 2015-2019, in value terms

Structure of the potassium chloride market in the Balkan countries by origin in 2015-2019, in volume terms

Structure of the potassium chloride market in the Balkan countries by origin in 2015-2019, in value terms

Structure of the potassium chloride market in the Balkan countries by country in 2015-2019, in volume terms

Structure of the potassium chloride market in the Balkan countries by country in 2015-2019, in value terms

Country opportunity analysis

Volume and dynamics of the domestic production of potassium chloride in the Balkan countries in 2015-2019

Value and dynamics of the domestic production of potassium chloride in the Balkan countries in 2015-2019

Structure of the domestic production of potassium chloride in the Balkan countries by producing countries in 2015-2019, in volume terms

Structure of the domestic production of potassium chloride in the Balkan countries by producing countries in 2015-2019, in value terms

Value chain analysis of the potassium chloride market in the Balkan countries

Cost breakdown of the price formation of potassium chloride in the Balkan countries, in %

Volume and dynamics of the average producer prices of potassium chloride in the Balkan countries in 2015-2019

Volume and dynamics of the average producer prices of potassium chloride in the Balkan countries by producing countries in 2015-2019



Volume and dynamics of other prices of potassium chloride in the Balkan countries (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of potassium chloride foreign trade in the Balkan countries in 2015-2019, in volume terms

Trade balance of potassium chloride foreign trade in the Balkan countries in 2015-2019, in value terms

Trade balance of potassium chloride foreign trade in the Balkan countries by trading countries in 2015-2019, in volume terms

Trade balance of potassium chloride foreign trade in the Balkan countries by trading countries in 2015-2019, in value terms

Volume and dynamics of the imports of potassium chloride to the Balkan countries in 2015-2019

Value and dynamics of the imports of potassium chloride to the Balkan countries in 2015-2019

Main countries, exporting potassium chloride to the Balkan countries in 2015-2019, in volume terms

Main countries, exporting potassium chloride to the Balkan countries in 2015-2019, in value terms

Structure of the imports of potassium chloride to the Balkan countries by importing countries in 2015-2019, in volume terms

Structure of the imports of potassium chloride to the Balkan countries by importing countries in 2015-2019, in value terms

Average prices of the potassium chloride, imported to the Balkan countries in 2015-2019

Average prices of the potassium chloride, imported to the Balkan countries in 2015-2019 by importing countries

Volume and dynamics of the Balkan exports of potassium chloride in 2015-2019

Value and dynamics of the Balkan exports of potassium chloride in 2015-2019

Recipient countries of the Balkan exports of potassium chloride in 2015-2019, in volume terms

Recipient countries of the Balkan exports of potassium chloride in 2015-2019, in value terms

Structure of the Balkan exports of potassium chloride by exporting countries in 2015-2019, in volume terms

Structure of the Balkan exports of potassium chloride by exporting countries in 2015-2019, in value terms

Average prices of the Balkan exports of potassium chloride in 2015-2019

Average prices of the Balkan exports of potassium chloride in 2015-2019 by exporting countries

Volume and dynamics of the consumption of potassium chloride in the Balkan countries in 2015-2019

Value and dynamics of the consumption of potassium chloride in the Balkan countries in 2015-2019

Structure of the consumption of potassium chloride in the Balkan countries in 2015-2019, in volume terms

Structure of the consumption of potassium chloride in the Balkan countries in 2015-2019, in value terms

Structure of the consumption of potassium chloride in the Balkan countries by consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of potassium chloride in the Balkan countries in 2015-2019

Value and dynamics of the per capita consumption of potassium chloride in the Balkan countries in 2015-2019

Balance between supply and demand on the potassium chloride market in the Balkan countries in 2015-2019, in volume terms

Balance between supply and demand on the potassium chloride market in the Balkan countries in 2015-2019, in value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025 (under the framework of the base scenario), in physical and value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025 (under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025 (under the framework of the optimistic scenario), in physical and value terms

## List Of Figures

### LIST OF FIGURES

Volume and dynamics of the potassium chloride market in the Balkan countries in 2015-2019

Value and dynamics of the potassium chloride market in the Balkan countries in 2015-2019

Structure of the potassium chloride market in the Balkan countries in 2015-2019, in volume terms

Structure of the potassium chloride market in the Balkan countries in 2015-2019, in value terms

Structure of the potassium chloride market in the Balkan countries by origin in volume terms in 2015-2019

Structure of the potassium chloride market in the Balkan countries by origin in value terms in 2015-2019

Structure of the potassium chloride market in the Balkan countries by country in 2015-2019, in volume terms

Structure of the potassium chloride market in the Balkan countries by country in 2015-2019, in value terms

Volume and dynamics of the domestic production of potassium chloride in the Balkan countries in 2015-2019

Value and dynamics of the domestic production of potassium chloride in the Balkan countries in 2015-2019

Structure of the domestic production of potassium chloride in the Balkan countries by producing countries in 2015-2019, in volume terms

Structure of the domestic production of potassium chloride in the Balkan countries by producing countries in 2015-2019, in value terms

Value chain analysis of the potassium chloride market in the Balkan countries

Structure of the potassium chloride price formation in the Balkan countries, in %

Volume and dynamics of the average producer prices of potassium chloride in the Balkan countries in 2015-2019

Deviation of the average producer prices of potassium chloride in the Balkan countries in 2015-2019 by producing countries

Volume and dynamics of other prices of potassium chloride in the Balkan countries (wholesale, distributor, retail, etc.) in 2015-2019

Trade balance of potassium chloride foreign trade in the Balkan countries in 2015-2019, in volume terms

Trade balance of potassium chloride foreign trade in the Balkan countries in 2015-2019,

in value terms

Trade balance of potassium chloride foreign trade in the Balkan countries by trading countries in 2015-2019, in volume terms

Trade balance of potassium chloride foreign trade in the Balkan countries by trading countries in 2015-2019, in value terms

Volume and dynamics of the imports of potassium chloride to the Balkan countries in 2015-2019

Value and dynamics of the imports of potassium chloride to the Balkan countries in 2015-2019

Main countries, exporting potassium chloride to the Balkan countries in 2015-2019, in volume terms

Main countries, exporting potassium chloride to the Balkan countries in 2015-2019, in value terms

Structure of the imports of potassium chloride to the Balkan countries by importing countries in 2015-2019, in volume terms

Structure of the imports of potassium chloride to the Balkan countries by importing countries in 2015-2019, in value terms

Average prices of the potassium chloride, imported to the Balkan countries in 2015-2019

Average prices of the potassium chloride, imported to the Balkan countries in 2015-2019 by importing countries

Volume and dynamics of the Balkan exports of potassium chloride in 2015-2019

Value and dynamics of the Balkan exports of potassium chloride in 2015-2019

Recipient countries of the Balkan exports of potassium chloride in 2015-2019, in volume terms

Recipient countries of the Balkan exports of potassium chloride in 2015-2019, in value terms

Structure of the Balkan exports of potassium chloride by exporting countries in 2015-2019, in volume terms

Structure of the Balkan exports of potassium chloride by exporting countries in 2015-2019, in value terms

Average prices of the Balkan exports of potassium chloride in 2015-2019

Average prices of the Balkan exports of potassium chloride in 2015-2019 by exporting countries

Volume and dynamics of the consumption of potassium chloride in the Balkan countries in 2015-2019

Value and dynamics of the consumption of potassium chloride in the Balkan countries in 2015-2019

Structure of the consumption of potassium chloride in the Balkan countries in

2015-2019, in volume terms

Structure of the consumption of potassium chloride in the Balkan countries in

2015-2019, in value terms

Structure of the consumption of potassium chloride in the Balkan countries by  
consuming countries in 2015-2019

Volume and dynamics of the per capita consumption of potassium chloride in the  
Balkan countries in 2015-2019

Value and dynamics of the per capita consumption of potassium chloride in the Balkan  
countries in 2015-2019

Balance between supply and demand on the potassium chloride market in the Balkan  
countries in 2015-2019, in volume terms

Balance between supply and demand on the potassium chloride market in the Balkan  
countries in 2015-2019, in value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025  
(under the framework of the base scenario), in physical and value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025  
(under the framework of the pessimistic scenario), in physical and value terms

Forecast for the total supply of potassium chloride in the Balkan countries in 2020-2025  
(under the framework of the optimistic scenario), in physical and value terms

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