

Specialty Fertilizers Market by Technology (Controlled-release Fertilizers, Micronutrients, Water Soluble Fertilizers, and Liquid Fertilizers), Form (Dry and Liquid), Application Method, Type, Crop Type and Region - Global Forecast to 2027

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Report description:

According to MarketsandMarkets, the global specialty fertilizers market size is estimated to be valued at USD 24.3 billion in 2022 and is projected to reach USD 33.7 billion by 2027, recording a CAGR of 6.8% in terms of value. As per the Gulf Petrochemicals & Chemicals Association (GPCA), specialty fertilizers are a fast-growing and diverse group of products with different characteristics containing essential primary, secondary, or micro-nutrients. Specialty fertilizers are designed to yield higher efficiency. They are meant for slow or controlled release and aim to enhance nutrient use efficiency, reduce costs, and minimize risk to the environment. The market for specialty fertilizers has seen significant growth due to the comparatively lower effectiveness of conventional fertilizers and the need to boost crop productivity.

"Asia Pacific is estimated to retain its dominance as the leading market for specialty fertilizers."

The Asia Pacific region retains its dominance as the leading market for specialty fertilizers. The Asia Pacific held 40.5% of the global specialty fertilizers market in 2021. This regional segment includes China, India, Japan, Australia & New Zealand, Vietnam, and the Rest of Asia Pacific. These key countries that play an important role in the agriculture sector. Cotton, sugar crops, fruits & vegetables, and cereals are the leading agricultural commodities exported from these countries. The APAC is one of the largest markets for fertigation due to its large agriculture and irrigation area. According to FAOSTAT, the total area of land equipped for irrigation in the Asia Pacific was 1,669 million ha in 2020, which was ~36% of the global area of land equipped for irrigation. The demand for controlled-release fertilizers has been growing in this region due to the increasing investment of overseas business lines in agricultural inputs to meet the demand of crop growers to attain export quality. Additionally, the regulations for specialty fertilizers are favorable in this region. China accounts for the largest share in the Asia Pacific specialty fertilizers market due to the increasing investments by several multinational manufacturers in research & development.

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"The Water Soluble Fertilizers is gaining rapid popularity in the specialty fertilizers market across the globe."

Water-soluble fertilizers improve the health of crops and plants and are more efficient than conventional fertilizers. Their efficiency in fertilization is a major factor driving demand. These fertilizers possess high solubility, which enables the user to apply them to the soil and leaves. Adequate and appropriate foliar application of water-soluble fertilizers can reduce the use of fertilizers by up to 15-25%. Due to their high solubility, water-soluble fertilizers can also be applied to fruit crops without the danger of residue during harvest.

The growing demand for fertigation as a mode of application, supported by the increasing adoption of micro-irrigation systems, is expected to fuel the demand for water-soluble fertilizers. Additionally, the increasing demand for better yields, decreasing arable land, increasing cost of fertilizers, ease of application, innovative production practices, product offerings, increased availability, and the advent of microirrigation and mechanized irrigation systems are expected to fuel the demand for water-soluble fertilizers.

"Sulfate of potash provides best source of potassium and sulfur in crops

Sulfate of potash (also known as arcanite, or archaically known as potash of sulfur) is a white crystalline, non-flammable salt soluble in water. It is a high-potassium, low-chloride fertilizer that provides essential nutrients that help plants resist disease and pests, ensure longer shelf life, and produce tastier and more appealing produce without the excess chloride that can harm crops. Potassium sulfate is an excellent source of nutrition for plants. It also supplies a valuable source of sulfur. Sulfur is required for protein synthesis and enzyme functioning. There are certain soils and crops where the addition of chlorine is avoided. In these cases, potassium sulfate makes a very suitable potassium source. MOP contains a significant amount of chloride. While this is preferable for some crops, it can be harmful to others, such as fruits, vegetables, and nuts, that are sensitive to chlorides. Since many chloride-sensitive crops are high-value, optimizing quality and yield is critical. Furthermore, toxicity can occur if MOP is added to soils already high in chlorides. SOP is an ideal solution when working with chloride-sensitive crops or chloride-rich soils because it is significantly lower in chlorides.

Potassium sulfate contains potassium (K) and sulfur (S), two essential nutrients that plants require for optimal growth and development. It helps correct potassium deficiency in avocado, beans, corn, cherries, citrus, grapes, palms, and roses. It is only one-third as soluble as potassium chloride; thus, it is not as commonly used for addition through irrigation water unless there is a need for additional sulfur. It has softer granules that can easily break down when handled/blended, hence creating dust and fines. Foliar sprays of potassium sulfate are a convenient way to apply additional potassium and sulfur to plants, supplementing the nutrients taken up from the soil. Leaf damage can occur if the concentration is too high.

Greenway Biotech provides potassium sulfate fertilizer, a 100% water-soluble potash fertilizer that contains 53% potassium and 17% sulfur and is essential for plant growth and adjusting the pH of soil or hydroponics systems. SOP is used to activate the enzyme reaction since potassium is one of the essential co-factors in the production of ATP.

Break-up of Primaries:

- By Value chain side: Demand- 41.0% and Supply - 59.0%
- By Designation: Managers - 24.0%, CXOs - 31.0%, and Executives- 45.0%
- By Region: North America - 29.0%, Europe - 24.0%, Asia Pacific - 32.0%, RoW - 15.0%

Leading players profiled in this report:

- Nutrien Ltd. (Canada)
- Yara (Norway)
- ICL (Israel)
- The Mosaic Company (US)
- CF Industries and Holdings, Inc. (US)
- Nufarm (Australia), SQM SA (Chile)
- OCP Group (Morocco)

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- Kingenta (China)
- K+S Aktiengesellschaft (Germany)
- OCI Nitrogen (Netherlands)
- EuroChem (Switzerland)
- Coromandel International Limited (India)
- Zuari Agro Chemicals Ltd. (India)
- Deepak Fertilizers and Petrochemicals Corporation Limited (India)
- Kugler Company (US)
- Haifa Negev Technologies (Israel)
- COMPO Expert GmbH (Germany)
- Wilbur-Ellis Company LLC (US)
- Valagro (Italy), BRANDT, Inc. (US)
- AgroLiquid (US)
- Plant Food Company, Inc (US)
- Koch Industries, Inc. (US)
- Agzon Agro (India).

Research Coverage:

The report segments the specialty fertilizers market on the basis of type, technology, form, application method, crop type and region. In terms of insights, this report has focused on various levels of analyses-the competitive landscape, end-use analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the specialty fertilizers, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

Reasons to buy this report:

- To get a comprehensive overview of the specialty fertilizers market
- To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them
- To gain insights about the major countries/regions in which the specialty fertilizers market is flourishing

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