

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

Market Report | 2022-11-14 | 324 pages | MarketsandMarkets

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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 handles/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

Table of Contents:

- 1 INTRODUCTION 39
- 1.1 STUDY OBJECTIVES 39
- 1.2 MARKET DEFINITION 39
- 1.3 STUDY SCOPE 40
- FIGURE 1 MARKET SEGMENTATION 40
- 1.3.1 INCLUSIONS AND EXCLUSIONS 41
- 1.4 REGIONS COVERED 42
- 1.5 YEARS CONSIDERED 42
- 1.6 CURRENCY CONSIDERED 43
- TABLE 1 USD EXCHANGE RATES CONSIDERED, 2017-2021 43
- 1.7 UNIT CONSIDERED 43
- 1.8 STAKEHOLDERS 43
- 1.9 SUMMARY OF CHANGES 44
- 2 RESEARCH METHODOLOGY 45
- 2.1 RESEARCH DATA 45
- FIGURE 2 SPECIALTY FERTILIZERS MARKET: RESEARCH DESIGN 45
- 2.1.1 SECONDARY DATA 46

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2.1.1.1	Key data from secondary sources	46
2.1.2	PRIMARY DATA	46
2.1.2.1	Key data from primary sources	47
2.1.2.2	Key industry insights	47
2.1.2.3	Breakdown of primary interviews	48
FIGURE 3	BREAKDOWN OF PRIMARY INTERVIEWS BY COMPANY TYPE, DESIGNATION, AND REGION	48
2.2	MARKET SIZE ESTIMATION	49
2.2.1	MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH	49
FIGURE 4	SPECIALTY FERTILIZERS MARKET SIZE ESTIMATION (DEMAND-SIDE)	49
FIGURE 5	SPECIALTY FERTILIZERS MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH	50
2.2.2	MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH	50
FIGURE 6	SPECIALTY FERTILIZERS MARKET SIZE ESTIMATION, BY TYPE (SUPPLY-SIDE)	51
FIGURE 7	SPECIALTY FERTILIZERS MARKET SIZE ESTIMATION: TOP-DOWN APPROACH	51
2.3	DATA TRIANGULATION	52
FIGURE 8	DATA TRIANGULATION	52
2.4	ASSUMPTIONS	53
TABLE 2	ASSUMPTIONS	53
2.5	RESEARCH LIMITATIONS & ASSOCIATED RISKS	54
TABLE 3	RESEARCH LIMITATIONS & ASSOCIATED RISKS	54
3	EXECUTIVE SUMMARY	55
TABLE 4	SPECIALTY FERTILIZERS MARKET SNAPSHOT, 2022 VS. 2027	55
FIGURE 9	SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022 VS. 2027 (USD MILLION)	57
FIGURE 10	SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022 VS. 2027 (USD MILLION)	57
FIGURE 11	SPECIALTY FERTILIZERS MARKET, BY FORM, 2022 VS. 2027 (USD MILLION)	58
FIGURE 12	SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022 VS. 2027 (USD MILLION)	58
FIGURE 13	SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022 VS. 2027 (USD MILLION)	59
FIGURE 14	SPECIALTY FERTILIZERS MARKET: REGIONAL SNAPSHOT	60
4	PREMIUM INSIGHTS	61
4.1	ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN SPECIALTY FERTILIZERS MARKET	61
FIGURE 15	GROWING NEED FOR HIGH-EFFICIENCY FERTILIZERS TO DRIVE MARKET GROWTH	61
4.2	SPECIALTY FERTILIZERS MARKET, BY REGION	62
FIGURE 16	ASIA PACIFIC TO DOMINATE THE SPECIALTY FERTILIZERS MARKET IN TERMS OF VALUE	62
4.3	SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY	62
FIGURE 17	WATER-SOLUBLE FERTILIZERS TO ACCOUNT FOR LARGEST MARKET SHARE	62
FIGURE 18	MONOAMMONIUM PHOSPHATE TO GROW AT THE HIGHEST CAGR IN TERMS OF VOLUME	63
4.4	SPECIALTY FERTILIZERS MARKET, BY FORM	63
FIGURE 19	DRY SPECIALTY FERTILIZERS HOLD LARGER MARKET SHARE	63
4.5	SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION	64
FIGURE 20	FERTIGATION TO REGISTER LARGEST MARKET SIZE	64
4.6	SPECIALTY FERTILIZERS MARKET, BY CROP TYPE	64
FIGURE 21	CEREALS & PULSES DOMINATE CROP MARKET OVER FORECAST PERIOD	64
4.7	ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY KEY TECHNOLOGY & COUNTRY	65
FIGURE 22	CHINA AND WATER-SOLUBLE FERTILIZERS ACCOUNT FOR SIGNIFICANT SHARES	65
FIGURE 23	VIETNAM, GERMANY, AND BRAZIL TO GROW AT HIGH RATES DURING FORECAST PERIOD	66
5	MARKET OVERVIEW	67
5.1	INTRODUCTION	67
5.2	MACROINDICATORS	67

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5.2.1	RISING CROP LOSSES DUE TO SOIL DEGRADATION	67
5.2.2	RISING IMPORTANCE OF MICRONUTRIENTS IN HUMAN CONSUMPTION	68
FIGURE 24	DEFICIENCY OF MACRO AND MICRONUTRIENTS IN INDIAN SOIL, 2019	69
5.3	MARKET DYNAMICS	70
FIGURE 25	SPECIALTY FERTILIZERS: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES	70
5.3.1	DRIVERS	70
5.3.1.1	Need to switch to efficient fertilizers to avoid environmental concerns	70
FIGURE 26	FACTORS CONTRIBUTING TO WATER POLLUTION	71
5.3.1.2	Favorable government policies and regulations	71
5.3.1.3	Easy application and usage of specialty fertilizers	72
5.3.2	RESTRAINTS	72
5.3.2.1	High R&D costs	72
5.3.2.2	Improper management of controlled-release fertilizers	73
5.3.2.3	High handling costs of liquid fertilizers	73
5.3.3	OPPORTUNITIES	74
5.3.3.1	Product innovations and technological advancements in specialty fertilizers	74
5.3.3.2	Crop-specific nutrient management through precision farming	75
5.3.4	CHALLENGES	75
5.3.4.1	Rising prices of specialty fertilizers	75
FIGURE 27	FERTILIZER AFFORDABILITY INDEX (UREA, MOP), 2014-2022	76
5.3.4.2	Lack of domestic infrastructure for manufacturing specialty fertilizers in India	76
6	INDUSTRY TRENDS	77
6.1	OVERVIEW	77
6.2	REGULATORY FRAMEWORK	77
6.2.1	NORTH AMERICA	77
6.2.1.1	US	78
6.2.1.1.1	California	78
6.2.1.1.2	Iowa	80
6.2.1.1.3	Texas	81
6.2.1.1.4	Minnesota	82
6.2.1.1.5	Illinois	85
6.2.1.1.6	Wisconsin	85
6.2.1.1.7	Pennsylvania	85
6.2.1.2	Canada	86
6.2.2	EUROPE	87
6.2.3	ASIA PACIFIC	87
6.2.3.1	India	87
6.2.3.2	China	88
6.2.3.3	Japan	89
6.2.4	SOUTH AMERICA	89
6.2.4.1	Brazil	89
6.2.5	ROW	89
6.2.5.1	South Africa	89
6.2.5.2	Israel	90
6.3	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	91
TABLE 5	NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	91
TABLE 6	EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	93

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TABLE 7 ASIA PACIFIC: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 93

TABLE 8 SOUTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 94

TABLE 9 ROW: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS 94

6.4 PATENT ANALYSIS 95

FIGURE 28 NUMBER OF PATENTS APPROVED FOR SPECIALTY FERTILIZERS IN THE GLOBAL MARKET, 2011-2021 95

FIGURE 29 JURISDICTIONS WITH HIGHEST PATENT APPROVALS FOR SPECIALTY FERTILIZERS, 2019-2022 95

TABLE 10 RECENT PATENTS GRANTED FOR SPECIALTY FERTILIZERS MARKET 96

6.5 VALUE CHAIN ANALYSIS 98

FIGURE 30 VALUE CHAIN ANALYSIS 99

6.6 YC-YCC SHIFT 99

FIGURE 31 TRENDS/DISRUPTIONS IMPACTING BUYERS IN THE SPECIALTY FERTILIZERS MARKET 99

6.7 MARKET ECOSYSTEM 100

TABLE 11 SPECIALTY FERTILIZERS MARKET ECOSYSTEM 100

FIGURE 32 MARKET MAP 101

6.8 TRADE ANALYSIS 101

TABLE 12 EXPORT VALUE OF FERTILIZERS INCLUDING MONOAMMONIUM PHOSPHATE, SULFATE OF POTASH, AND AMMONIUM NITRATE FOR KEY COUNTRIES, 2021 (USD THOUSAND) 101

TABLE 13 IMPORT VALUE OF FERTILIZERS INCLUDING MONOAMMONIUM PHOSPHATE, SULFATE OF POTASH, AND AMMONIUM NITRATE FOR KEY COUNTRIES, 2021 (USD THOUSAND) 102

6.9 AVERAGE SELLING PRICE ANALYSIS 103

6.9.1 AVERAGE SELLING PRICE ANALYSIS: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 103

FIGURE 33 PRICING ANALYSIS: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD/KG) 103

6.9.2 AVERAGE SELLING PRICE ANALYSIS: SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 104

FIGURE 34 PRICING ANALYSIS: SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD/KG) 104

6.9.3 INDICATIVE PRICING ANALYSIS 104

FIGURE 35 AVERAGE SELLING PRICES OF DISTINGUISHED PLAYERS FOR TOP THREE TECHNOLOGIES 105

TABLE 14 AVERAGE SELLING PRICES OF KEY PLAYERS FOR TOP TECHNOLOGIES IN USD/TON 105

6.10 TECHNOLOGY ANALYSIS 105

6.10.1 Y-DROP FERTIGATION 105

6.10.2 VARIABLE-RATE TECHNOLOGY/APPLICATION 105

6.11 CASE STUDY ANALYSIS 106

6.11.1 CASE 1: NEW SUSTAINABLE FERTILIZER INCREASED MICRONUTRIENT BIOAVAILABILITY 106

6.11.2 CASE 2: USE OF CRF TO CONTROL HBL IN CITRUS PLANTATIONS 106

6.12 KEY CONFERENCES & EVENTS (2022-2023) 107

TABLE 15 SPECIALTY FERTILIZERS MARKET: DETAILED LIST OF CONFERENCES & EVENTS 107

6.13 KEY STAKEHOLDERS & BUYING CRITERIA 108

6.13.1 KEY STAKEHOLDERS IN BUYING PROCESS 108

FIGURE 36 INFLUENCE OF STAKEHOLDERS ON THE BUYING PROCESS FOR TOP THREE MODES OF APPLICATION 108

TABLE 16 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE MODES OF APPLICATION 108

6.13.2 BUYING CRITERIA 109

FIGURE 37 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP THREE TECHNOLOGIES 109

TABLE 17 KEY BUYING CRITERIA FOR TOP THREE TECHNOLOGIES 109

6.14 PORTER'S FIVE FORCES ANALYSIS 110

TABLE 18 PORTER'S FIVE FORCES ANALYSIS 110

6.14.1 THREAT FROM NEW ENTRANTS 110

6.14.2 THREAT FROM SUBSTITUTES 110

6.14.3 BARGAINING POWER OF SUPPLIERS 110

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6.14.4 BARGAINING POWER OF BUYERS 111

6.14.5 INTENSITY OF COMPETITIVE RIVALRY 111

7 SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY 112

7.1 INTRODUCTION 113

FIGURE 38 WATER-SOLUBLE FERTILIZERS PROJECTED TO DOMINATE MARKET 113

TABLE 19 SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 113

TABLE 20 SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 114

TABLE 21 SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 114

TABLE 22 SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 114

7.2 CONTROLLED-RELEASE FERTILIZERS 115

7.2.1 CONTROLLED-RELEASE FERTILIZERS BALANCE PLANT NUTRIENT NEEDS TO PROTECT CROPS 115

TABLE 23 CONTROLLED-RELEASE FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 116

TABLE 24 CONTROLLED-RELEASE FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 116

TABLE 25 CONTROLLED-RELEASE FERTILIZERS MARKET, BY REGION, 2016-2021 (KILOTONS) 116

TABLE 26 CONTROLLED-RELEASE FERTILIZERS MARKET, BY REGION, 2022-2027 (KILOTONS) 117

7.3 WATER-SOLUBLE FERTILIZERS 117

7.3.1 SIMPLICITY OF USAGE AND EFFICACY IN FERTIGATION TO DRIVE MARKET 117

TABLE 27 WATER-SOLUBLE FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 118

TABLE 28 WATER-SOLUBLE FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 118

TABLE 29 WATER-SOLUBLE FERTILIZERS MARKET, BY REGION, 2016-2021 (KILOTONS) 118

TABLE 30 WATER-SOLUBLE FERTILIZERS MARKET, BY REGION, 2022-2027 (KILOTONS) 119

7.4 LIQUID FERTILIZERS 119

7.4.1 LIQUID FERTILIZERS OFFER PRECISE FERTILIZER DISTRIBUTION 119

TABLE 31 LIQUID FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 119

TABLE 32 LIQUID FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 120

TABLE 33 LIQUID FERTILIZERS MARKET, BY REGION, 2016-2021 (KILOTONS) 120

TABLE 34 LIQUID FERTILIZERS MARKET, BY REGION, 2022-2027 (KILOTONS) 120

7.5 MICRONUTRIENTS 121

7.5.1 MICRONUTRIENTS ESSENTIAL FOR PLANT GROWTH, WHICH DRIVES DEMAND FOR MICRONUTRIENT FERTILIZERS 121

TABLE 35 MICRONUTRIENTS MARKET, BY REGION, 2016-2021 (USD MILLION) 122

TABLE 36 MICRONUTRIENTS MARKET, BY REGION, 2022-2027 (USD MILLION) 122

TABLE 37 MICRONUTRIENTS MARKET, BY REGION, 2016-2021 (KILOTONS) 122

TABLE 38 MICRONUTRIENTS MARKET, BY REGION, 2022-2027 (KILOTONS) 123

7.6 OTHER TECHNOLOGIES 123

TABLE 39 OTHER TECHNOLOGIES MARKET, BY REGION, 2016-2021 (USD MILLION) 123

TABLE 40 OTHER TECHNOLOGIES MARKET, BY REGION, 2022-2027 (USD MILLION) 124

TABLE 41 OTHER TECHNOLOGIES MARKET, BY REGION, 2016-2021 (KILOTONS) 124

TABLE 42 OTHER TECHNOLOGIES MARKET, BY REGION, 2022-2027 (KILOTONS) 124

8 SPECIALTY FERTILIZERS MARKET, BY TYPE 125

8.1 INTRODUCTION 126

FIGURE 39 UREA-AMMONIUM NITRATE PROJECTED TO DOMINATE SPECIALTY FERTILIZERS MARKET DURING THE FORECAST PERIOD 126

TABLE 43 SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 127

TABLE 44 SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 127

8.2 UREA-AMMONIUM NITRATE 127

8.2.1 REDUCTION OF RESIDUAL AMOUNT OF SOIL NITROGEN DUE TO UAN APPLICATION TO DRIVE MARKET 127

TABLE 45 UAN SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 128

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TABLE 46 □ UAN SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 129

8.3 □ CALCIUM AMMONIUM NITRATE □ 129

8.3.1 □ CAN PROTECTS PLANTS, PREVENTS LEAF AND BUD DEFORMATION, AND PROMOTES SOIL HEALTH □ KEY FACTORS DRIVING ADOPTION □ 129

TABLE 47 □ CAN SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 130

TABLE 48 □ CAN SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 130

8.4 □ MONOAMMONIUM PHOSPHATE □ 130

8.4.1 □ USAGE OF MONOAMMONIUM PHOSPHATE FOR NEUTRAL AND HIGH-PH SOIL TO DRIVE MARKET □ 130

TABLE 49 □ MAP SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 131

TABLE 50 □ MAP SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 131

8.5 □ SULFATE OF POTASH □ 132

8.5.1 □ SOP PROVIDES BEST SOURCE OF POTASSIUM AND SULFUR IN CROPS □ 132

TABLE 51 □ SOP SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 132

TABLE 52 □ SOP SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 133

8.6 □ POTASSIUM NITRATE □ 133

8.6.1 □ POTASSIUM NITRATE WIDELY USED IN HIGH-VALUE CASH CROPS □ 133

TABLE 53 □ POTASSIUM NITRATE SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 134

TABLE 54 □ POTASSIUM NITRATE SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 134

8.7 □ UREA DERIVATIVES □ 134

8.7.1 □ WIDE USAGE OF UREA DERIVATIVE ATTRIBUTED TO HIGH NITROGEN AVAILABILITY □ 134

TABLE 55 □ UREA DERIVATIVE SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 135

TABLE 56 □ UREA DERIVATIVE SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 135

8.8 □ BLENDS OF NPK □ 135

8.8.1 □ BLENDS OF NPK USED TO PROVIDE BALANCED NUTRIENT FEED TO PLANTS □ 135

TABLE 57 □ BLENDS OF NPK SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 136

TABLE 58 □ BLENDS OF NPK SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 136

8.9 □ OTHER SPECIALTY FERTILIZERS □ 137

TABLE 59 □ OTHER SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) □ 138

TABLE 60 □ OTHER SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) □ 138

9 □ SPECIALTY FERTILIZERS MARKET, BY CROP TYPE □ 139

9.1 □ INTRODUCTION □ 140

FIGURE 40 □ CEREALS & GRAINS SEGMENT PROJECTED TO DOMINATE THE SPECIALTY FERTILIZERS MARKET DURING THE FORECAST PERIOD □ 140

TABLE 61 □ SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) □ 140

TABLE 62 □ SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) □ 141

9.2 □ CEREALS & GRAINS □ 141

9.2.1 □ EASIER PENETRATION OF ACTIVE INGREDIENTS AND OTHER ADVANTAGES DRIVE USE OF SPECIALTY FERTILIZERS FOR CEREALS & GRAINS □ 141

TABLE 63 □ SPECIALTY FERTILIZERS MARKET FOR CEREALS & GRAINS, BY TYPE, 2016-2021 (USD MILLION) □ 142

TABLE 64 □ SPECIALTY FERTILIZERS MARKET FOR CEREALS & GRAINS, BY TYPE, 2022-2027 (USD MILLION) □ 142

TABLE 65 □ SPECIALTY FERTILIZERS MARKET FOR CEREALS & GRAINS, BY REGION, 2016-2021 (USD MILLION) □ 142

TABLE 66 □ SPECIALTY FERTILIZERS MARKET FOR CEREALS & GRAINS, BY REGION, 2022-2027 (USD MILLION) □ 143

9.2.1.1 □ Corn □ 143

9.2.1.1.1 □ Rising corn consumption driving demand for specialty fertilizers to mitigate nutrient deficiencies □ 143

9.2.1.2 □ Wheat □ 143

9.2.1.2.1 □ Importance of nitrogen in wheat production to drive use of specialty fertilizers □ 143

9.2.1.3 □ Rice □ 144

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9.2.1.3.1 Foliar application of specialty fertilizers helps overcome root problems in rice plants 144

9.2.1.4 Other cereals & grains 145

9.3 OILSEEDS & PULSES 145

9.3.1 RISING DEMAND FOR HIGH-YIELD AND DISEASE-RESISTANT SOYBEAN SEEDS TO BOOST ADOPTION OF SPECIALTY FERTILIZERS 145

TABLE 67 SPECIALTY FERTILIZERS MARKET FOR OILSEEDS & PULSES, BY TYPE, 2016-2021 (USD MILLION) 146

TABLE 68 SPECIALTY FERTILIZERS MARKET FOR OILSEEDS & PULSES, BY TYPE, 2022-2027 (USD MILLION) 146

TABLE 69 SPECIALTY FERTILIZERS MARKET FOR OILSEEDS & PULSES, BY REGION, 2016-2021 (USD MILLION) 146

TABLE 70 SPECIALTY FERTILIZERS MARKET FOR OILSEEDS & PULSES, BY REGION, 2022-2027 (USD MILLION) 147

9.3.1.1 Soybean 147

9.3.1.1.1 Importance of timing of phosphate application in soybean driving demand for CRFs 147

9.3.1.2 Sunflower 148

9.3.1.2.1 Wide applications of sunflower contributing to market growth 148

9.3.1.3 Other oilseeds & pulses 148

9.4 FRUITS & VEGETABLES 149

9.4.1 MICRONUTRIENTS ESSENTIAL FOR FRUITS & VEGETABLES 149

TABLE 71 SPECIALTY FERTILIZERS MARKET FOR FRUITS & VEGETABLES, BY TYPE, 2016-2021 (USD MILLION) 149

TABLE 72 SPECIALTY FERTILIZERS MARKET FOR FRUITS & VEGETABLES, BY TYPE, 2022-2027 (USD MILLION) 150

TABLE 73 SPECIALTY FERTILIZERS MARKET FOR FRUITS & VEGETABLES, BY REGION, 2016-2021 (USD MILLION) 150

TABLE 74 SPECIALTY FERTILIZERS MARKET FOR FRUITS & VEGETABLES, BY REGION, 2022-2027 (USD MILLION) 150

9.4.1.1 Pome fruits 151

9.4.1.1.1 Micronutrients rich in Ca, Mg, and B needed for growth of pome fruits 151

9.4.1.2 Citrus fruits 151

9.4.1.2.1 Citrus fertilization with specialty fertilizers produces greater fruit yield 151

9.4.1.3 Leafy vegetables 152

9.4.1.3.1 Requirement of micronutrients for growth to drive market 152

9.4.1.4 Berries 152

9.4.1.4.1 Fertilization of blueberries with controlled-release fertilizers can help in optimum growth 152

9.4.1.5 Roots & tuber vegetables 152

9.4.1.5.1 High nutrient needs to ensure strong demand for fertilizers 152

9.4.1.6 Other fruits & vegetables 153

9.5 OTHER CROPS 153

TABLE 75 SPECIALTY FERTILIZERS MARKET FOR OTHER CROPS, BY REGION, 2016-2021 (USD MILLION) 154

TABLE 76 SPECIALTY FERTILIZERS MARKET FOR OTHER CROPS, BY REGION, 2022-2027 (USD MILLION) 154

10 SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION 155

10.1 INTRODUCTION 156

FIGURE 41 SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022 VS. 2027 (USD MILLION) 156

TABLE 77 SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 157

TABLE 78 SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 157

10.2 FERTIGATION 157

10.2.1 REDUCED LEACHING OF FERTILIZERS AND INCREASED ABSORPTION OF NUTRIENTS TO DRIVE USE OF FERTIGATION 157

TABLE 79 FERTILIZER EFFICIENCY VIA FERTIGATION 157

TABLE 80 SPECIALTY FERTILIZERS MARKET FOR FERTIGATION, BY REGION, 2016-2021 (USD MILLION) 158

TABLE 81 SPECIALTY FERTILIZERS MARKET FOR FERTIGATION, BY REGION, 2022-2027 (USD MILLION) 159

10.3 FOLIAR 159

10.3.1 USAGE OF FOLIAR MODE OF APPLICATION TO AVOID DEFICIENCIES AND REDUCE STRESS TO DRIVE DEMAND 159

TABLE 82 SPECIALTY FERTILIZERS MARKET FOR FOLIAR APPLICATIONS, BY REGION, 2016-2021 (USD MILLION) 160

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TABLE 83 SPECIALTY FERTILIZERS MARKET FOR FOLIAR APPLICATIONS, BY REGION, 2022-2027 (USD MILLION) 160

10.4 SOIL 160

10.4.1 WIDE USAGE OF SOIL APPLICATION TO DRIVE SEGMENT GROWTH 160

TABLE 84 SPECIALTY FERTILIZERS MARKET FOR SOIL APPLICATIONS, BY REGION, 2016-2021 (USD MILLION) 161

TABLE 85 SPECIALTY FERTILIZERS MARKET FOR SOIL APPLICATIONS, BY REGION, 2022-2027 (USD MILLION) 161

11 SPECIALTY FERTILIZERS MARKET, BY FORM 162

11.1 INTRODUCTION 163

TABLE 86 ADVANTAGES AND DISADVANTAGES OF LIQUID AND DRY FERTILIZERS 163

FIGURE 42 DRY FERTILIZERS SEGMENT PROJECTED TO DOMINATE OVERALL MARKET 164

TABLE 87 SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 164

TABLE 88 SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 164

11.2 DRY SPECIALTY FERTILIZERS 165

11.2.1 EASY STORAGE AND HIGH EFFICIENCY TO BOOST CONSUMPTION OF DRY SPECIALTY FERTILIZERS 165

TABLE 89 DRY SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 165

TABLE 90 DRY SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 166

11.3 LIQUID SPECIALTY FERTILIZERS 166

11.3.1 EASE OF APPLICATION TO DRIVE MARKET FOR LIQUID FERTILIZERS 166

TABLE 91 LIQUID SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 167

TABLE 92 LIQUID SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 167

12 SPECIALTY FERTILIZERS MARKET, BY REGION 168

12.1 INTRODUCTION 169

FIGURE 43 GERMANY, ITALY, VIETNAM, AND BRAZIL TO RECORD HIGHEST CAGRS 170

FIGURE 44 SPECIALTY FERTILIZERS MARKET, BY REGION, 2022 VS. 2027 (USD MILLION) 170

TABLE 93 SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 171

TABLE 94 SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 171

TABLE 95 SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (KILOTONS) 171

TABLE 96 SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (KILOTONS) 172

12.2 NORTH AMERICA 172

TABLE 97 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 173

TABLE 98 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 173

TABLE 99 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 173

TABLE 100 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 174

TABLE 101 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 174

TABLE 102 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 174

TABLE 103 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 175

TABLE 104 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 175

TABLE 105 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 175

TABLE 106 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 176

TABLE 107 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 176

TABLE 108 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 176

TABLE 109 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) 177

TABLE 110 NORTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) 177

12.2.1 US 177

12.2.1.1 Sustainable agriculture systems and stringent environmental regulations to drive micronutrients-based specialty fertilizers 177

TABLE 111 US: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 178

TABLE 112 US: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 179

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12.2.2 CANADA 179

12.2.2.1 Rising demand from food processing industry for cereals & grains to drive market 179

TABLE 113 CANADA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 180

TABLE 114 CANADA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 180

12.2.3 MEXICO 181

12.2.3.1 Government focus on sustainable agriculture to drive demand for micronutrients-based specialty fertilizers 181

TABLE 115 MEXICO: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 182

TABLE 116 MEXICO: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 182

12.3 EUROPE 183

TABLE 117 EUROPE: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 183

TABLE 118 EUROPE: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 184

TABLE 119 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 184

TABLE 120 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 185

TABLE 121 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 185

TABLE 122 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 185

TABLE 123 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 186

TABLE 124 EUROPE: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 186

TABLE 125 EUROPE: SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 186

TABLE 126 EUROPE: SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 186

TABLE 127 EUROPE: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 187

TABLE 128 EUROPE: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 187

TABLE 129 EUROPE: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) 187

TABLE 130 EUROPE: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) 188

12.3.1 GERMANY 188

12.3.1.1 Support for switching from conventional to specialty fertilizers to drive market 188

TABLE 131 GERMANY: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 189

TABLE 132 GERMANY: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 189

12.3.2 FRANCE 189

12.3.2.1 Growing demand for high-value crops to boost use of specialty fertilizers 189

TABLE 133 FRANCE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 190

TABLE 134 FRANCE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 190

12.3.3 UK 191

12.3.3.1 Adoption of agronomic bio-fortification to boost demand for micronutrients 191

TABLE 135 UK: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 191

TABLE 136 UK: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 192

12.3.4 RUSSIA 192

12.3.4.1 Move toward sustainable agricultural solutions to support domestic crop production 192

TABLE 137 RUSSIA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 193

TABLE 138 RUSSIA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 193

12.3.5 POLAND 193

12.3.5.1 Poland to showcase strong growth opportunities for market players 193

TABLE 139 POLAND: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 194

TABLE 140 POLAND: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 194

12.3.6 ITALY 195

12.3.6.1 Rising demand for cereals and grains to drive market growth 195

TABLE 141 ITALY: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 195

TABLE 142 ITALY: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 195

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12.3.7 REST OF EUROPE 196

TABLE 143 REST OF EUROPE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 196

TABLE 144 REST OF EUROPE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 197

12.4 ASIA PACIFIC 197

FIGURE 45 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET SNAPSHOT 198

TABLE 145 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 199

TABLE 146 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 199

TABLE 147 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 200

TABLE 148 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 200

TABLE 149 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 201

TABLE 150 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 201

TABLE 151 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 201

TABLE 152 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 202

TABLE 153 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 202

TABLE 154 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 202

TABLE 155 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 203

TABLE 156 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 203

TABLE 157 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) 203

TABLE 158 ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) 204

12.4.1 CHINA 204

12.4.1.1 Rising consumption of ammonium and phosphorus-based specialty fertilizers to drive market growth 204

TABLE 159 CHINA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 205

TABLE 160 CHINA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 205

12.4.2 INDIA 205

12.4.2.1 Growing demand for micronutrients for fertilization to drive adoption of innovative specialty fertilizers 205

TABLE 161 INDIA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 206

TABLE 162 INDIA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 206

12.4.3 JAPAN 207

12.4.3.1 Use of advanced agricultural practices to drive growth 207

TABLE 163 JAPAN: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 207

TABLE 164 JAPAN: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 208

12.4.4 AUSTRALIA & NEW ZEALAND 208

12.4.4.1 Increasing consumption of specialty fertilizers and decreasing arable land key growth factors 208

TABLE 165 AUSTRALIA & NEW ZEALAND: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 209

TABLE 166 AUSTRALIA & NEW ZEALAND: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 209

12.4.5 VIETNAM 210

12.4.5.1 Micronutrient loss caused by soil erosion to drive market 210

TABLE 167 VIETNAM: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 210

TABLE 168 VIETNAM: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 210

12.4.6 REST OF ASIA PACIFIC 211

TABLE 169 REST OF ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 211

TABLE 170 REST OF ASIA PACIFIC: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 212

12.5 SOUTH AMERICA 212

FIGURE 46 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET SNAPSHOT, 2022 213

TABLE 171 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2016-2021 (USD MILLION) 213

TABLE 172 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY COUNTRY, 2022-2027 (USD MILLION) 214

TABLE 173 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 214

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TABLE 174 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 214

TABLE 175 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 215

TABLE 176 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 215

TABLE 177 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 215

TABLE 178 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 216

TABLE 179 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 216

TABLE 180 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 216

TABLE 181 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 217

TABLE 182 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 217

TABLE 183 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) 217

TABLE 184 SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) 218

12.5.1 BRAZIL 218

12.5.1.1 Brazil to dominate Latin American specialty fertilizers market 218

TABLE 185 BRAZIL: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 219

TABLE 186 BRAZIL: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 219

12.5.2 ARGENTINA 220

12.5.2.1 Growing use of agrochemicals and advancements in farming techniques contribute to market growth 220

TABLE 187 ARGENTINA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 220

TABLE 188 ARGENTINA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 221

12.5.3 CHILE 221

12.5.3.1 Increasing demand for controlled-release fertilizers to increase farm productivity 221

TABLE 189 CHILE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 221

TABLE 190 CHILE: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 222

12.5.4 REST OF SOUTH AMERICA 222

TABLE 191 REST OF SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 222

TABLE 192 REST OF SOUTH AMERICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 223

12.6 REST OF THE WORLD 223

TABLE 193 ROW: SPECIALTY FERTILIZERS MARKET, BY REGION, 2016-2021 (USD MILLION) 224

TABLE 194 ROW: SPECIALTY FERTILIZERS MARKET, BY REGION, 2022-2027 (USD MILLION) 224

TABLE 195 ROW: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 224

TABLE 196 ROW: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 225

TABLE 197 ROW: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (USD MILLION) 225

TABLE 198 ROW: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (USD MILLION) 225

TABLE 199 ROW: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2016-2021 (KILOTONS) 226

TABLE 200 ROW: SPECIALTY FERTILIZERS MARKET, BY TECHNOLOGY, 2022-2027 (KILOTONS) 226

TABLE 201 ROW: SPECIALTY FERTILIZERS MARKET, BY FORM, 2016-2021 (USD MILLION) 226

TABLE 202 ROW: SPECIALTY FERTILIZERS MARKET, BY FORM, 2022-2027 (USD MILLION) 226

TABLE 203 ROW: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2016-2021 (USD MILLION) 227

TABLE 204 ROW: SPECIALTY FERTILIZERS MARKET, BY MODE OF APPLICATION, 2022-2027 (USD MILLION) 227

TABLE 205 ROW: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2016-2021 (USD MILLION) 227

TABLE 206 ROW: SPECIALTY FERTILIZERS MARKET, BY CROP TYPE, 2022-2027 (USD MILLION) 228

12.6.1 MIDDLE EAST 228

12.6.1.1 Wide availability of controlled-release fertilizers due to presence of firms such as ICL and Haifa Chemicals 228

TABLE 207 MIDDLE EAST: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 229

TABLE 208 MIDDLE EAST: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 229

12.6.2 AFRICA 229

12.6.2.1 Growing need for liquid fertilizers and micronutrients to combat nutrition deficiency to support market growth 229

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TABLE 209 AFRICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2016-2021 (USD MILLION) 230

TABLE 210 AFRICA: SPECIALTY FERTILIZERS MARKET, BY TYPE, 2022-2027 (USD MILLION) 231

13 COMPETITIVE LANDSCAPE 232

13.1 OVERVIEW 232

13.2 SEGMENTAL REVENUE ANALYSIS OF KEY PLAYERS 233

FIGURE 47 SEGMENTAL REVENUE ANALYSIS OF KEY PLAYERS, 2017-2021 (USD MILLION) 233

13.3 MARKET SHARE ANALYSIS, 2021 234

TABLE 211 SPECIALTY FERTILIZERS MARKET: DEGREE OF COMPETITION (CONSOLIDATED) 234

13.4 KEY PLAYER STRATEGIES 235

TABLE 212 STRATEGIES ADOPTED BY KEY SPECIALTY FERTILIZER MANUFACTURERS 235

13.5 COMPANY EVALUATION QUADRANT (KEY PLAYERS) 236

13.5.1 STARS 237

13.5.2 EMERGING LEADERS 237

13.5.3 PERVASIVE PLAYERS 237

13.5.4 PARTICIPANTS 237

FIGURE 48 SPECIALTY FERTILIZERS MARKET: COMPANY EVALUATION QUADRANT, 2021 (KEY PLAYERS) 238

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