

**Urea Market Assessment, By Grade [Fertilizer Grade, Feed Grade, Technical Grade],
By Form [Prills, Granules, Pastilles, Others], By Application [Agriculture, Animal
Feed, Chemical Synthesis, Others], By Region, Opportunities and Forecast,
2017-2031F**

Market Report | 2024-11-27 | 225 pages | Market Xcel - Markets and Data

AVAILABLE LICENSES:

- Single User License \$4500.00
- Multi-User/Corporate Licence \$5700.00
- Custom Research License \$8200.00

Report description:

Global urea market is projected to witness a CAGR of 3.22% during the forecast period 2024-2031, growing from USD 60.13 billion in 2023 to USD 77.48 billion in 2031. The market is significant in enhancing agricultural productivity and various industrial processes. Urea is an organic nitrogenous compound, mainly associated with fertilizer application for increased crop production. Therefore, it is an indispensable part of the agriculture industry. An increase in food production is the key factor influencing the growth of the market. Farmers are increasingly turning to urea and other nitrogen fertilizers to enhance soil and promote crop growth.

Apart from being employed in agriculture, urea finds its importance in various other industries such as manufacturing resins, adhesives, plastics, and chemicals. This flexibility makes it an important raw material for industries apart from agriculture. Increasing requirements from all sectors drive the urea market to grow incessantly.

The global urea market is primarily concentrated in Asia-Pacific, where countries utilize massive amounts of urea and earn considerable revenue due to huge agricultural sectors. China and India are the top two countries in this regard.

In addition, the rising adoption of advanced technologies in urea production, which guarantees more productivity while minimizing negative effects on the surroundings, supports the growth of the market. Nevertheless, challenges such as changing prices of raw materials, limitations imposed by government laws on the usage of fertilizers, and health issues related to nitrogen pollution can alter the current market trend.

To summarize, growth in the demand from agriculture and industrial sectors, together with the constant evolution in production technology and sustainability practices, will promote the growth of the global urea market.

Considering the rising demand, in September 2024, QatarEnergy announced to increase its urea output to more than 12.4 million

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

tons per year from 6 million tons. In fact, four new urea production lines have been constructed to boost the output by 106%.

Rising Ammonia Production Capacity Catalyzes Market Expansion

The ever-increasing ammonia manufacturing potential is one of the factors propelling the growth of the global urea market. The most important raw material used to produce urea is ammonia, which is produced from natural gas resources. The rise in ammonia production capacities guarantees the supply of ammonia for urea production processes. Many areas, especially those rich in natural gas resources, are focusing on the enhancement of ammonia synthesis and are investing more in the same. The excess capacity assists in addressing the increasing global demand for urea, which is especially in demand in the agricultural sector, where it is a key nitrogenous fertilizer.

Increasing ammonia production minimizes supply chain interruptions, helping stabilize urea pricing and facilitate market expansion. Nations that aspire to take a central role in the fertilizer sector are also building new ammonia facilities, enhancing the competition in the international arena.

In October 2024, Yara International ASA inaugurated its latest ammonia import terminal in Brunsbüttel, Germany. The terminal allows the company to build an infrastructure capable of enabling low-emission ammonia imports to Europe of up to three million tons annually. The Brunsbüttel facility produces 800,000 tons of ammonia and 770,000 tons of urea per year.

Government Initiatives to Influence Market Growth

Support offered by the government has a significant impact on the global urea market, especially among developing nations where agriculture is the main income-generating activity. In many countries, urea and other nitrogenous fertilizers are subsidized by the government to enhance agricultural production and improve food security. These subsidies make urea cheaper for farmers, thereby encouraging its application in crop production. In Asia-Pacific and other densely populated agricultural regions, the fertilizer programs sponsored by the government are integral in maintaining the demand.

In addition, state authorities are enhancing infrastructure and factory facilities, thereby aiding domestic industries in augmenting urea production capacity. This assistance guarantees the uninterrupted availability of fertilization products and places urea as an integral element in the practice of sustainable agriculture.

For instance, in April 2023, work on Perdaman's USD 6 billion Pilbara urea project was commenced by the governments of Australia. It was the first new gas manufacturing project in Pilbara in over ten years. Woodside's Scarborough Gas Project in Western Australia would convert natural gas into an estimated 2.3 million tons of urea annually through this project.

Fertilizer Grade to Hold a Significant Market Share

Fertilizer grade urea has the largest share of the global urea market and is expected to rise in the forecast years. This is largely attributed to its high nitrogen content, which is widely used in agriculture. Fertilizer grade urea is used in almost every facet of modern agriculture, from growing vegetables to raising livestock, due to its high nitrogen content, economical price, and uncomplicated usability over a variety of crops and soil types. This flexibility and effectiveness are especially helpful in regions with extensive agricultural practices, such as Asia-Pacific and North America.

The increasing global food demand due to population growth and changes in eating habits are increasing the need for fertilizer grade urea. In addition to this, the governments of developing countries are offering grants and assistance to help farmers procure nitrogen-based fertilizers, thereby significantly enhancing the market share of this segment.

Aligning with the market trend, in July 2023, SABIC Agri-Nutrients Company (SABIC AN) introduced low-carbon urea and shipped it to Timaru, New Zealand, to an agricultural co-operative company, Ravensdown. The total consignment weight was 2,700 tons of urea. SABIC AN manufactured the urea using low-carbon ammonia and went a step further in being the first-ever entity to achieve an independent low-carbon ammonia certification. The certification was from the independent testing, inspection, and certification agency, TUV Rheinland.

Asia-Pacific to Dominate the Market Share

Asia-Pacific accounts for the major share of the global urea market due to its broad agricultural base and increasing food demand driven by population growth. Countries such as China and India are among the largest urea consumers as they depend on nitrogen fertilizers to increase the yield of their crops. Due to the region's dependence on agriculture as the main source of income and the available government assistance towards using fertilizers, there has been an increase in the demand for urea. Besides, ample urea production capacity exists within the region making sure constant supply for the local and export needs are met. Another factor that adds to the region's leading stance in the urea market is the rapid adoption of modern farming practices

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

and the expansion of farmland in developing countries, which is a fundamental driver for market growth.

In April 2024, the Government of India sanctioned the product Nano Urea Plus for production by IFFCO in the next three years.

This product's nitrogen content is 16%, and the product is intended to supply crop nitrogen during critical growth phases. For

three years, IFFCO will produce the product substituting normal urea with the enriched nitrogen variant of the product.

Future Market Scenario (2024 - 2031F)

- The increase in environmental concerns will contribute to more eco-friendly methods of production, such as using green ammonia and advanced technologies for applying urea fertilizers to minimize nitrogen losses.

- The increasing use of urea in industries such as resin, adhesive, and chemical manufacturing will extend the scope of urea application beyond its traditional use in agriculture.

- The cost of natural gas and any geopolitical factors will impact ammonia production, eventually affecting the supply chains and the markets for urea.

Key Players Landscape and Outlook

The global urea market is characterized by a competitive landscape dominated by several large producers with extensive distribution networks. These key players focus on enhancing production capacities and expanding geographically to meet the rising demand for urea, particularly in agriculture and industrial applications. For instance, in May 2024, German chemicals manufacturer BASF SE added its first biomass balance (BMB) urea products to its portfolio. The product line ranges from urea solution 40% BMBcert, urea prills BMBcert, and urea solution 45% BMBcert. The certified mass-balance products comply with the International Sustainability and Carbon Certification (ISCC) PLUS standard. Furthermore, BASF SE uses electric power derived from renewable sources in the manufacturing process of urea products, leading to reduced emissions.

The market is expected to witness steady growth driven by increasing demand for nitrogen-based fertilizers, particularly in emerging economies where agriculture remains a critical sector. Industrial applications, such as resins and adhesives, are anticipated to boost market expansion. Environmental regulations concerning fertilizer use and the shift to more sustainable agricultural practices may influence the market, promoting innovation in urea products. Asia-Pacific is projected to remain a significant market, while other regions like North America and Europe will also contribute to global demand.

Table of Contents:

1. Project Scope and Definitions
2. Research Methodology
3. Executive Summary
4. Voice of Customer
 - 4.1. Demographics (Income - Low, Mid and High; Geography; Nationality; etc.)
 - 4.2. Market Awareness and Product Information
 - 4.3. Brand Awareness and Loyalty
 - 4.4. Factors Considered in Purchase Decision
 - 4.4.1. Price
 - 4.4.2. Quality and Purity
 - 4.4.3. Application Needs
 - 4.4.4. Brand Reputation
 - 4.4.5. Environmental Impact
 - 4.4.6. Packaging and Storage
 - 4.4.7. Compliance with Regulations
 - 4.5. Purchase Channel
 - 4.6. Frequency of Purchase
 - 4.7. Existing or Intended User
5. Global Urea Market Outlook, 2017-2031F
 - 5.1. Market Size Analysis & Forecast
 - 5.1.1. By Value

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.2.□By Volume
- 5.2.□Market Share Analysis & Forecast
 - 5.2.1.□By Grade
 - 5.2.1.1.□Fertilizer Grade
 - 5.2.1.2.□Feed Grade
 - 5.2.1.3.□Technical Grade
 - 5.2.2.□By Form
 - 5.2.2.1.□Prills
 - 5.2.2.2.□Granules
 - 5.2.2.3.□Pastilles
 - 5.2.2.4.□Others
 - 5.2.3.□By Application
 - 5.2.3.1.□Agriculture
 - 5.2.3.2.□Animal Feed
 - 5.2.3.3.□Chemical Synthesis
 - 5.2.3.4.□Others
 - 5.2.4.□By Region
 - 5.2.4.1.□North America
 - 5.2.4.2.□Europe
 - 5.2.4.3.□Asia-Pacific
 - 5.2.4.4.□South America
 - 5.2.4.5.□Middle East and Africa
 - 5.2.5.□By Company Market Share Analysis (Top 5 Companies and Others - By Value, 2023)
- 5.3.□Market Map Analysis, 2023
 - 5.3.1.□By Grade
 - 5.3.2.□By Form
 - 5.3.3.□By Application
 - 5.3.4.□By Region
- 6.□North America Urea Market Outlook, 2017-2031F*
 - 6.1.□Market Size Analysis & Forecast
 - 6.1.1.□By Value
 - 6.1.2.□By Volume
 - 6.2.□Market Share Analysis & Forecast
 - 6.2.1.□By Grade
 - 6.2.1.1.□Fertilizer Grade
 - 6.2.1.2.□Feed Grade
 - 6.2.1.3.□Technical Grade
 - 6.2.2.□By Form
 - 6.2.2.1.□Prills
 - 6.2.2.2.□Granules
 - 6.2.2.3.□Pastilles
 - 6.2.2.4.□Others
 - 6.2.3.□By Application
 - 6.2.3.1.□Agriculture
 - 6.2.3.2.□Animal Feed
 - 6.2.3.3.□Chemical Synthesis
 - 6.2.3.4.□Others

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.2.4. □By Country Share
 - 6.2.4.1. □United States
 - 6.2.4.2. □Canada
 - 6.2.4.3. □Mexico
 - 6.3. □Country Market Assessment
 - 6.3.1. □United States Urea Market Outlook, 2017-2031F*
 - 6.3.1.1. □Market Size Analysis & Forecast
 - 6.3.1.1.1. □By Value
 - 6.3.1.1.2. □By Volume
 - 6.3.1.2. □Market Share Analysis & Forecast
 - 6.3.1.2.1. □By Grade
 - 6.3.1.2.1.1. □Fertilizer Grade
 - 6.3.1.2.1.2. □Feed Grade
 - 6.3.1.2.1.3. □Technical Grade
 - 6.3.1.2.2. □By Form
 - 6.3.1.2.2.1. □Prills
 - 6.3.1.2.2.2. □Granules
 - 6.3.1.2.2.3. □Pastilles
 - 6.3.1.2.2.4. □Others
 - 6.3.1.2.3. □By Application
 - 6.3.1.2.3.1. □Agriculture
 - 6.3.1.2.3.2. □Animal Feed
 - 6.3.1.2.3.3. □Chemical Synthesis
 - 6.3.1.2.3.4. □Others
 - 6.3.2. □Canada
 - 6.3.3. □Mexico
- *All segments will be provided for all regions and countries covered
- 7. □Europe Urea Market Outlook, 2017-2031F
 - 7.1. □Germany
 - 7.2. □France
 - 7.3. □Italy
 - 7.4. □United Kingdom
 - 7.5. □Russia
 - 7.6. □Netherlands
 - 7.7. □Spain
 - 7.8. □Turkey
 - 7.9. □Poland
 - 8. □Asia-Pacific Urea Market Outlook, 2017-2031F
 - 8.1. □India
 - 8.2. □China
 - 8.3. □Japan
 - 8.4. □Australia
 - 8.5. □Vietnam
 - 8.6. □South Korea
 - 8.7. □Indonesia
 - 8.8. □Philippines
 - 9. □South America Urea Market Outlook, 2017-2031F

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.1. Brazil
 - 9.2. Argentina
 10. Middle East and Africa Urea Market Outlook, 2017-2031F
 - 10.1. Saudi Arabia
 - 10.2. UAE
 - 10.3. South Africa
 11. Regulatory Landscape
 12. Demand Supply Analysis
 13. Import and Export Analysis
 14. Value Chain Analysis
 15. Porter's Five Forces Analysis
 16. PESTLE Analysis
 17. Macro-economic Indicators
 18. Pricing Analysis
 19. Profit Margin Analysis
 20. Market Dynamics
 - 20.1. Market Drivers
 - 20.2. Market Challenges
 21. Market Trends and Developments
 22. Case Studies
 23. Competitive Landscape
 - 23.1. Competition Matrix of Top 5 Market Leaders
 - 23.2. Company Ecosystem Analysis (Startup v/s SME v/s Large-scale)
 - 23.3. SWOT Analysis for Top 5 Players
 - 23.4. Key Players Landscape for Top 10 Market Players
 - 23.4.1. Yara International ASA
 - 23.4.1.1. Company Details
 - 23.4.1.2. Key Management Personnel
 - 23.4.1.3. Products and Services
 - 23.4.1.4. Financials (As Reported)
 - 23.4.1.5. Key Market Focus and Geographical Presence
 - 23.4.1.6. Recent Developments/Collaborations/Partnerships/Mergers and Acquisition
 - 23.4.2. EuroChem Group
 - 23.4.3. Coromandel International Limited
 - 23.4.4. CF Industries Holdings, Inc.
 - 23.4.5. Qatar Fertiliser Company (Q.P.S.C.)
 - 23.4.6. Koch, Inc.
 - 23.4.7. OCI Global
 - 23.4.8. China National Petroleum Corporation (CNPC)
 - 23.4.9. SABIC Agri-Nutrients Company
 - 23.4.10. BASF SE
- *Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.
24. Strategic Recommendations
25. About Us and Disclaimer

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Urea Market Assessment, By Grade [Fertilizer Grade, Feed Grade, Technical Grade],
By Form [Prills, Granules, Pastilles, Others], By Application [Agriculture, Animal
Feed, Chemical Synthesis, Others], By Region, Opportunities and Forecast,
2017-2031F**

Market Report | 2024-11-27 | 225 pages | Market Xcel - Markets and Data

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4500.00
	Muti-User/Corporate Licence	\$5700.00
	Custom Research License	\$8200.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Date

2026-03-04

Signature

A large, empty rectangular box intended for a signature.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com