

Potash Fertilizer - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Potash Fertilizer Market size is estimated at 21.51 billion USD in 2025, and is expected to reach 28.45 billion USD by 2030, growing at a CAGR of 5.75% during the forecast period (2025-2030).

Despite its superior quality, SoP fertilizer has struggled to gain market share over MoP, primarily due to its higher price

- Muriate of potash (MoP), a potassic fertilizer boasting the highest potash content at 60.0%, commanded a global market valuation of USD 22.44 billion in 2022. Concurrently, its consumption reached 37.3 million metric tons, representing a dominant 86.5% of the global potassium fertilizer consumption.
- Sulphate of potash (SoP), with a potassium content of 50.0%, emerged as the second most favored potassium fertilizer worldwide. The global SoP fertilizer market, in 2022, was valued at USD 2.41 billion, with a consumption volume of 2.8 million metric tons.
- South America, with a 28.6% market share in 2022, stands as the second-largest potassic fertilizer market, trailing the Asia-Pacific's 30.0% share. This is primarily due to South American countries, notably Brazil, boasting significant potassic fertilizer production, coupled with a robust demand from their crops.
- Other notable potassic fertilizers, such as langbeinite and carnallite, collectively account for 4.1% of the global potassic fertilizer consumption. In 2022, this segment was valued at USD 1.06 billion, with a consumption volume of 1.7 million metric tons.
- The price of SoP consistently surpasses that of MoP and other potassic fertilizers. For instance, since 2017, the price of SoP has nearly doubled that of MoP, and by 2021, it had more than doubled. Despite its superior quality, the higher price of SoP has limited its market share compared to MoP.
- The potassic fertilizer market is poised for growth during 2023-2030, driven by factors like the escalating demand for enhanced

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crop productivity.

Asia-Pacific dominates the global potash fertilizers market

- Asia-Pacific dominates the global potash fertilizers market, accounting for 40.0% of the market value in 2022. According to the analysis, the Asia-Pacific potash fertilizer market was valued at USD 10.37 billion in 2022. By fertilizer type, conventional potash fertilizers dominate the fertilizer market, accounting for about 71.1%, followed by specialty potash fertilizers contributing to 28.8% in 2022.
- The Asia-Pacific, driven by its robust crop demand, notably relies on potash fertilizers, making it the largest consumer. Between 2017 and 2018, the region imported a substantial 7.0 million metric tons of potash fertilizers.
- South America secured the global market share of 18.5% slice in 2022. Notably, the potassic fertilizer segment is witnessing rapid growth, primarily fueled by the expanding soybean cultivation in Brazil. Given its suitability for Brazil's low-fertility and acidic tropical soils, potassic fertilizers are aiding in boosting soybean yields. In 2017, Brazil alone accounted for the highest potash fertilizer usage in South America, reaching 6.3 million metric tons.
- Europe, with an 9.4% market share in 2022, stood as the third-largest potash fertilizer market. Notably, countries like Poland, Belgium, and those in Southeastern Europe are the major consumers, collectively representing 70.5% of Europe's fertilizer market value. This segment is projected to register a CAGR of 5.0% from 2023 to 2030.
- Across developing markets, potassium deficiency is a common issue in soils. Farmers are increasingly turning to potash fertilizers, not only to rectify potassium deficiencies but also to enhance their overall productivity. This trend is a significant driver for the market's growth.

Global Potash Fertilizer Market Trends

The rising pressure on the agriculture industry to meet the growing demand for food is expected to increase the area under field crop cultivation

- The global agricultural sector is currently facing many challenges. According to the UN, the world population will likely exceed nine billion by 2050. This population growth may overburden the agricultural industry, which is already experiencing an output loss due to a lack of laborers and the shrinkage of agricultural fields caused by rising urbanization. According to the Food and Agriculture Organization, 70% of the global population is expected to live in cities by 2050. Due to the global loss of arable land, farmers now need to utilize more fertilizers to increase crop yields.
- Asia-Pacific is the world's largest producer of agricultural products. Agriculture is critical to the region's economy, as it employs about 20% of the total available workforce. Field crop cultivation dominates the region, accounting for about more than 95% of the total crop area in the region. Rice, wheat, and corn are the major field crops produced in the region, together accounting for about 24.3% of the total crop area in 2022.
- North America ranks as the second-largest arable region globally. Its farms cultivate a diverse range of crops, with a focus on field crops. Notably, corn, cotton, rice, soybean, and wheat are the prominent field crops, as highlighted by the USDA. In 2022, the United States commanded 46.2% of North America's crop cultivation area. However, the country witnessed a significant drop in crop acreage between 2017 and 2019, primarily due to adverse environmental conditions, leading to severe flooding in regions like Texas and Houston.

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Potassium activates the enzymes needed for plant growth and development

- Corn, rapeseed, cotton, sorghum, rice, wheat, and soybean are prominent crops globally, known for their high nutrient requirements. The average potassium application rates for these crops in 2022 were as follows: corn (196.8 kg/ha), rapeseed (248.6 kg/ha), cotton (164.3 kg/ha), sorghum (185.3 kg/ha), rice (67.9 kg/ha), wheat (96.4 kg/ha), and soybean (181.7 kg/ha). Potassium plays a major role in achieving the maximum economic yield, as part of a balanced approach to crop nutrition, as well as influencing crop quality.
- The average application rate for potassium in field crops stood at 150.3 kg/ha in 2022. The rapeseed had the highest potassium application rate recorded at 248.6 kg/ha. In the case of acute potassium deficiency, the leaves of rapeseed show marginal or interveinal chlorosis followed by patches of necrosis. It will also lead to greater drought susceptibility, increased lodging, reduced photosynthesis, and restricted movement of water and nutrients around the plant.
- According to University College London, The researchers reported that globally, about 20% of agricultural soils face severe potassium deficiency, with particular regions likely to experience more critical shortages, including 44% of agricultural soils in Southeast Asia, 30% in Sub-Saharan Africa, and 20% in East Asia which will further drive the potash fertilizers usage.
- The cultivation area for field crops is expanding globally, with notable growth in South America and Asia-Pacific. These regions are emerging as key markets for fertilizers. Developed regions like Europe and North America and areas grappling with nutrient deficiencies are increasingly adopting specialty fertilizers for their efficacy. These trends are expected to fuel the potash fertilizers market during 2023-2030.

Potash Fertilizer Industry Overview

The Potash Fertilizer Market is moderately consolidated, with the top five companies occupying 46.81%. The major players in this market are EuroChem Group, K+S Aktiengesellschaft, Nutrien Ltd., Sinofert Holdings Limited and The Mosaic Company (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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