

Thailand Fertilizers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Thailand Fertilizers Market size is estimated at USD 6.23 million in 2025, and is expected to reach USD 6.95 million by 2030, at a CAGR of 2.2% during the forecast period (2025-2030).

The Thailand fertilizer market is growing due to the growing need to improve agricultural productivity to meet the growing food demand. Major crops such as corn, maize, sugarcane, and rice require substantial nutrient inputs, driving fertilizer demand. Nitrogenous fertilizers dominate the Thai market, primarily due to nitrogen-deficient soils and widespread rice cultivation. Urea is the most commonly used fertilizer. Despite an expanding area under organic cultivation, farmers prefer synthetic or chemical fertilizers due to challenges associated with biofertilizers and organic alternatives.

Government support through fertilizer subsidies and soft loans has significantly influenced market dynamics. In 2024, a new fertilizer subsidy scheme replaced the previous farmers' allowance program, which provided cash support of USD 29.7 per rai (up to 20 rai or 3.2 hectares). The government allocated USD 1.7 billion to this program in the previous year. This increased support is expected to drive fertilizer consumption and enhance farm productivity in the coming years.

Thailand Fertilizers Market Trends

Need for Increasing Agricultural Productivity

Thailand's agricultural productivity has declined in recent years, despite stable agricultural land area. FAOSTAT data indicates a decrease in pulses yield from 953.2 kg/ha in 2021 to 952.4 kg/ha in 2022. This reduction in agricultural yield is likely to increase the adoption of various agricultural products and technologies, including fertilizers.

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The Northeastern region of Thailand has the largest number of farm holdings. This area faces several agricultural challenges, including poor-quality soil, seasonal rainfall variability, and scarcity of surface water. These factors have made fertilizer application essential for achieving higher productivity gains in the region.

The Thai government has supported farmers by providing subsidies on farm inputs to boost agricultural production in the country. For example, the government introduced new stimulus measures for Thai farmers in the form of subsidized fertilizers. This measure was implemented through the state welfare smartcard, providing the subsidy directly to cardholders. These government initiatives, combined with efforts to increase agricultural production, are expected to drive the demand for fertilizers in Thailand during the forecast period.

Growing Demand for Nitrogenous Fertilizers

Fertilizer usage is essential for Thailand's agricultural sector, driven by decreasing arable land and the increasing significance of agricultural exports to the economy.

Thailand's soil is predominantly nitrogen-deficient, largely due to extensive rice cultivation. As a result, nitrogenous fertilizers, particularly urea, are the most commonly used. Ammonium sulfate (AS) ranks as the second most widely used nitrogenous fertilizer in Thailand after urea. AS provides essential nitrogen (N) and sulfur (S) nutrients for plants, offering agronomic and environmental advantages such as reduced toxicity (aqueous NH₃) and decreased N loss through NH₃ volatilization compared to other N fertilizers.

Nitrogen fertilizers are extensively applied to major crops in Thailand, including corn, cassava, and sugarcane. Urea remains the most imported fertilizer due to its widespread use. Chia Tai has a strong presence in the single-nutrient urea market, benefiting from access to high-quality urea from Russia. According to the International Fertilizer Association (IFA), urea consumption in Thailand reached 926 thousand metric tons in 2022. The demand for nitrogen fertilizers in the country is projected to increase during the forecast period due to increasing the need for fertilizers that promote faster growth and higher yields.

Thailand Fertilizers Industry Overview

Thailand Fertilizer market is consolidated, with players such as Yara (Thailand) Company Limited, Haifa, Chai Thai Co. Ltd, Thai Central Chemical Public Company Limited, and Saksiam Group. being some of the active players in the market. Mergers and acquisitions, partnerships, expansion, and product launches are some of the most adopted business strategies by these active players.

Additional Benefits:

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

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