

Mexico Agrochemicals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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Report description:

Mexico Agrochemicals Market Analysis

The Mexico agrochemicals market was valued at USD 2.4 billion in 2025 and estimated to grow from USD 2.51 billion in 2026 to reach USD 3.13 billion by 2031, at a CAGR of 4.51% during the forecast period (2026-2031). Mexico's large base of irrigated grains, fast-expanding horticulture exports, and steady government subsidy outlays anchor demand, while tighter active-ingredient rules and global raw-material swings temper the growth curve. Fertilizer vouchers help stabilize smallholder purchases and catalyze the rebound in corn and sorghum acreage following conditions like drought. Export-oriented orchards and protected-agriculture clusters are creating specialized niches for micronutrient blends, copper fungicides, and water-soluble formulations that command above-average price points. Competitive intensity remains moderate.

Mexico Agrochemicals Market Trends and Insights

Government Subsidies Drive Fertilizer Demand Across Smallholder Segments

The SADER (Secretariat of Agriculture and Rural Development) fertilizer program allocated MXN 9 billion (USD 500 million) in 2024, a 15% jump from 2023. Inclusion of specialty blends such as slow-release urea and chelated micronutrients boosted premium uptake, and local formulation lines have been expanded so international suppliers can qualify for the domestic-sourcing rule. Participating growers report yield lifts of 7% to 9% in rain-fed corn, reinforcing the program's political and agronomic importance. Distributors now bundle mobile advisory apps with voucher redemption, deepening brand loyalty.

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Integrated Pest Management Adoption Transforms Product Mix

INIFAP (Instituto Nacional de Investigaciones Forestales, Agrícolas y Pecuarias) field trials show that integrated pest management techniques cut overall pesticide volume by up to 40% without sacrificing yields. Export producers chasing maximum residue limit compliance now rely on pheromone traps and selective insecticides with precise modes of action. COFEPRIS approved 12 reduced-risk products in 2024, double the previous year's count. These launches favor suppliers with robust R&D pipelines capable of replacing broad-spectrum actives being phased out, and they stimulate demand for adjuvants that optimize droplet retention and canopy coverage.

Raw Material Price Volatility Pressures Import-Dependent Supply Chains

Ammonia, phosphate rock, and potash imports cover 70% of national requirements, so fluctuations that swung urea between USD 300 and USD 650 per ton in 2024 flowed directly into ex-warehouse prices. Domestic ammonia output fell to 60% of capacity because of natural-gas constraints at PEMEX facilities, raising import reliance. Port congestion at Veracruz and Altamira during peak season added USD 15 to USD 25 per ton in demurrage fees, and a 10% peso depreciation typically lifts distributor costs by 7% to 8%. Smallholders who buy at planting have the least ability to hedge, hitting baseline volume during price spikes.

Other drivers and restraints analyzed in the detailed report include:

Avocado Export Expansion Drives Specialty Input Demand
Protected Agriculture Expansion Accelerates Input Intensification
SEMARNAT Regulatory Tightening Reduces Available Active Ingredients

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

By product type, fertilizers led with 44.30% revenue share in 2025. Nitrogenous products account for the bulk, reflecting corn's heavy demand, while phosphate formulations support root growth in beans and chickpeas. Potash relies on overseas mines, giving domestic blenders latitude to tweak ratios and capture margin. Specialty fertilizers are projected to outpace the broader Mexico agrochemicals market at an 8.46% CAGR to 2031 as coated urea, chelates, and bio-enhanced granules fit precision-agriculture scripts.

Nitrogen efficiency products now sell through every leading distributor, aided by voucher eligibility and greenhouse segment pull. Pesticides occupy the second-largest wallet share, and herbicides lead that subset because 7.1 million hectares of corn rely on weed control. Fungicides are gaining popularity as avocado and berry exporters chase spotless phytosanitary certificates. Adjuvants and plant growth regulators remain smaller, but surfactants that bolster canopy spread are gaining single-digit share as spraying windows narrow under stricter residue cut-offs.

The Mexico Agrochemicals Market Report is Segmented by Type (Fertilizers, Pesticides, and More), Application (Grains and Cereals, Pulses and Oilseeds, and More), Formulation (Solid and Liquid). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Bayer AG Syngenta Crop Protection AG Yara International ASA BASF SE UPL Limited Corteva, Inc. Nufarm Limited HELM AG Ibarquim, S.A. de C.V. Velsimex, S.A. de C.V. Summit Agro Mexico, S.A. de C.V. Rovensa, S.A. International Chemical Copper, S.A.

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Additional Benefits:

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

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