Introducing the New Argus Fertilizer Analytics
Argus Fertilizer Analytics connects you with the clearest insights, written by experienced analysts drawn from across the global fertilizer markets. To help you better interpret the fertilizer markets, we’ve improved the ways you can access Argus fertilizer data, analysis and insights. Making the future easier to understand.

Our new Argus Fertilizer Analytics services cover nitrogen, phosphate, potash and sulphur markets and include quarterly analysis alongside an annual report, an innovative and interactive data visualisation tool and the underlying data in excel - giving you the essential mid-long-term analysis and outlook for global fertilizer markets.

These are underpinned by our robust and deep market knowledge which is backed with rigorous analytical methodology to help you understand the impact of economic and political events on future market and price developments.

Our key methodologies include:

- A demand forecasting model based on calorie and crop forecasts providing a view of future fertilizer consumption and our Long Run Marginal Costs (LRMC) multi-factor model to assess the level of prices beyond the current investment cycle.
- Short-term forecasts by month and quarter linked to energy and raw material prices, crop prices, FX changes and the merchant supply/demand balance
- Short-Run Marginal Costs forecast and supply/demand balance, with project gateway assessment for the current investment cycle (5-7 years ahead).
- Our longer-term forecast is based on LRMC analysis (updated annually) taking you beyond the current investment cycle.
- The medium- and long-term forecasts are connected using a mean-reversion model.

Bringing together unique benefits and features in a compelling new format

**Quarterly reports**
With a clear view of what’s driving the fertilizer markets and how it’s likely to evolve, clients can be more confident in making critical decisions

**Annual long-term report**
Understand the connections between underlying market drivers and use these insights to develop more robust strategies

**Data visualisation**
We’re taking our analysis even further with an interactive dashboard enabling you to visualize and analyse dynamics that shape markets

**Underlying excel datasets**
Explore and integrate data into your models - saving time for more in-depth analysis
Key Features

Quarterly reports

Fundamentals analysis
Access analysis of the impact of recent events on our view of future prices in a narrative and graphical way.

Supply | Demand | Cost | Trade | Forecasts | Annual S/D forecast | 15yrs History | 15yrs Forecast

Price forecasts time horizons

Near-term focus for 12-18 months
Variables driving prices include energy prices, crop prices, FX changes, and seasonal S/D and trade imbalances.

Cyclical outlook linked to long-term forecast
Driven by the investment cycle and other influences on the S/D balance. Beyond the investment cycle for plants or mines, we use a Long-Run Marginal Cost (LRMC) model to predict price levels required to incentivise investment in new capacity. A statistical mean reversion model is used to connect the medium and long term forecast.

Annual long-term forecast report

Fundamentals analysis
Focused on changes to long term trends.
Overview of market fundamentals | Long run supply trends and gaps | Long run demand forecast driven by diet changes, and calorie consumption and food production projections | New formulations | Long-term use efficiency improvements | 15yrs History | 15yrs Forecast of demand, supply and trade.

Production cost analysis

Cost Curves
Access country-level cost curves (and in some cases plant-level costs) to export fob or global benchmark location. This allows us to focus on marginal producers and their impact on price formation to balance the market.

Project screening

Project progress is assessed using a traffic light system for development milestones, categorising as Firm, Probable, Possible and Speculative (along with forecast of startup date).
Where appropriate, deep dives into especially influential projects are provided, including full economic cost build up, position on cost curve, NPV heat map and DCF forecast.

Price forecasts time horizon

25 years price forecast
Based on our Long Run Marginal Cost (LRMC) model. LRMC methodology is independent from Supply/Demand allowing us to forecast further ahead (for strategy definition and investment cash flow modelling purposes).
25yr LRMC forecast updated annually.
Advanced Chart Builder
Build your customised charts:
• Time period: Year Range or Single Year
• Country (up to 8 can be compared)
• Categories: Capacity, Consumption, Production, Trade (annual imports or exports), Stocks.

Capacity by plant
Valuable map and data table view of capacity at country level, including plant detail, company, status, max capacity and more.

Trade Flows
Build out an animated trade flow map at country level, selecting by year, month, exporter or importer.

Data Summary
A great dashboard offering a valuable snapshot across various selection criteria.

Prices
View historical and forecast prices by year or year range, across product types.
With over 13 years of experience in commodity market analysis, Alistair is the editor of *Argus Urea Analytics* and *Argus Ammonia Analytics*. He also supports the company’s research on the wider fertilizer industry, focusing primarily on cost competitiveness and mid to long-term price forecasting for the N, P and K markets. Alistair presents at major conferences on fertilizer market trends.

With over 13 years’ experience in both capital markets and the fertilizers industry, Aida is the editor of *Argus Phosphate Rock Analytics* and *Argus Processed Phosphates Analytics*. She specialises in providing market due diligence analysis in the fertilizer markets, helping clients to plan investment, acquisition and market entry strategy. Prior to joining Argus in 2014, she worked for 5 years in strategy and market intelligence roles for OCP, contributing to strategic projects in the phosphate sector. Earlier in her career, she worked for Goldman Sachs as a structured interest rates derivative sales.

With six years of experience tracking MOP and SOP markets, Rebecca is the editor of *Argus Potash Analytics*. She has lead bespoke consultancy assignments covering potash mine feasibility studies, producer cost studies and regional market studies.

With over 12 years of experience in sulphur and sulphuric acid market analysis, Meena edits *Argus Sulphur Analytics* and *Argus Sulphuric Acid Analytics*. She regularly presents on the sulphur and sulphuric acid markets at major industry events around the world.

Lauren’s information services career has spanned numerous roles since 2003 with a particular focus on fertilizers since 2011. She previously covered global fertilizer markets and short term forecasts before launching Argus’ Americas fertilizer coverage from its Houston office. Her in-industry experience includes regional marketing management and business/market development roles at major oil and petrochemical entities. As SVP she is responsible for the sector’s global strategy as well as product innovation and management.

Tim has worked in fertilizers since starting as a process engineer at an ammonia/urea plant in 1994. He moved into fertilizer analytics in 1998 and has covered production cost analysis and market forecasts for ammonia, urea, processed phosphates and NPKs. He also developed a team covering non-fertilizer markets such as AdBlue and DEF. Tim was Managing Director at Integer Research when it was acquired by Argus in 2018. He is now responsible for the revamped Fertilizer Analytics portfolio at Argus.

Supported by the industry’s largest and most experienced consulting and editorial teams.

Our dedicated Fertilizer Analytics team are supported by the industry’s largest and most experienced team of consultants, analysts, editors and reporters from around the world giving you a regional and global perspective of the markets.
Our price reporting services provide coverage of key prices, news and analysis for the major fertilizer products straight to your desktop. Essential datasets can easily be exported into excel.

Services include:

**Nutrient focused**
- Argus Nitrogen
- Argus Ammonia
- Argus Phosphates
- Argus NPKs
- Argus Potash
- Argus Sulphur
- Argus Sulphuric Acid

**Region/country focused**
- Argus Fertilizer Europe
- Argus Fertilizer Brazil
- Argus North American Fertilizer
- Argus North America Sulphur and Sulphuric Acid
- Argus Russian Fertilizer Netbacks
- Argus Fertilizer Africa
- Argus Asia Fertilizer and Agriculture Supplement

With global and regional reports to choose from our specialist reports provide a comprehensive view of emerging markets with exciting potential to help you seize new opportunities and maximise your profit margin. We also offer fully bespoke consulting solutions including market-specific research and analysis.

Reports include:
- Argus Briefing Report: Speciality Fertilizers
- Argus Strategy Report: Micronutrients – Key to Growth
- Argus Strategy Report: Water Soluble Fertilizers
- Argus Strategy Report: Enhanced Efficiency Fertilizers
- Argus Fertilizers in Sub-Saharan Africa
- Argus Focus Report: The Global UAN Market Outlook

Our revamped Argus Fertilizer Analytics services deliver quarterly updates alongside an annual report, a new and powerful data visualisation tool and the underlying data in excel to provide subscribers with essential mid-long term analysis and outlook for global fertilizer markets.

Our Fertilizer Analytics services include:
- Argus Nitrogen Analytics
- Argus Ammonia Analytics
- Argus Phosphates Analytics
- Argus Sulphur Analytics
- Argus Sulphuric Acid Analytics
- Argus Technical Grade Urea Analytics (Quarterly reports and Excel datafile)
- Argus NPKs Analytics (Annual report)
- Argus Potash Analytics

* Includes our Cost and Margin services – a web based interactive tool for analysing cost curve data

Our monthly Outlook services provide short-term intelligence on market prices, and supply and demand for the major fertilizer exporting and consuming regions. Essential datasets can easily be exported into excel and used in internal reports.

Services include:
- Argus Monthly Urea Outlook
- Argus Monthly Ammonia Outlook
- Argus Monthly Phosphates Outlook
- Argus Potash Outlook (released quarterly)
- Argus Monthly Sulphur Outlook
- Argus Sulphur Analytics
- Argus Sulphuric Acid Analytics
- Argus Technical Grade Urea Analytics (Quarterly reports and Excel datafile)
- Argus NPKs Analytics (Annual report)

Fertilizer services from Argus
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