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Argus Strategy Report:

# Enhanced Efficiency Fertilizers



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# Argus Strategy Report: Enhanced Efficiency Fertilizers

## Summary

Argus' extensive new strategy report on Enhanced Efficiency Fertilizers (EEF) is essential reading for industry professionals seeking to understand and assess their options in a high-value, complex and rapidly developing sector of the fertilizer market.

Although EEFs have been in use for much of the last fifty years, their use was principally confined to high value crops, turf and ornamentals. Now however, EEFs are spreading fast into mainstream general agriculture – cereals and industrial crops, due to the emergence of new urease inhibitors and cheaper polymer coating technologies.

The drivers for growth in EEFs in general agriculture are environmental as well as economic: nitrate pollution and legislation may in many cases still be localised issues; but reduction of nutrient loss and obtaining maximum crop quality and yields by careful and exact fertilization also contribute to a compelling commercial proposition.

The EEF sector promises further rapid change, technically and commercially as companies position themselves to exploit new opportunities to add value and capture growth. In this new report, Argus provides the essential insight into the market drivers, players and products, and regional supply/demand to allow readers to evaluate and develop their own entry and development strategies.

## Key features

The *Argus Strategy Report: Enhanced Efficiency Fertilizers* is a significant addition to our suite of speciality fertilizer reporting services.

It provides you with an in-depth understanding of the EEF sector, an area of major interest throughout the industry. Benefit from key data on products and producers, with thorough analysis of the market and the drivers behind its dramatic growth potential, including:

- Analysis of nitrogen fertilizer demand
- Coverage of global environmental and agronomic issues
- A detailed examination of different EEF product types and producers
- Overview of EEF production technology
- Analysis of current international supply and demand trends across North and Latin America, Europe, Asia/Oceania and Africa
- The supply and demand outlook

## Benefits

The *Argus Strategy Report: Enhanced Efficiency Fertilizers* helps you:

- Understand and survey the markets for coatings and inhibitors
- Gain insight into EEF supply and demand in major markets
- Gain knowledge of EEF technologies and their agronomic relevance
- Recognise the drivers of demand and future growth
- Survey the main producers and their products
- Assess and formulate your company's own potential to enter the EEF market

## Table of contents

### Section 1: Introduction

#### Section 2: Nitrogen fertilizer demand

Chapter 2.1: Growth of fertilizer demand over time

Chapter 2.2: Nitrogen demand

Chapter 2.3: Types of N fertilizer consumed

Chapter 2.4: Enhanced efficiency fertilizers

#### Section 3: Environmental issues and the nitrogen cycle

Chapter 3.1: Introduction/Overview

Chapter 3.2: Environmental problems in North America

3.2.1. Mississippi – Atchafalaya River Basin (MARB)

3.2.2. Chesapeake Bay Watershed (CBW)

Chapter 3.3: Nitrogen environmental problems in Europe

3.3.1. EC Nitrates Directive

3.3.2. Baltic Sea Action Plan (BSAP)

3.3.3. Danube River Protection Convention (DRPC)

3.3.4. UNECE Gothenburg Protocol and EC National Emissions Ceilings Directive

Chapter 3.4: Nitrogen environmental problems in the rest of the world

3.4.1. China

3.4.2. India

Chapter 3.5: The nitrogen cycle

### Section 4: EEF products and producers

Chapter 4.1: Nitrification inhibitors

4.1.1. Dicyandiamide (DCD)

4.1.2. DiMethyl Pyrazole Phosphate (DMPP)

4.1.3. Nitrapyrin

4.1.4. Ammonium thiosulphate

4.1.5. Neem oil

Chapter 4.2: Urease inhibitors

4.2.1. N-Butyl thioPhosphoric Triamide (NBPT)

4.2.2. Nitrophenyl phosphoric acid triamide (2NPT)

Chapter 4.3: Coated fertilizers

4.3.1. Sulphur-coated urea, polymer and sulphur-coated urea

4.3.2. Polymer-coated fertilizers

4.3.3. Polymer-coated urea

Chapter 4.4: Other EEF products

4.4.1. Urea condensation fertilizers, solid and liquid

4.4.2. Urea ammonium sulphate (UAS)

4.4.3. Urea supergranules (USG)

4.4.4. Maleic itaconic co-polymer

4.4.5. Calcium heteropolysaccharides and calcium aminoethylpiperazine

4.4.6. N-fixing bacteria

Section 5: EEF technology

Chapter 5.1: Introduction

Chapter 5.2: Coated fertilizers

Chapter 5.3: Inhibitors

Section 6: Agronomic issues for EEFs

Chapter 6.1: Introduction

6.1.1. Environmental impact of EEFs

Chapter 6.2: Nitrification inhibitors

6.2.1. DCD

6.2.2. DMPP

6.2.3. Nitrapyrin

Chapter 6.3: Urease inhibitors

6.3.1. NBPT

6.3.2. Value of NBPT

Chapter 6.4: Joint products

6.4.1. NBPT + DCD

6.4.2. MPA + 2-NPT

Chapter 6.5: Coated Fertilizers

6.5.1. ESN 69

6.5.2. Cote N

6.5.3. Ekote

Chapter 6.6: Other EEF products

Chapter 6.7: Chapter six references

Section 7: EEF supply and demand in major markets

Chapter 7.1: North America

Chapter 7.2: Europe

7.2.1. Germany and Benelux

7.2.2. France

7.2.3. United Kingdom

7.2.4. Southern Europe

Chapter 7.3: 7.3 Asia /Oceania

7.3.1. West Asia

7.3.2. India

7.3.3. Bangladesh

7.3.4. Indonesia

7.3.5. Vietnam

7.3.6. China

7.3.7. Other east Asia

7.3.8. Australia

7.3.9. New Zealand

Chapter 7.4: Latin America

7.4.1. Brazil

Chapter 7.5: Africa

7.5.1. South Africa

Section 8: Outlook

Chapter 8.1: Demand outlook

Chapter 8.2: Supply outlook

Section 9: Glossary

Section 10: Appendix – Brand names in this report

## Audience

This report is aimed at fertilizer and chemical industry professionals wishing to access the high margin potential of the market for Enhanced Efficiency Fertilizers, including:

- Commodity fertilizer producers (business development and strategy managers, analysts and senior management)
- Speciality fertilizer distributors (business development and strategy managers, analysts and senior management)
- Service providers (traders, freight providers, technology providers, IP managers)
- Financial institutions, hedge funds, chemical and fertilizer sector investment analysts

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