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# Argus Briefing Report: Speciality Fertilizers



Fertilizers

illuminating the markets

Market Reporting  
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# Argus Briefing Report: Speciality Fertilizers

## Summary

The \$100bn global fertilizer industry earns the bulk of its revenue from a handful of commodity fertilizers, where prices are subject to volatility and margins can be thin. Speciality fertilizers offer protection from these pressures, and ever more producers have become involved in pursuit of higher profits.

The *Argus Briefing Report: Speciality Fertilizers* helps you understand the different sectors of the speciality fertilizers market, the key products in each sector, and the major players and their strategies.

## Key features

This report provides details of a market many want to enter, but few understand. We illuminate the different sectors and subjects, including:

- Enhanced efficiency fertilizers
- Water soluble fertilizers
- Micronutrients
- Secondary fertilizer nutrients
- Biostimulants
- Major players and their strategies

This briefing report will enable you to:

- Develop strategies to enter the speciality fertilizer market
- Assess key product groups and competitors
- Understand the drivers and demand for speciality products
- Assess investment and business development opportunities in a fast growing market

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## Audience

This report is aimed at industry professionals seeking an introduction to and overview of speciality fertilizer markets, particularly:

- Commodity fertilizer producers (business development, analysts, senior management)
- Fertilizer traders and distributors
- Crop care producers (pesticides, herbicides, fungicides) who sell through the same distribution channels
- Financial institutions, hedge funds, sector analysts

## Contact us

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