Fertilizer Market in India 2012

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Description:
The report begins with an introduction of different types of fertilizers produced in India categorized as organic, bio and chemical fertilizers. Chemical fertilizer is the focus of the report, which also includes water soluble fertilizers. The market overview section provides details about the domestic fertilizer production, consumption, demand and import levels. The production overview section entails production of fertilizers both nutrient-wise, as well as product-wise, while the consumption overview section includes nutrient-wise and zone-wise consumption of fertilizers. India's fertilizer consumption has grown at a CAGR of 6.9% from 2006-07 to 2009-10. The demand overview section provides a clear idea about the demand-supply situation of the fertilizer market, including product-wise demand, availability and sales of fertilizers in the country. The import overview section comprises product-wise import of fertilizers along with the installed capacity of fertilizers both nutrient-wise, as well as product-wise. Furthermore, the report provides a detailed description of the fertilizer sales in South Zone covering states such as Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Pondicherry and Andaman & Nicobar Islands. Andhra Pradesh and Karnataka are the key sales hub in Southern India. Porter's Five Forces analysis depicts an overall market scenario.

Some of the key statistics covered in the report includes, production of fertilizers (nutrient-wise), production of fertilizers (product-wise), consumption of fertilizers (nutrient-wise), consumption of fertilizers (zone-wise), product-wise demand, sales and availability of fertilizers, import of fertilizers (product-wise), installed capacity product-wise and nutrient wise, total fertilizer sales of South India. South India Sales (State-wise), Porter's Five Forces analysis, growth of subsidies on fertilizer, amount of concession disbursed on decontrolled indigenous P&K, decontrolled imported P&K, indigenous urea, imported urea, per hectare fertilizer consumption, food grain production in India, rainfall trend in India, Price hike of raw materials-Ammonia, Phosphoric and Sulphur, price hike in natural gas and environmental degradation by fertilizers.

The next section talks about Government regulation in the sector and primarily includes Department of Fertilizers, nutrient based subsidy and certain Government schemes.

The major trends identified in the sector include water soluble fertilizers, shift to gas based fertilizer units and increasing joint ventures in the sector.

The competition section outlines the competitive landscape of the fertilizer market in India briefing about the domestic and foreign players existing in the market. This section provides a three dimensional analysis of domestic key players' revenues, profits and market capitalization. The report also features brief profiles of major domestic and foreign players in the market and a snapshot of their corporation, financial performance along with the key financial ratios, business highlights and their product portfolio providing an insight into the existing competitive scenario.

The report concludes with a section on key recent developments and strategic recommendations which comprises an analysis of the growth strategies of the fertilizer market in India.

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