

# Agricultural Surfactants Market Size and Industry Share Report 2032

The global agricultural surfactants market was valued at USD 1,392.8 million in 2019 and is expected to grow to USD 1,927.5 million by 2027, reflecting a compound annual growth rate (CAGR) of 5.1% over the forecast period. The growth is attributed to the increasing population rate and the growing demand for crop protection that is driving the adoption of advanced agricultural surfactants globally. This information is published by Fortune Business Insights, in its latest report.

The global **agricultural surfactants market** is experiencing significant growth due to the increasing demand for agrochemicals that enhance agricultural productivity. Surfactants play a crucial role in improving the efficiency of pesticides, herbicides, and fungicides by reducing surface tension and promoting better spreading and adhesion on plant surfaces.



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**What does the Report Include?**

The market report includes qualitative and quantitative analysis of several factors such as the key drivers and restraints that will impact growth. Additionally, the report provides insights into the regional analysis that covers different regions, which are contributing to the growth of the market. It includes the competitive landscape that involves the leading companies and the adoption of strategies by them to announce partnerships, introduce new products, and collaboration that will further contribute to the growth of the market between 2020 and 2027. Moreover, the research analyst has adopted several research methodologies such as Porter's Five Forces analysis to extract information about the current trends and industry developments that will drive the market growth during the forecast period.

## **DRIVING FACTORS**

### **Increasing Population Rate to Augment Growth**

According to the data by the United Nations, the global population is expected to reach about 8.5 billion by 2030. And 9.7 billion by 20250. The growing rate of population is likely to propel the demand for food and to suffice the needs the agriculture sector is expected to focus on the development of superior quality yield. These factors are anticipated to drive the demand for advanced agricultural surfactants globally.

## **SEGMENTATION**

### **By Type:**

- **Non-Ionic Surfactants** – Most commonly used due to compatibility with various agrochemicals.
- **Anionic Surfactants** – Provide excellent spreading and foaming properties.
- **Cationic Surfactants** – Primarily used for disinfectants and specialized applications.
- **Amphoteric Surfactants** – Less common but useful in specific formulations.

### **By Application:**

- **Herbicides** – Largest segment due to widespread weed control applications.
- **Fungicides** – Increasing demand due to rising fungal infections in crops.
- **Insecticides** – Essential for pest control and crop protection.
- **Others** – Including plant growth regulators and soil health products.

## **REGIONAL INSIGHTS**

### **Technological Advancement in Agriculture in North America to Propel Market Growth**

Among all the regions, North America is expected to remain dominant and hold the highest position in the global agricultural surfactants market. This is ascribable to factors such as technological advancement in the agriculture industry such as the introduction of genetically modified seeds and the focus on sustainable farming that drives the demand for advanced agricultural surfactants in the region. North America stood at USD 582.9 million in 2019.

The market in Asia-Pacific is expected to gain momentum owing to the presence of a large population that is propelling the demand for optimum quality food yield in countries such as Japan, China, and India between 2020 and 2027.

## **COMPETITIVE LANDSCAPE**

### **Product Innovations by Key Players to Brighten Their Market Prospects**

The global agricultural surfactants market comprises small, medium, and large companies that are focusing on adopting organic and inorganic strategies to maintain their presence. These companies are developing innovative agricultural surfactants to cater to the growing demand from farmers. Furthermore, other key players are striving to maintain a stronghold by adopting strategies such as merger and acquisition, partnership, and collaboration that will favor the market growth.

### **Industry Development:**

- **March 2020** - Wilbur-Ellis Company announced the launch of a unique blend of surfactants, EMBRECE-EATM. The agricultural surfactant is designed to improve the performance of fungicides, miticides, and insecticides by increasing the wetness and spread of the spray materials.

### **List of Companies Profiled in the Global Market for Agricultural Surfactants:**

- BASF SE (Ludwigshafen, Germany)
- AkzoNobel (Amsterdam, Netherlands)
- Evonik (Essen, Germany)
- Solvay (Brussels, Belgium)
- Huntsman Corporation (Texas, the U.S.)
- Nufarm (Melbourne, Australia)
- Clariant (Muttenz, Switzerland)
- Helena Chemical Company (Tennessee, U.S)
- Croda International (Snaith, UK)
- Wilbur-Ellis Company (San Francisco, the U.S.)

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