Agricultural Dyes & Pigments Market by Type (Dyes and Pigments), Application (Seed Treatment, Fertilizers, Crop Protection Products, Turf & Ornamental, Pond/Lake Color & Others), and by Region - Global Forecasts to 2020

Description: “Agricultural dyes & pigments market projected to grow at a CAGR of 4.3%”

The agricultural dyes & pigments market is projected to grow at a CAGR of 4.3% from 2015 to 2020. The market is further driven by factors such as increasing demand from end-user industries such as fertilizers and dyes & pigments, and increasing number of applications such as the use of dyes & pigments in seed treatment and crop production products. The high growth potential in emerging markets and untapped regions provides new growth opportunities for market players.

“Pigments accounted for the largest market share in 2014”

Between the types of agricultural dyes & pigments, i.e., dyes and pigments, pigments accounted for the largest market share, followed by dyes, in 2014. Pigments are used on a large scale in applications such as pond colors and turf & ornamentals.

“Turf & ornamentals leads the market with the largest share”

On the basis of applications, the agricultural dyes & pigments market is led by the turf & ornamentals segment, followed by pond/lake color and crop protection products. Agricultural dyes & pigments are widely used in the golf courses & lawns and various ornamental plants for aesthetic reasons.

Breakdown of Primaries:

In-depth interviews have been conducted with various key industry participants, subject matter experts, C-level executives of key market players and industry consultants among other experts to obtain & verify critical qualitative and quantitate information as well as assess future market prospects. Distribution of primary interviews is as follows:

? By Company Type: Tier 1 – 55 %, Tier 2 – 20%, and Tier 3 – 25%
? By Designation: C level – 60%, Director level – 25%, and Others – 15%
? By Region: North America - 10%, Europe – 20%, Asia-Pacific – 40%, and RoW – 30%

Note: *Others include sales managers, marketing managers and product managers.

The tier of the companies is defined on the basis of their total revenue, as of 2014: Tier 1 =>USD 5 billion, Tier 2 = USD 1 billion to USD 5 billion and Tier 3 =<USD 1 billion

Leading players such as Bayer CropScience AG (Germany), BASF SE (Germany), Clariant International AG (Switzerland), Chromatech Incorporated (U.S.) and INGOTEC Group BV (The Netherlands) have been profiled. The other players include Keystone Aniline Corporation (U.S.), Sun Chemicals (U.S.), BrettYoung (Canada) and others.

Reasons to buy this report:
- To get a comprehensive overview of the agricultural dyes & pigments market
- To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them
- To gain insights of the major countries/regions in which the agricultural colorants market is flourishing

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