

Consumer Markets for Pesticides and Fertilizers 2010:

U.S. Market Analysis and Opportunities

The seventeenth edition of Kline & Company's continuing business analysis on the pesticides and fertilizers industries

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Base Year: 2009

As part of its ongoing service to the pesticides and fertilizers industries, Kline & Company is pleased to announce the newest edition of its continuing analysis of the consumer segment of this business with *Consumer Markets for Pesticides and Fertilizers 2010: U.S. Market Analysis and Opportunities*. Fully revised for the 2010 end-use season, this seventeenth-edition study examines the following topics for 13 product categories:

- Important product and company developments, acquisitions, and divestitures by category
- Market size and competitor shares by category
- Market trends, opportunities, and forecasts by category
- Leading products, prices, and suppliers by category
- Profiles of 50 leading suppliers
- Consumer buying patterns
- Forecasts generated from Kline's FutureView analytical forecasting model

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Report Scope

This market study presents data on the U.S. consumer market for pesticides, fertilizers, and related products in two sections. **Section One: Business Analysis** provides information on market size, brand shares, advertising expenditures, distribution patterns, and forecasts for each of 11 product categories and profiles of roughly 50 major suppliers and leading distributors in the industry.

Section Two: Consumer/Retailer Profiles presents data on the buying and selling practices for 13 product categories based on 1,500 consumer interviews. It includes tabulated results of all responses to these structured surveys.

Key Benefits

This report is designed to:

- Provide subscribers with a highly reliable and independent assessment of the size and scope of the consumer markets for pesticides and fertilizers at both the marketer and end-user level.
- Provide sales trend information by market segment for the last 10 years.
- Detail sales by product type, form, and supplier for 11 different market segments.
- Profile approximately 50 suppliers and distributors of products to the consumer markets for pesticides and fertilizers, including sales by product type and brands sold.
- Detail the various acquisitions and divestitures that have taken place in these market segments over the past two years.
- Present data compiled from over 1,500 homeowner surveys grouped into six major product sections that provides a detailed description of buying patterns by various demographic categories.

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Report Contents

SECTION ONE: Business Analysis

1. INTRODUCTION

2. INDUSTRY OVERVIEW

- Market description
 - Basic structure
 - Marketers' sales
 - Sales by region
 - Sales by application
 - Active ingredients
 - Private-label activity
- Competition
- Distribution
- Advertising
- Government regulations
- Outlook
 - Forecast sales to 2014

3. FERTILIZERS

- 3A. Lawn fertilizers
- 3B. Garden fertilizers
- 3C. Houseplant fertilizers

4. HERBICIDES

- 4A. Lawn herbicides
- 4B. Garden and nonselective herbicides

5. INSECTICIDES

- 5A. Outdoor insecticides
- 5B. Household and houseplant insecticides
- 5C. Insect repellents
- 5D. Pet insecticides

6. FUNGICIDES

7. RODENTICIDES

8. DISTRIBUTORS

9. SUPPLIERS

Chapters 8 and 9 contain estimated sales, product lines, brand names, marketing policies, advertising, facilities, and location of 50 leading marketers and distributors of consumer pesticides and fertilizers.

SECTION TWO: Consumer/Retailer Profiles

1. INTRODUCTION

2. CONSUMER OVERVIEW

- Lawn and garden maintenance
- Lawn care
- Cost of lawn care service
- Future plans
- Pest control service
- Consumer purchases
- Brand recollection
- Retail outlets

3. FERTILIZERS

- 3A. Lawn fertilizers
- 3B. Garden fertilizers
- 3C. Houseplant fertilizers

4. HERBICIDES

- 4A. Lawn herbicides
- 4B. Garden and nonselective herbicides

5. INSECTICIDES

- 5A. Lawn insecticides
- 5B. Outdoor nonplant insecticides
- 5C. Houseplant insecticides
- 5D. Household insecticides
- 5E. Pet insecticides

6. OTHER PRODUCTS

- 6A. Rodenticides
- 6B. Insect repellants
- 6C. Fungicides

APPENDICES

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts conducted in-depth discussions and personal interviews with a wide range of knowledgeable industry participants and opinion leaders, including product manufacturers and marketers, distributors and suppliers, key retailers, and other relevant industry experts.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research comprises 80% of the overall research methodology for this report.

Primary research represents the bulk of our research efforts. In addition, this analysis will be supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire pesticide value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

North America

+1-973-435-6262

Latin America

+55-11-3079-0792

Europe

+32-2-770-4740

Japan

+81-3-3242-6277

Asia

+86-21-6876-8600

India

+91-124-4546-100

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- Seed Treatment 2009 - Global Series: Market Analysis and Opportunities
- Post Harvest Disease Control for Fruits and Vegetables 2009: U.S. Market Analysis and Opportunities
- Stored Grain Insect Control 2009: U.S. Market Analysis and Opportunities
- The Impact of the Recession on the Non-Crop Pesticide Market 2009-2014
- Global Markets for Specialty Pesticides, 2009
- Professional Mosquito Control Insecticides 2009: U.S. Market Analysis and Opportunities
- The U.S. Industrial Vegetation Management Market for Pesticides and Fertilizers
- Professional Turf and Ornamental Markets for Pesticides and Fertilizers USA
- Consumer Markets for Pesticides and Fertilizers USA 2008