



Consumer Markets for Pesticides and Fertilizers:

U.S. Market Analysis and Opportunities

To Be Published 2nd Quarter 2017

Base Year: 2016

Forecasts to 2021

Regional Coverage: United States

Consumer Markets for Pesticides and Fertilizers: U.S. Market Analysis and Opportunities will provide subscribers with a complete look at the U.S. consumer pesticides and fertilizers market for the 2016 calendar year. The study is structured in three parts: Industry Analysis, Supplier Profiles, and Homeowner Survey. The Industry Analysis will include a summary and sections on 11 separate product categories. The Supplier Profiles will include approximately 40 detailed profiles of the leading suppliers/marketers to this market. The Homeowner Survey provides details from over 1,500 homeowners regarding their pesticide and fertilizer use.

This Report Will Help Subscribers to:

- Provide an update on important product and company developments, acquisitions, and divestitures by product category
- Profile the leading 40 suppliers and top distributors to the consumer pesticide and fertilizer market
- Understand market size and competitor shares by product category
- Analyze end-user usage by product category, including brands, product form, and type of establishment purchased from
- Update the use of natural/organic pesticides by homeowners



Tentative Report Contents*

SECTION ONE: Business Analysis

Introduction

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 2021

Fertilizers

- Lawn fertilizers
- Garden fertilizers
- Houseplant fertilizers

Herbicides

- Lawn herbicides
- Garden and nonselective herbicides

Insecticides

- Outdoor insecticides
- Household and houseplant insecticides
- Pet insecticides
- Insect repellents

Fungicides

Rodenticides

Distributors

Suppliers

The suppliers and distributors sections will 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

Introduction

Consumer Overview

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

Fertilizers

- Lawn fertilizers
- Garden fertilizers
- Houseplant fertilizers

Herbicides

- Lawn herbicides
- Garden and nonselective herbicides

Insecticides

- Lawn and garden insecticides
- Outdoor nonplant insecticides
- Houseplant insecticides
- Household insecticides
- Pet insecticides

Other Products

- Rodenticides
- Insect repellants
- Fungicides

Appendices

* Subject to charter subscriber input



Scope

Consumer Markets for Pesticides and Fertilizers: U.S. Market Analysis and Opportunities will provide an independent appraisal of the important consumer pesticides and fertilizers market. This report will explore the market opportunities and challenges for marketers of branded pesticides and fertilizers.

- Report analysis will provide market size, company shares, sales by product type, advertising expenditures, distribution patterns, and forecasts for 11 product categories
- Profiles of approximately 50 leading suppliers and distributors of consumer pesticides and fertilizers
- Update on consumer use of natural pesticides for home and garden
- Will provide an analysis of homeowner use patterns for 13 product categories including where purchased, what products are used to treat
- Updates on key mergers and acquisitions over the past two years
- Homeowner use of pest control and lawn care services versus self treatment

Key Benefits

This report will provide subscribers with a highly reliable and independent assessment of the size and scope of the consumer pesticide and fertilizer market at both the market and end-user level. The Business Analysis segment will detail sales and use patterns of consumers for 11 different market segments. The Consumer Analysis segment will show details of consumer buying patterns such as what product forms use, what type of establishment they purchase from, and how often they purchase.

- Profile approximately 40 suppliers and the leading distributors of consumer pesticides and fertilizers detailing their sales by product type, advertising expenditures, and key mergers and acquisitions
- Provide sales by product type, product form, and active ingredient volumes
- Insights into trends affecting the markets including the use of natural/organic products
- Identify new product introductions by company
- FutureView forecasts provide historic and estimated growth by product category



Methodology

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

In addition, Kline will survey a national representative panel of over 1,500 homeowners to provide a detailed understanding of current homeowner use pattern by various demographic categories.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline's analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline's internal database, consisting of over half a century's syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline's proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. 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.

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