



Crop Protection Manufacturers Report: A Strategic Market Analysis of the U.S. Crop Protection Industry

To be Published 2nd Quarter 2015
Base Year: 2014
Forecasts to 2019

Regional Coverage: ■ North America

What impact will commodity prices have on the U.S. crop protection industry in 2013? While prices are still well above 10-year averages, but well below the levels of the past few years, will this softer market have an impact on crop protection companies' profits? Kline's Crop Protection Manufacturers Report: A Strategic Market Analysis of the U.S. Crop Protection Industry, which includes the leading generic crop protection companies, looks at the top 20 crop protection suppliers and highlight their sales for the 2014 year.

This Report Will Provide Subscribers the Following:

- Highlights into major decisions, actions, and company results for 2014
- The key components of the previous generic chemical manufacturers in the U.S. crop protection industry
- A review of the major drivers impacting the crop protection industry in 2014
- Events that have affected the performance of crop protection manufacturers in 2014
- Profiles of the top 20 U.S. crop protection companies by product group
- Individual company branding and retailer strategies



Tentative Report Contents*

Introduction

Executive Summary

- An Overview of Key Findings

Summary of 2014 U.S. Crop Protection Market:

- Highlights of major industry events 2014
- One page highlights of each profiled company
 - Net 2014 sales vs. 2013
 - Key events taking place in 2014
- Market actions
- Strategic initiatives
- New product launches
- Significant registrations
- Acquisitions and divestitures
- Distributor channel changes
- Total net 2014 sales-top 20 U.S. companies
 - Chemicals: agricultural crop markets
 - Seed: treatments and coatings
 - Seed: products
- 2014 industry sales by product groups
 - Herbicides
 - Insecticides
 - Fungicides
 - Plant growth regulators
 - Fumigants, others
 - Seed treatment
 - Seed traits

Strategic Change Drives

- Overview of principal change drivers 2014-2019
 - Distribution channel restructuring
 - Branded vs. private label vs. generic products
 - New and emerging technologies
 - Growing number of short manufacturers
- Potential scenarios by company
 - Likely sales impacts from change drivers
 - Company sales outlooks: 2014-2019
 - Multiple scenario development of possible outcomes

Manufacturer Profiles

Detailed profiles of 20 leading research-based and generic crop protection manufacturers, including the following information:

- Global business and sales
- Global crop protection sales
- U.S. crop protection business
- U.S. crop protection sales and product details by:
 - Herbicides
 - Insecticides
 - Fungicides
 - Plant growth regulators/other
 - Seed treatment
- Sales 2013 vs. 2014
- Brands active ingredient, patent status, target markets
- Review of new marketing initiatives
- Company profitability by EBIT
- 2014 business activity
 - Sales group activity
 - Distribution direction
 - Research and technology
 - Manufacturing
- Five- and 10-year business outlook

* Subject to charter subscriber input



Scope

This report will provide a detailed independent appraisal of the U.S. crop protection chemical market for 2014. Included in the report are 20 detailed profiles of the leading branded and generic crop protection chemical manufacturers operating in the United States.

- Detailed profile of the top seven major research-based manufacturers
- Profile of leading 13 generic chemical manufacturers
- Highlights into current company performances, including manufacturers' sales by product type and active ingredient
- Section highlighting major decisions, actions and results in 2014
- Strategic change drivers impacting the crop protection industry
- List of 600+ product brands and active ingredients
- Patent status and target market for each brand
- Product detail by seed traits
- Highlights that provide insight into current company performance

Key Benefits

This report will provide marketing managers with a reliable assessment of the overall performance of the U.S. crop protection industry in 2014.

- Develop business strategies by understanding the trends and developments that are driving the U.S. crop protection industry
- Provide a management tool to improve their perspective of the 2014 market situation and how the current situation may unfold over the next five years
- Understand the impact of generic manufacturers and their products
- Look at market from biotech seed traits perspective
- Understand importance of key active ingredients to manufacturers portfolio
- Seed treatment and coatings importance by supplier



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.

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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