



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

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**Base Year: 2019**

**Published:  
Q3 2020**

A comprehensive analysis examining U.S. crop protection manufacturers in 2019, this report focuses on key trends, changes, challenges, and business opportunities for major manufacturers, especially after many recent company mergers. Included is an assessment of the top 20 companies profiled in detail.



**Regional Coverage:** United States

## SCOPE

- › Detailed profiles of major research-based manufacturers
- › Profile of leading generic chemical manufacturers
- › Highlights of current company performances, including manufacturers' sales by product type, and active ingredient
- › A section highlighting major decisions, actions, and results in 2019
- › 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

**Including company profiles**

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## Introduction

### Executive Summary

An overview of key findings

### Summary of 2019 U.S. Crop Protection Market

- Highlights of major industry events in 2019
- One-page highlights of each profiled company
  - Net 2018 sales vs. 2019
  - Key events taking place in 2019
- Market actions
- Strategic initiatives
- New product launches
- Significant registrations
- Acquisitions and divestitures
- Distributor channel changes
- Total net 2019 sales of the top 20 U.S. companies
  - Chemicals: agricultural crop markets
  - Seed: treatments and coatings
  - Seed: products
- 2019 industry sales by product groups
  - Herbicides
  - Insecticides
  - Fungicides
  - Plant growth regulators
  - Fumigants, others
  - Seed treatment
  - Seed traits

### Strategic Change Drivers

- Overview of principal change drivers, 2019-2024
- Distribution channel restructuring
- Branded vs. private label vs. generic products
- New and emerging technologies
- Potential scenarios by company
- Likely sales impacts from change drivers
- Company sales outlooks, 2019-2024
- Multiple scenario development of possible outcomes

### Manufacturer Profiles

Detailed profiles of about 20 top research-based and generic crop protection manufacturers, including:

- Global business and sales
- Global crop protection sales
- U.S. crop protection business
- U.S. crop protection sales and product details:
  - Herbicides
  - Insecticides
  - Fungicides
  - Plant growth regulators/other
  - Seed treatment
- Sales 2018 vs. 2019
- Brands active ingredient, patent status, target markets
- Review of new marketing initiatives
- Company profitability by EBIT
- 2019 business activity
  - Sales group activity
  - Distribution direction
  - Research and technology
  - Manufacturing

Five- and 10-year business outlook

## REPORT BENEFITS

This report will provide marketing managers with a reliable assessment of the overall performance of the U.S. crop protection industry in 2019. It will also help subscribers:

Develop business strategies by understanding the trends and developments that are driving the U.S. crop protection industry

Improve their perspective of the 2019 market situation and show how events may unfold over the next five years

Understand the impact of generic manufacturers and their products as well as key active ingredients to manufacturers' portfolios

## 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 60-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.

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+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

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+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277



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<b>Meta description</b> <i>This should be a two – three sentence description. It is what a user will see on a Google search page</i>	An in-depth report on the leading crop protection manufacturers in the United States in 2019. This includes sales by product type, market activity, mergers and acquisitions and new product launches, with company profiles for top manufacturers.
<b>10 or less keywords/phrases</b> (separated by a comma) <i>What would your targeted client search for to get to this report description?</i>	Crop Protection Manufacturers, Pesticides, Insecticides, Herbicides, Fungicides, Seed Treatments, Plant Growth Regulators, Fumigants, Glyphosate
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