

# Fruit, Tree Nut, and Vegetable Plant Protection Market: U.S. Market Analysis and Opportunities

**Base Year: 2020**

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A comprehensive analysis examining the U.S. specialty fruit and vegetable market in 2020, this report will include sales and volumes by brand, active ingredient, and supplier for the 40+ crops covered. It will also include a five-year forecast model that will show the influence COVID-19 may have on this market.

**Regional Coverage:**

United States

## SCOPE

- › Detailed profiles of major research-based manufacturers
- › Profiles of leading generic chemicals manufacturers
- › Highlights of current company performances, including manufacturers' sales by product type and active ingredient
- › A section highlighting major decisions, actions, and results in 2020
- › 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

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## Introduction

### Executive Summary

- An overview of key findings
- Fruit and vegetable acres by crop and crop category, 2014 & 2020
- Sales by brand and pesticide type, 2014 & 2020
- Sales by supplier and pesticide type for nuts, fruits, and vegetables, 2014 & 2020
- Sales and volume by active ingredient by product type, 2014 & 2020
  - Fruits
  - Vegetables
  - Nuts

### Each crop group will include the following information:

- Sales by crop, product type, and brand for each crop group
- Sales by active ingredient
- Active ingredient *and* volume
- Price per brand
- Rate/acre by brand
- Sales by brand and supplier
- Primary pest target by crop and brand



## Qualitative assessment

- Treatment differences according to variety when applicable (i.e. apples, grapes, citrus)
- Importance and development of the organic market
- Immediate and mid-term impact of the pandemic

## Manufacturer highlights

- Supplier summaries by company and crop
- Supplier summary by product and brand
- SWOT analysis for F&V market for leading suppliers

## Outlook/Forecast 2020-2025

- Sales by crop group, 2020-2025
- Model to show future impact of COVID-19 on U.S. fruit & vegetable market (including export markets)

## CROPS/CROP GROUPS COVERED (# OF CROPS)

Fruits	Nuts
Pome fruits (2)	Almonds (1)
Stone fruits (3)	Walnuts (1)
Citrus (4)	Pistachios (1)
Berries (4)	Filberts (1)
Grapes (1)	Pecans (1)
	Peanuts (1)
Vegetables	Specialty crops
Brassica (3)	Potatoes (1)
Leafy (4)	Sweet corn (2)
Fruiting (3)	Hops
Cucurbits (5)	Sugar cane (1)
Legume (3)	Sugar beet (1)
Root crops (3)	Rice (1)
Dry beans (1)	

## REPORT BENEFITS

This report will provide pesticide suppliers with a reliable assessment of the U.S. fruit and vegetable pesticide market for 2020 compared to previous years. It will also help subscribers:

Develop business strategies by understanding the trends and developments that are driving the U.S. specialty fruit and vegetable market

Show the impact COVID-19 has had on this market and how it is expected to impact it in 2021

Understand the impact of generic manufacturers and their products on this highly specialized market

## 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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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