

Professional Turf and Ornamental Market for Pesticides and Fertilizers: U.S. Market Analysis and Opportunities

Base Year: 2021

**To be published:
Q2 2022**

23rd edition

Regional Coverage: United States

The report is an accurate and independent appraisal of the market size and segmentation, application methods, products used and costs, and market trends in the professional turf and ornamental market. Coverage includes both chemical and biologically based products.

SCOPE

- › The study focuses primarily on sales of pesticides & fertilizers used in three main market segments:
- Golf courses
 - All other lawn care
 - Horticultural nurseries and greenhouses

This study serves to empower sales, marketing, and strategic management professionals to utilize the most current turf and ornamental pesticide and fertilizer data in their areas of responsibility. It helps identify and understand consumption trends and make a comparative assessment of professional turf and ornamental pesticide and fertilizer suppliers, brands, active ingredients, acre treatments, and volumes. It also helps market participants benchmark their company's performance in each product category against their competitors.

**FEATURES INTERACTIVE
DATABASE**

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Introduction

Executive Summary

End-Use Segments

Each end-use chapter shown in Table 1 provides:

- Structure of the industry
- Herbicides (pre- & post- emergence and selective & non-selective)
- Insecticides
- Fungicides
- Number/timing of applications
- Sales by application type
- Sales by weed species and brand
- Sales by insect species and brand
- Sales by fungi species and brand
- Sales and market share by supplier/brand
- Consumption by active ingredient
- Acre/hectare treatments by brand/supplier
- Biopesticide usage
- Biostimulant usage
- New products and trends
- Outlook for the next five years

Products

Each product chapter listed in Table 2 provides the following information:

- Function
- Product type
- Market in 2021

Table 1: END-USE SEGMENTS

Golf Courses
Lawn Care
Horticultural Nurseries and Greenhouses
Institutional Turf Facilities
Landscape Contractors
Turf Farms

Table 2: PRODUCT CATEGORIES ANALYZED

Fertilizers
Herbicides (including aquatic herbicides)
Insecticides
Fungicides
Plant Growth Regulators

REPORT BENEFITS

This report serves as an excellent resource for manufacturers and formulators of turf- and ornamental-related products. Specifically, it assists subscribers by providing:

Highly reliable and independent assessment of brand sales for pesticides and fertilizers by end-use segment

Aid with regulatory filings by providing volumes of the active ingredient used for each product and acres treated by brand

An examination of what each brand is used to control and supplier sales by brand

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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