

# Green Fertilizer Market to Hit USD 3.53 Bn by 2032 Driven by Growth in Demand for Practices in Sustainable Agriculture

*"The Green Fertilizer Market is driven by strict environmental regulations, green agriculture demand, technological advancements, and government incentives"*

AUSTIN, TX, UNITED STATES, November 19, 2024 /EINPresswire.com/ --

The [Green Fertilizer Market](#) Size was valued at USD 2.15 billion in 2023 and is expected to reach USD 3.53 billion by 2032 and grow at a CAGR of 5.65% over the forecast period 2024-2032.



## Green Fertilizer Market Growth Analysis:

The Green Fertilizer Market has experienced significant growth in recent years, driven by heightened environmental awareness and the urgent need for sustainable agricultural practices. The shift toward eco-friendly alternatives to chemical fertilizers has been accelerated by regulatory support, such as the European Union's "Farm to Fork" strategy, which encourages organic inputs to reduce dependency on synthetic fertilizers. This policy has promoted green fertilizers across Europe, further evidenced by substantial funding initiatives, including a recent \$50 million investment by a major agricultural tech firm in bio-based fertilizers. These

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Green fertilizers, made from natural and renewable resources, are in high demand due to environmental concerns and climate change mitigation.”

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innovations align with broader sustainability goals, targeting reduced carbon emissions and improved soil health. The rising issues of soil degradation and land restoration demand effective solutions, pushing green fertilizers like biochar into focus for their dual role in enhancing soil fertility and sequestering carbon. Additionally, the demand for organically grown produce has surged, further fueling green fertilizer adoption, particularly as certifications like USDA Organic

gain traction in consumer markets. Overall, green fertilizers, encompassing organic and bio-based categories, offer an efficient, environmentally friendly solution that resonates with the growing preference for sustainable agriculture practices.

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Key Players Listed in Green Fertilizer Market Are:

- Yara International
- Nutrien Ltd.
- Coromandel International Ltd.
- Tata Chemicals
- Ishihara Sangyo Kaisha Ltd.
- BioWorks Inc.
- The Mosaic Company
- K+S AG
- Loveland Products Inc.
- Haifa Group and other players.

By Technology Segment Analysis

The Proton Exchange Membrane (PEM) technology segment dominated and held a 32.3% share of the Green Fertilizer market in 2023. This segment leads the market due to its efficiency and effectiveness in producing green hydrogen, a key ingredient in green fertilizer formulations. PEM electrolysis delivers high-purity hydrogen at lower operating temperatures, making it ideal for renewable energy sources like wind and solar power. In Germany, for instance, PEM technology is central to advanced green hydrogen projects that produce hydrogen for sustainable ammonia, a primary component of green fertilizers. This capability meets the rising demand for high-quality hydrogen, driving sustainable agricultural practices forward.

Key Market Segmentation:

By Technology

- Alkaline water electrolysis
- Proton Exchange Membrane
- Solid Oxide Electrolysis

By Fertilizer Type

- Ammonium nitrate (AN)
- Calcium ammonium nitrate (CAN)

## By Form

- Solid
- Granules
- Pellets
- Powder
- Liquid
- Concentrates
- Solutions

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## Trend Analysis of the Green Fertilizer Market

- Demand for Green Fertilizer-based products in skincare and supplements is rising as consumers shift away from synthetic chemicals to non-toxic, natural alternatives.
- Sustainable Farming Focus: Increased use of Green Fertilizers in agriculture supports soil health and eco-friendly farming, with government incentives further driving adoption.
- Bio-based Innovations: Advances in bio-based fertilizers and Green Fertilizer-infused foods showcase expanding applications, fueling market growth across multiple sectors.

## Recent Developments:

- June 2024: ACME Group and IHI Corporation jointly developed a Green Hydrogen and Ammonia project, with a consideration of an investment of USD 7 billion at Gopalpur Industrial Park, Odisha.

## Regional Analysis

In 2023, Europe dominated the Green Fertilizer market with a market share of about 30% due to stringent sustainability policies and commitments by governments concerning the reduction of carbon emissions. The Strategy has received much-needed impetus from the EU's Farm to Fork, which substantially supports environmentally clean ways of farming. Germany, France, and the Netherlands have been drivers in this movement. While Germany's stringent environment-related regulations and France's subsidization of organic inputs have fueled adoption, the Netherlands' leadership position in progressive farming practices and incentives supports the market growth. In setting up several green fertilizer production facilities and research centers across Europe, its leadership is further aided by government and private investments. This holistic approach has made Europe the clear leader in the green fertilizers industry.

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## What Are the Opportunities of the Green Fertilizer Market?

- The increasing incorporation of Green Fertilizer in functional food and beverage products presents a significant opportunity for market growth. Green fertilizers is being used in the development of energy drinks, protein supplements, and other health-oriented beverages, offering a new avenue for the market to expand.
- As emerging economies such as India, Brazil, and China shift towards sustainable agricultural practices, there is a growing opportunity for Green Fertilizers in these regions. With the rise in organic farming and the adoption of eco-friendly farming techniques, these markets offer considerable growth potential.

The Green Fertilizer market is experiencing robust growth, driven by the increasing demand for sustainable agricultural practices, the rising popularity of organic farming, and growing consumer awareness regarding environmental concerns. Key market drivers include government incentives, the shift to eco-friendly farming, and the expansion of Green Fertilizer applications in food, beauty, and healthcare sectors. As the global population continues to seek healthier, more sustainable products, the Green Fertilizer market is expected to maintain strong growth, with Europe leading the charge in adoption and innovation.

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