Potash Fertilizer Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Fertilizers, Crop Nutrition & Soil Health (Agriculture & Agribusiness)
> **Source:** https://www.mordorintelligence.com/industry-reports/potash-fertilizer-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 11.61 billion
Projected Forecast (2031)	USD 11.61 billion
Growth Rate (CAGR)	4.36 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Potash Fertilizer industry](images/chart_2.png)

![Potash Fertilizer Market (2026 - 2031)](images/chart_3.png)

![Potash Fertilizer Market: Market Share by Type](images/chart_4.png)

![Potash Fertilizer Market: Market Share by Crop Type](images/chart_5.png)

![Potash Fertilizer Market CAGR (%), Growth Rate by Region](images/chart_6.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2021 - 2031 |
Market Size (2026) | USD 11.61 Billion |
Market Size (2031) | USD 15.79 Billion |
Growth Rate (2026 - 2031) | 4.36 % |
Fastest Growing Market | Asia-Pacific |

Largest Market	Asia-Pacific
Market Concentration	Medium

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Potash Fertilizer Market Analysis by Mordor Intelligence

The potash fertilizer market size is anticipated to expand from USD 10.93 billion in 2025 and USD 11.61 billion in 2026 to USD 15.79 billion by 2031, registering a CAGR of 4.36% between 2026 and 2031. Persistent potassium depletion in agricultural soils, exacerbated by the record 2025 grain and oilseed harvest, has driven increased nutrient removal and heightened replenishment demand for the 2026 application cycle. Global potash shipments rose for the fourth consecutive year to 74.5 million metric tons in 2025, reflecting the market's recovery despite earlier trade disruptions. With a concentrated supply base, factors such as rerouted trade flows, contract timing, and freight costs continue to influence prices in key import markets. In response, major producers are leveraging automation, cost controls, and phased capacity expansions to create a competitive edge over new entrants. This focus on operational efficiency and resilience underscores the market's emphasis on scale and margin discipline, ensuring sustained growth and stability.

Key Report Takeaways

* By type, muriate of potash accounted for the largest share of the potash fertilizer market size, representing 72.0% in 2025, while sulfate of potash is projected to be the fastest-growing segment, registering a CAGR of 5.9% during 2026–2031.
* By application mode, soil application held the largest market share at 61.0% in 2025, while fertigation is projected to be the fastest-growing segment, expanding at a 6.4% CAGR during 2026–2031.
* By crop type, field crops represented the largest segment, accounting for 58.9% of the potash fertilizer market share in 2025, while horticultural crops are forecast to be the fastest-growing segment, with a 6.2% CAGR during 2026–2031.
* By geography, Asia-Pacific dominated the market with a 41.9% share in 2025 and is also anticipated to be the fastest-growing regional market, recording a 5.5% CAGR during 2026–2031.

Key Market Trends

Global Potash Fertilizer Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Rising Soil Potassium Depletion Under High-Intensity Cropping	+1.8%	Global, with concentration in Asia-Pacific, South America, and Sub-Saharan Africa	Long term (≥ 4 years)
Wider Precision Nutrient Management and Variable-Rate Application	+0.7%	North America, Europe, and Australia	Medium term (2-4 years)
Expansion of Chloride-Sensitive Horticulture and Specialty Crops	+0.9%	Global, strongest in Asia-Pacific, Mediterranean Europe, and South America	Medium term (2-4 years)
Food-Security and Fertilizer-Support Programs Sustaining Balanced Fertilization	+0.7%	Asia, Africa, and the Middle East	Short term (≤ 2 years)
Growth in Protected Cultivation and Drip Irrigation Favors Soluble Potash Grades	+0.5%	Middle East, Asia-Pacific, and Mediterranean Europe	Medium term (2-4 years)

Emerging Industrial Pull from Hydrogen-Storage Salt Caverns and Brine-Linked Uses | +0.2% | Europe and North America | Long term (≥ 4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The potash fertilizer market is moderately consolidated, with the top five producers holding a significant share of the global market in 2025. Nutrien Ltd. led the market, followed by JSC Belaruskali, Uralkali PJSC, The Mosaic Company, and K+S Aktiengesellschaft. The six largest producers maintain market concentration while allowing niche competition. Automation, cost control, and selective expansion have emerged as key competitive strategies, with Nutrien Ltd. leveraging automation to reduce controllable cash costs per metric ton in 2024, showcasing the operational advantages of scale.

Strategic developments in 2025 and 2026 reflect a focus on disciplined expansion to secure market positions. ICL Group Ltd. secured a December 2025 contract to supply 750,000 metric tons of potash to China in 2026 at USD 348 per metric ton, with an option for an additional 330,000 metric tons, reinforcing its presence in a critical import market. Arab Potash Company PLC advanced its USD 1.1 billion Southern Expansion Project, aiming to increase annual capacity to 3.7 million metric tons by 2029. Similarly, EuroChem Group AG progressed with Phase 2 construction at its Usolskiy Potash Complex, targeting a total capacity of 4.7 million metric tons per year by 2027. These moves underline the importance of scale, supply security, and contract access in maintaining competitive advantage.

BHP Group Limited represents a significant new entrant, with Jansen Stage 1, 75% complete as of January 2026, anticipated to begin production in mid-2027 with a planned capacity of 4.2 million metric tons per year. Its increased Stage 1 capital estimate to USD 8.4 billion signals a strong commitment to becoming a major supplier. Meanwhile, smaller regional and specialty suppliers like Intrepid Potash, Inc., Compass Minerals International Inc., Sociedad Química y Minera de Chile S.A., and Haifa Group maintain competitive positions in premium niches where logistics reliability and high-purity grades are critical. These dynamic highlights a market that, while concentrated at the top, remains competitive through specialization, service quality, and regional delivery performance, emphasizing the balance between scale and niche opportunities.

Potash Fertilizer Industry Leaders* Nutrien Ltd.

* JSC Belaruskali

* Uralkali PJSC

* The Mosaic Company

* K+S Aktiengesellschaft

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Potash Fertilizer Market Report ScopePotash fertilizer is a potassium-rich material, such as potassium chloride (MoP) or potassium sulfate (SoP), extracted from natural salt deposits. It provides essential potassium (K) to plants, which is vital for water regulation, photosynthesis, disease resistance, and improving crop yield and quality. Potash fertilizers replenish the potassium removed from the soil during harvest. The Potash Fertilizer Market Report is Segmented by Type (Muriate of Potash (MoP), Sulfate of Potash (SoP), and Others), by Applic ation Mode (Fertigation, Foliar, and Soil), by Crop Type (Field Crops, Horticultural Crops, and Turf and Ornamental), and by Geography (North America, Europe, Asia-Pacific, South America, Middle East, and Africa). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

By TypeMuriate of Potash (MOP) |
Sulfate of Potash (SoP) |
Others |

Segmentation Accordion Item

By GeographyNorth America | Canada |
 | Mexico |
 | United States |
 | Rest of North America |
Europe | France |
 | Germany |
 | Italy |
 | Netherlands |
 | Russia |
 | Spain |
 | Ukraine |
 | United Kingdom |
 | Rest of Europe |
Asia-Pacific | Australia |
 | Bangladesh |
 | China |
 | India |
 | Indonesia |
 | Japan |
 | Pakistan |
 | Philippines |
 | Thailand |
 | Vietnam |
 | Rest of Asia-Pacific |
South America | Argentina |
 | Brazil |
 | Rest of South America |
Middle East | Saudi Arabia |
 | Turkey |
 | United Arab Emirates |
 | Rest of Middle East |
Africa | Egypt |
 | Nigeria |
 | South Africa |
 | Rest of Africa |

Frequently Asked Questions

What is the current outlook for potash fertilizer demand?

The potash fertilizer market was valued at USD 11.61 billion in 2025 and is projected to grow at a CAGR of 4.36% during 2026–2031.

Which product type contributes the most revenue?

Muriate of potash is the largest product segment, accounting for 72.0% of revenue in 2025 because it remains the most cost-effective option for field crops and standard blends.

Which area is expanding the fastest by region?

Asia-Pacific is projected to be the fastest-growing regional market, registering a CAGR of 5.5% during 2026–2031, driven by strong demand from major agricultural economies such as China and India.

What is the main supply risk affecting global trade?

The biggest risk is export concentration, as a limited number of producing countries still dominate global supply, making the market vulnerable to sanctions, rerouted logistics, and freight disruptions.

How concentrated is competition among suppliers?

The top 5 producers accounted for dominant share of global sales volumes in 2024, indicating moderate concentration with strong control at the top but still enough space for niche and specialty competition.