

Specialty 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/specialty-fertilizers-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 26.89 billion
Projected Forecast (2031)	USD 26.89 billion
Growth Rate (CAGR)	6.30 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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

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

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

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

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

![Specialty Fertilizer Market](images/chart_7.png)

![research-methodology](images/chart_8.svg)

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![GPTW](images/chart_20.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2021 - 2031
Market Size (2026)	USD 26.89 Billion
Market Size (2031)	USD 36.5 Billion

Growth Rate (2026 - 2031) | 6.30 % |
Fastest Growing Market | Middle East |
Largest Market | Asia-Pacific |
Market Concentration | Low |

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

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Market Overview

Specialty Fertilizer Market Analysis by Mordor Intelligence

The specialty fertilizer market size was valued at USD 25.30 billion in 2025 and estimated to grow from USD 26.89 billion in 2026 to reach USD 36.50 billion by 2031, at a CAGR of 6.30% during the forecast period (2026-2031). A measured but durable expansion is unfolding as growers shift spending toward precision nutrition products that raise water-use efficiency and unlock carbon-credit revenue. Liquid offerings dominate current demand because fertigation systems reduce labor requirements and integrate seamlessly with variable-rate controllers. Polymer-coated controlled-release grades are gaining momentum in turf, greenhouse, and high-value horticulture because a single application covers the entire growth cycle and reduces application losses. Digital agronomy platforms that prescribe field-specific micronutrient blends are also widening the adoption funnel for specialty solutions, while green-ammonia investments position low-carbon nitrogen to win future procurement mandates. Input-cost volatility and tightening heavy-metal limits remain prominent obstacles, yet product innovation and data-driven advisory services continue to reinforce the specialty fertilizer market growth trajectory.

Key Report Takeaways

* By specialty type, liquid fertilizers accounted for the largest specialty fertilizer market share of 38.5% in 2025, while controlled-release fertilizers are projected to be the fastest-growing segment, registering a CAGR of 8.8% during 2026-2031.

* By application mode, fertigation represented the largest application segment, contributing 48.1% of the specialty fertilizer market size in 2025, and is projected to remain the fastest-growing application mode, with a CAGR of 7.3% through 2031.

* By crop type, horticultural crops accounted for 43.0% of global demand in 2025 as the largest crop segment, whereas turf and ornamental crops are forecast to be the fastest-growing, expanding at a CAGR of 7.9% during 2026-2031.

* By region, Asia-Pacific accounted for 33.8% of global revenue in 2025, making it the largest regional market, while the Middle East is anticipated to record the fastest growth, advancing at a CAGR of 8.8% through 2031.

Key Market Trends

Global Specialty Fertilizer Market Trends and InsightsDrivers Impact Analysis*

Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline

| Precision-agriculture adoption | +1.1% | North America, Europe, Oceania within Asia-Pacific | Short term (≤ 2 years) |

Water scarcity and irrigation efficiency improvements | +0.9% | Middle East, North Africa, and South Asia | Medium term (2-4 years) |

Greenhouse and vertical-farm expansion | +0.8% | Global, concentrated in the Asia-Pacific and the Middle East | Medium term (2-4 years) |

Carbon-credit incentives for nutrient-use-efficient inputs | +0.7% | North America, Europe, and South America | Medium term (2-4 years) |

CRISPR-enabled nutrient-dense crops | +0.4% | North America, Europe, and with spillover to the Asia-Pacific | Long term (≥ 4 years) |
Digital traceability premiums for low-footprint produce | +0.5% | Europe, North America, and Japan | Medium term (2-4 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The specialty fertilizers market remains fragmented, with key players including Yara International ASA, The Mosaic Company, Sociedad Quimica y Minera de Chile SA (SQM), Nutrien Ltd, and Koch Industries Inc in 2025. Yara International holds a significant market share in 2025, followed by The Mosaic Company, while regional players and start-ups collectively account for a substantial share. Leading companies utilize vertical integration, covering raw materials to digital advisory services, to manage costs and secure customer loyalty through comprehensive solution offerings. Mid-sized firms differentiate themselves by focusing on biological additives, microgranulation, and crop-specific blends tailored to local agronomic needs.

Key areas of focus in the market include biodegradable coatings, nitrification inhibitors, and microbial consortia. Strategic initiatives continue to shape the industry, such as Yara's acquisition of AgroNutri and Nutrien's establishment of a new Controlled Release Fertilizers (CRF) plant, which enhance technology portfolios and expand regional presence. Partnerships with digital farming platforms, such as Mosaic's launch of CropNutrition Pro, highlight a growing emphasis on data-driven service models that increase switching costs for growers.

Barriers to market entry include regulatory registration, environmental compliance, and the extent of dealer networks. Environmental certifications, such as the ISO 14001 recently obtained by SQM in Chile, reflect the increasing importance of sustainability credentials valued by buyers. Emerging opportunities in the market include specialty fertilizers designed for urban farming and combined seed-nutrient packages for CRISPR crops. These areas present growth potential for agile innovators to capture market share before larger incumbents fully engage.

Specialty Fertilizer Industry Leaders* Yara International ASA

- * The Mosaic Company
- * Sociedad Quimica y Minera de Chile SA
- * Nutrien Ltd
- * Koch Industries Inc.

* *Disclaimer: Major Players sorted in no particular order
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Component Component 3 Scope Of The Report Bottom

Global Specialty Fertilizer Market Report Scope
Specialty fertilizers are high-value nutrient formulations, including water-soluble, slow/controlled-release, and micronutrient-based products, designed to improve nutrient efficiency, minimize environmental impact, and address specific crop or soil needs. The Specialty Fertilizer Market is Segmented by Specialty Type (Controlled Release Fertilizers (CRF), Liquid Fertilizer, Slow-release fertilizers (SRF), and Water Soluble fertilizer), by Application Mode (Fertigation, Foliar, and Soil), by Crop Type (Field Crops, Horticultural Crops, and Turf and Ornamental), and by Region (Asia-Pacific, Europe, Middle East, Africa, North America, and South America). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

Specialty TypeControlled-Release Fertilizer (CRF) | Polymer Coated |
| Polymer-Sulfur Coated |
| Others |
Liquid Fertilizer |
Slow-Release Fertilizer (SRF) |
Water-Soluble Fertilizer |

Segmentation Accordion Item

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

Frequently Asked Questions

What is the current size of the specialty fertilizer market?

The specialty fertilizer market size stood at USD 25.30 billion in 2025, is estimated at USD 26.89 billion in 2026, and is projected to grow to USD 36.50 billion by 2031, expanding at a CAGR of 6.30% during 2026–2031.

Which form captures the highest specialty fertilizer market share?

Liquid fertilizers led with 38.5% revenue share in 2025.

Which segment is the fastest growing within the specialty fertilizer space?

Controlled-release products are forecast to expand at a 8.8% CAGR through 2031.

What region offers the strongest growth outlook?

The Middle East is projected to grow at 8.8% annually from 2026 to 2031.