

Range and Pasture Insecticides 2011:

Southern U.S. Market Analysis and Opportunities

1st Edition

Published September 2011

Base Year: 2010

A comprehensive analysis examining the U.S. range and pasture insecticide management market, focusing on key trends, developments, changes, challenges, and business opportunities, and addressing such issues as:

- The size and segmentation of the market for insecticides by brand, region, and insect treated
- Acre treatments by brand
- Active ingredient usage
- Supplier summary totals by brand
- Separate totals for insecticides by brand and insect treated

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Report Scope

Range and Pasture Insecticides 2011: Southern U.S. Market Analysis and Opportunities provides a detailed analysis of the use of insecticides on rangeland and pasture, and including such issues as:

- Brand shares and volumes
- Active ingredient volumes
- Brand sales by insect treated
- Satisfaction with existing products and brand loyalty
- Tank mixed used
- Number of applications per year
- Geographical breakdowns

The primary focus of this report are the key Texas, Florida, and Gulf Coast states where insects are an important issue.

Key Benefits

This report serves as an excellent resource for manufacturers and formulators of range and pasture insecticide management. Specifically, this report assists subscribers by providing:

- A highly reliable and independent assessment of the brand share sales for range and pasture insecticides
- Key product usage patterns for each specific insect
- Active ingredient volumes, including generics

Subscribers to this study have unlimited access to Kline's proprietary FutureView Scenario Forecasting Model. This interactive model provides forecasts of the future size of the range and pasture insecticide market. Subscribers are available to run numerous "what if" scenarios by making changes to supply and demand forecast assumptions.

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1. INTRODUCTION
2. MARKET ANALYSIS
3. CULTURAL PRACTICES
4. MARKETING ISSUES

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence. Kline's market analysis approach places the principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

During the course of field research, Kline's professional staff of industry experts had in-depth discussions with a wide range of knowledgeable industry participants and opinion leaders, including state extension range and pasture experts, insecticide product manufacturers and marketers, distributors and suppliers. Kline will also conduct structured interviews as the primary means of obtaining pasture data.

This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities. Primary research comprises over 95% of the overall research methodology for this report. In addition, this analysis is supplemented by secondary research drawn from the review of suppliers' product literature and price lists; a search of recent trade and technical literature; Internet sources; and analysis of statistical data from government, industry, and trade associations and agencies.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire energy industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

North America

+1-973-435-3407

Latin America

+55-11-3079-0792

Europe

+32-2-770-4740

Japan

+81-3-3242-6277

Asia

+86-21-5292-5353

India

+91-124-4546-100

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- Consumer Markets for Pesticides and Fertilizers 2010
- Global Nematicides Market 2010: Market Analysis and Opportunities
- Seed Treatment 2010 Global Series: Market Analysis and Opportunities
- Specialty Pesticides 2009: Multi-Region Series
- Professional Mosquito Control Insecticides 2009: U.S. Market Analysis and Opportunities
- Stored Grain Insect Control 2009: U.S. Market Analysis and Opportunities
- Pest Control in Food Handling Establishments 2009: U.S. Market Analysis and Opportunities
- Post-Harvest Disease Control for Fruits and Vegetables 2009: U.S. Market Analysis and Opportunities