



MARKET RESEARCH REPORT

Product: 310210 - Fertilizers, mineral or chemical; nitrogenous, urea, whether or not in aqueous solution

Country: Australia

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SCOPE OF THE MARKET RESEARCH

Selected Product	Urea, including aqueous solution in packs >10 kg
Product HS Code	310210
Detailed Product Description	310210 - Fertilizers, mineral or chemical; nitrogenous, urea, whether or not in aqueous solution
Selected Country	Australia
Period Analyzed	Jan 2019 - Jun 2025

LIST OF SOURCES

- GTAIC calculations based on the UN Comtrade data
- GTAIC calculations based on data from the World Bank, the International Monetary Fund, the Heritage Foundation, the World Trade Organization, the UN Statistical Division, the Organization of Economic Cooperation and Development
- GTAIC calculations based upon the in-house developed methodology and data coming from all sources used in this report
- Google Gemini AI Model was used only for obtaining companies
- The Global Trade Alert (GTA)

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EXECUTIVE SUMMARY

SUMMARY: LONG-TERM TRENDS OF GLOBAL DEMAND FOR IMPORTS

This section provides a condensed overview of the global imports of the product over the last five calendar years. Its purpose is to facilitate the identification of whether there is an increase or decrease in global demand, the factors influencing this trend, and the primary countries-consumers of the product. A radar chart is utilized to illustrate the intensity of various parameters contributing to long-term demand trend. A higher score on this chart signifies a stronger global demand for a particular product.

Global Imports Long-term Trends, US\$-terms

Global market size for Urea, including aqueous solution in packs >10 kg was reported at US\$18.46B in 2024. The top-5 global importers of this good in 2024 include:

- Brazil (15.99% share and 3.94% YoY growth rate)
- India (11.72% share and -37.06% YoY growth rate)
- USA (10.12% share and -6.98% YoY growth rate)
- Australia (7.86% share and 18.61% YoY growth rate)
- Thailand (5.26% share and -1.84% YoY growth rate)

The long-term dynamics of the global market of Urea, including aqueous solution in packs >10 kg may be characterized as fast-growing with US\$-terms CAGR exceeding 8.83% in 2020-2024.

Market growth in 2024 underperformed the long-term growth rates of the global market in US\$-terms.

Global Imports Long-term Trends, volumes

In volume terms, the global market of Urea, including aqueous solution in packs >10 kg may be defined as stagnating with CAGR in the past five calendar years of -0.98%.

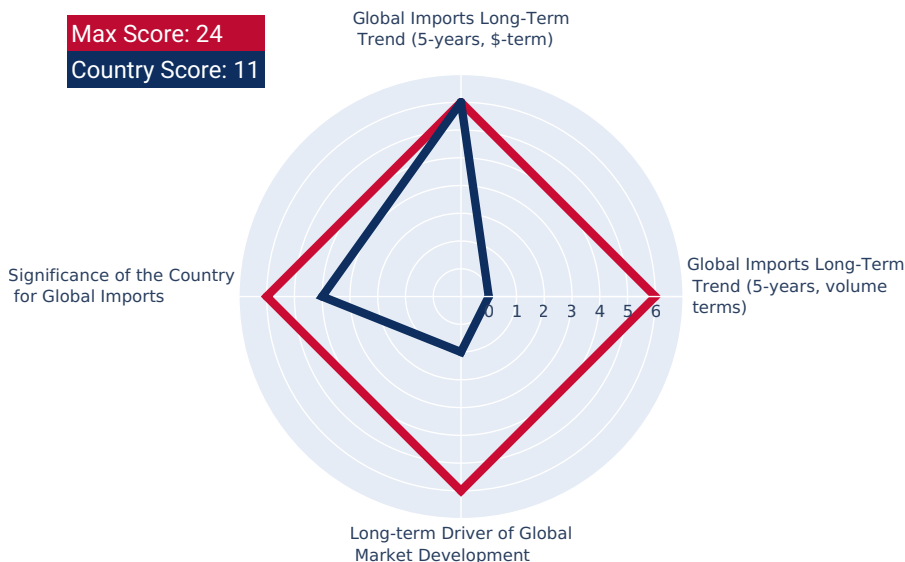
Market growth in 2024 underperformed the long-term growth rates of the global market in volume terms.

Long-term driver

One of main drivers of the global market development was decline in demand accompanied by growth in prices.

Significance of the Country for Global Imports

Australia accounts for about 7.86% of global imports of Urea, including aqueous solution in packs >10 kg in US\$-terms in 2024.



SUMMARY: STRENGTH OF THE DEMAND FOR IMPORTS IN THE SELECTED COUNTRY

This section provides a high-level overview of the selected country, aiming to gauge various aspects such as the country's economy size, its income level relative to other countries, recent trends in imported goods, and the extent of the global country's reliance on imports. By considering these indicators, one can evaluate the intensity of overall demand for imported goods within the country. A radar chart is employed to present multiple parameters, and the cumulative score of these parameters indicates the strength of the overall demand for imports. A higher total score on this chart reflects a greater level of overall demand strength. This total score serves as an estimate of the intensity of overall demand within the country.

Size of Economy

Australia's GDP in 2024 was 1,752.19B current US\$. It was ranked #13 globally by the size of GDP and was classified as a Large economy.

Economy Short-term Pattern

Annual GDP growth rate in 2024 was 1.43%. The short-term growth pattern was characterized as Slowly growing economy.

The World Bank Group Country Classification by Income Level

Australia's GDP per capita in 2024 was 64,407.48 current US\$. By income level, Australia was classified by the World Bank Group as High income country.

Population Growth Pattern

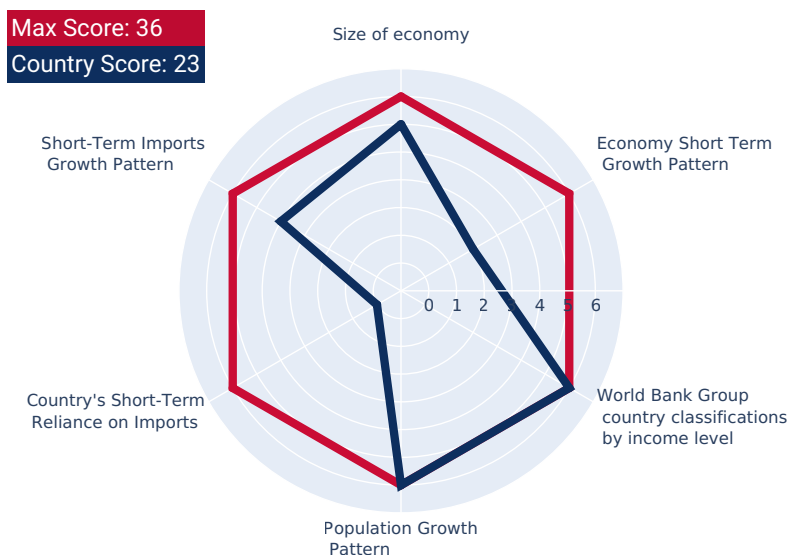
Australia's total population in 2024 was 27,204,809 people with the annual growth rate of 2.05%, which is typically observed in countries with a Quick growth in population pattern.

Short-term Imports Growth Pattern

Merchandise trade as a share of GDP added up to 36.40% in 2024. Total imports of goods and services was at 396.15B US\$ in 2024, with a growth rate of 6.43% compared to a year before. The short-term imports growth pattern in 2024 was backed by the stable growth rates of this indicator.

Country's Short-term Reliance on Imports

Australia has Low level of reliance on imports in 2024.



SUMMARY: SHORT-TERM TRENDS OF COUNTRY MARKET, US\$-TERMS

This section provides the short-term forecast for imports of the selected product to the subject country. It provides information on imports in US\$ terms over the last 12 and 6 months. The radar chart in this section evaluates various parameters, and a higher cumulative score on the chart indicates a stronger tracking of imports in US dollar terms.

LTM Country Market Trend, US\$-terms

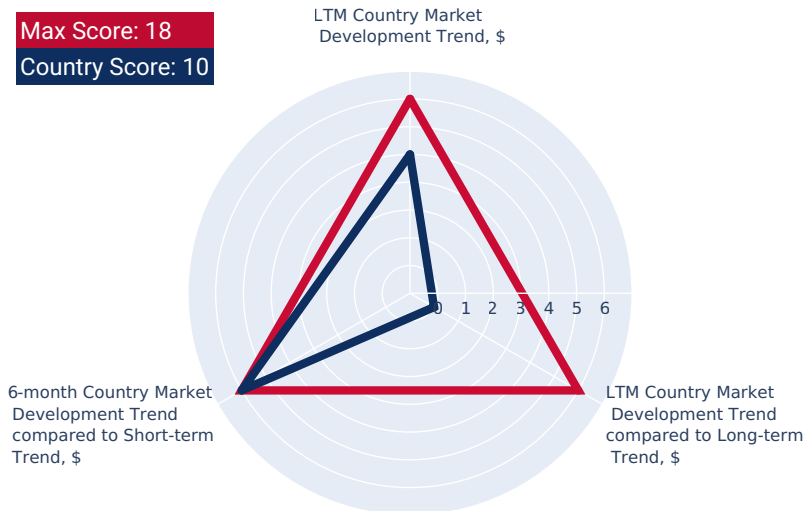
In LTM period (07.2024 - 06.2025) Australia's imports of Urea, including aqueous solution in packs >10 kg was at the total amount of US\$1,513.15M. The dynamics of the imports of Urea, including aqueous solution in packs >10 kg in Australia in LTM period demonstrated a growing trend with growth rate of 4.69%YoY. To compare, a 5-year CAGR for 2020-2024 was 21.52%. With this trend preserved, the expected monthly growth of imports in the coming period may reach the level of 2.84% (39.89% annualized).

LTM Country Market Trend compared to Long-term Trend, US\$-terms

The growth of Imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM underperformed the long-term market growth of this product.

6-months Country Market Trend compared to Short-term Trend

Imports of Urea, including aqueous solution in packs >10 kg for the most recent 6-month period (01.2025 - 06.2025) outperformed the level of Imports for the same period a year before (6.34% YoY growth rate)



SUMMARY: SHORT-TERM TRENDS OF COUNTRY MARKET, VOLUMES AND PROXY PRICES

This section offers an insight into the short-term decomposition of imports for the chosen product. It aims to uncover the factors influencing the development of imports in US\$ terms, and identify any unusual price fluctuations observed in the last 6 to 12 months. The radar chart in this section assesses multiple parameters, and a higher cumulative score on the chart indicates a more positive short-term outlook for both demand and price within the country.

LTM Country Market Trend, volumes

Imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM period (07.2024 - 06.2025) was 3,708,580.43 tons. The dynamics of the market of Urea, including aqueous solution in packs >10 kg in Australia in LTM period demonstrated a stagnating trend with growth rate of -3.42% in comparison to the preceding LTM period. To compare, a 5-year CAGR for 2020-2024 was 12.19%.

LTM Country Market Trend compared to Long-term Trend, volumes

The growth of imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM underperformed the long-term dynamics of the market of this product.

6-months Country Market Trend compared to Short-term Trend, volumes

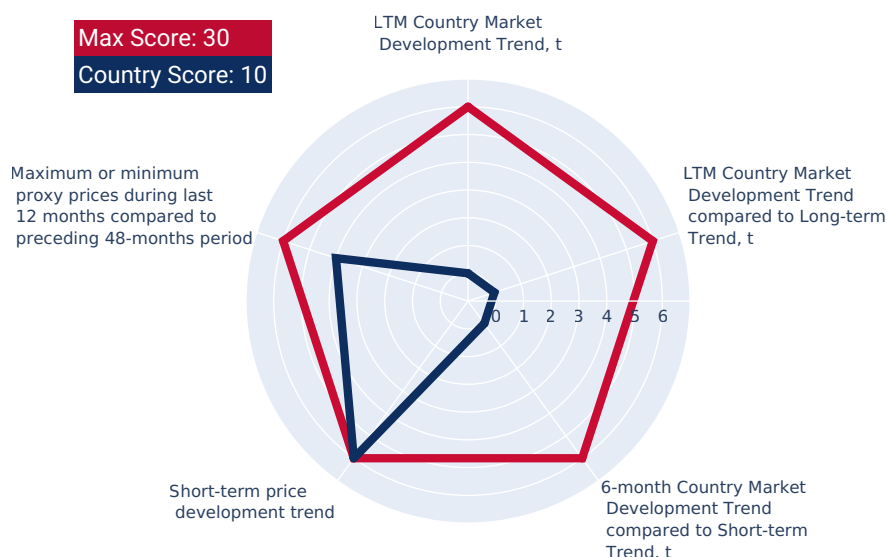
Imports in the most recent six months (01.2025 - 06.2025) fell behind the pattern of imports in the same period a year before (-5.82% growth rate).

Short-term Proxy Price Development Trend

The estimated average proxy price for imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM period (07.2024 - 06.2025) was 408.01 current US\$ per 1 ton. A general trend for the change in the proxy price was fast-growing.

Max or Min proxy prices during LTM compared to preceding 48 months

Changes in levels of monthly proxy prices of imports of Urea, including aqueous solution in packs >10 kg for the past 12 months consists of no record(s) of values higher than any of those in the preceding 48-month period, as well as no record(s) with values lower than any of those in the preceding 48-month period.



SUMMARY: ASSESSMENT OF THE CHANCES FOR SUCCESSFUL EXPORTS OF THE PRODUCT TO THE COUNTRY MARKET

This section concludes by evaluating the level of attractiveness of the country's market for suppliers. Additionally, it offers an estimate of the potential scale of sales a supplier could achieve in the mid-term, represented in both US\$ and Ktons.

Aggregated Country Rank

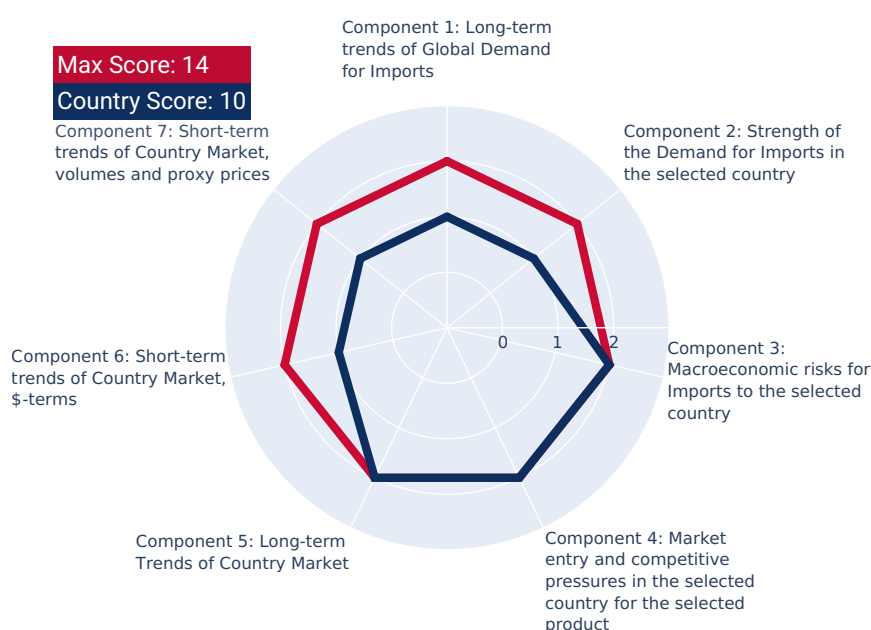
The aggregated country's rank was 10 out of 14. Based on this estimation, the entry potential of this product market can be defined as suggesting relatively good chances for successful market entry.

Estimation of the Market Volume that May be Captured by a New Supplier in Mid-Term

A high-level estimation of a share of imports of Urea, including aqueous solution in packs >10 kg to Australia that may be captured by a new supplier or by existing market player in the upcoming short-term period of 6-12 months, includes two major components:

- **Component 1: Potential imports volume supported by Market Growth.** This is a market volume that can be captured by supplier as an effect of the trend related to market growth. This component is estimated at 3,001.9K US\$ monthly.
- **Component 2: Expansion of imports due to Competitive Advantages of supplier.** This is a market volume that can be captured by supplier with strong competitive advantages, whether price wise or another, more specific and sustainable competitive advantages. This component is estimated at 3,439.05K US\$ monthly.

In this way, based on recent imports dynamics and high-level analysis of the competition landscape, imports of Urea, including aqueous solution in packs >10 kg to Australia may be expanded up to 6,440.95K US\$ monthly, which may be captured by suppliers in the short-term. This estimation holds possible should any significant competitive advantages are gained.



SUMMARY: COMPETITION

This section provides an overview of countries-suppliers, or countries-competitors, of the selected product to the chosen country. It encompasses factors such as price competitiveness, market share, and any changes of both factors.

Competitor nations in the product market in Australia

In US\$ terms, the largest supplying countries of Urea, including aqueous solution in packs >10 kg to Australia in LTM (07.2024 - 06.2025) were:

1. United Arab Emirates (339.86 M US\$, or 22.46% share in total imports);
2. Saudi Arabia (264.22 M US\$, or 17.46% share in total imports);
3. Qatar (194.19 M US\$, or 12.83% share in total imports);
4. Brunei Darussalam (172.04 M US\$, or 11.37% share in total imports);
5. Indonesia (143.34 M US\$, or 9.47% share in total imports);

Countries who increased their imports the most (top-5 contributors to total growth in imports in US \$ terms) during the LTM period (07.2024 - 06.2025) were:

1. Brunei Darussalam (86.71 M US\$ contribution to growth of imports in LTM);
2. United Arab Emirates (54.3 M US\$ contribution to growth of imports in LTM);
3. Viet Nam (45.54 M US\$ contribution to growth of imports in LTM);
4. Bahrain (38.61 M US\$ contribution to growth of imports in LTM);
5. Saudi Arabia (20.1 M US\$ contribution to growth of imports in LTM);

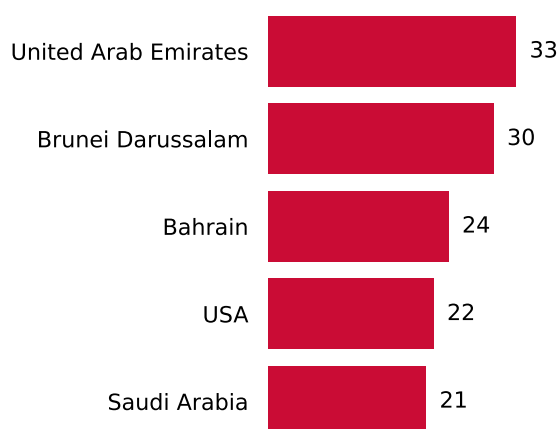
Countries whose price level of imports may have been a significant factor of the growth of supply (out of Top-10 contributors to growth of total imports):

1. Jordan (386 US\$ per ton, 0.09% in total imports, and 0.0% growth in LTM);
2. Malaysia (407 US\$ per ton, 9.32% in total imports, and 5.26% growth in LTM);
3. USA (341 US\$ per ton, 1.03% in total imports, and 1798.7% growth in LTM);
4. Bahrain (403 US\$ per ton, 6.12% in total imports, and 71.54% growth in LTM);
5. United Arab Emirates (403 US\$ per ton, 22.46% in total imports, and 19.01% growth in LTM);

Top-3 high-ranked competitors in the LTM period:

1. United Arab Emirates (339.86 M US\$, or 22.46% share in total imports);
2. Brunei Darussalam (172.04 M US\$, or 11.37% share in total imports);
3. Bahrain (92.57 M US\$, or 6.12% share in total imports);

Ranking of TOP-5 Countries - Competitors



The ranking is a cumulative value of 4 parameters, with the maximum possible score of 40 points. For more information on the methodology, refer to the "Methodology" section.

SUMMARY: TOP EXPORTING COMPANIES IN EACH KEY SUPPLIER COUNTRY

This table presents a summary of the top exporters in each key supplier country. It includes company names, their countries of origin, websites, and estimated size metrics with values. **The data has been generated with the assistance of Google's Gemini AI model and aims to provide actionable insights for market analysis and business decision-making.**

Company Name	Country	Website	Size Metric	Size Value
Brunei Fertilizer Industries (BFI)	Brunei Darussalam	https://bfi.com.bn	Revenue	500,000,000\$
Petroleum Brunei (PetroleumBRUNEI)	Brunei Darussalam	https://www.petroleumbrunei.com	Revenue	5,000,000,000\$
PT Pupuk Indonesia (Persero)	Indonesia	https://pupukindonesia.com	Revenue	4,000,000,000\$
PT Pupuk Kaltim	Indonesia	https://pupukkaltim.com	Revenue	1,500,000,000\$
PT Pupuk Sriwidjaja Palembang (PUSRI)	Indonesia	https://pusri.co.id	Revenue	1,000,000,000\$
PT Pupuk Iskandar Muda (PIM)	Indonesia	https://pim.co.id	Revenue	700,000,000\$
PT Pupuk Kujang	Indonesia	https://pupuk-kujang.co.id	Revenue	600,000,000\$
PT Petrokimia Gresik	Indonesia	https://petrokimia-gresik.com	Revenue	1,200,000,000\$
Qatar Fertiliser Company (QAFCO)	Qatar	https://www.qafco.com	Revenue	2,500,000,000\$
Muntajat	Qatar	https://www.muntajat.qa	Revenue	10,000,000,000\$
Saudi Arabian Mining Company (Ma'aden)	Saudi Arabia	https://www.maaden.com.sa	Revenue	10,000,000,000\$
Saudi Basic Industries Corporation (SABIC)	Saudi Arabia	https://www.sabic.com	Revenue	40,000,000,000\$
National Chemical Fertilizers Company (NCFC)	Saudi Arabia	http://www.ncfc.com.sa	Revenue	500,000,000\$
Saudi Arabian Fertilizer Company (SAFCO)	Saudi Arabia	https://www.sabic.com/en/our-businesses/agri-nutrients/safco	Revenue	1,500,000,000\$
Fertiglobe plc	United Arab Emirates	https://www.fertiglobe.com	Revenue	5,000,000,000\$



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Company Name	Country	Website	Size Metric	Size Value
Emirates NPK	United Arab Emirates	https://emiratesnpk.com	Revenue	200,000,000\$
Gulf Petrochem Group	United Arab Emirates	https://www.gulfpetrochem.com	Revenue	1,000,000,000\$
AgroChem Middle East FZE	United Arab Emirates	https://www.agrochemicalme.com	Revenue	150,000,000\$
Al Ghurair Resources	United Arab Emirates	https://www.alghurairresources.com	Revenue	3,000,000,000\$



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SUMMARY: TOP BUYERS / IMPORTERS IN THE TARGET COUNTRY

This table presents a summary of the top buyers and importers in the specified target country. It includes company names, their countries of origin, websites, and estimated size metrics with values. **The data has been generated with the assistance of Google's Gemini AI model and aims to provide actionable insights for market analysis and business decision-making.**

Company Name	Country	Website	Size Metric	Size Value
Nutrien Ag Solutions	Australia	https://www.nutrienagsolutions.com.au	Revenue	5,000,000,000\$
CSBP Fertilisers	Australia	https://www.csbp.com.au	Revenue	1,500,000,000\$
Incitec Pivot Limited (IPL)	Australia	https://www.incitecpivot.com.au	Revenue	5,000,000,000\$
Elders Limited	Australia	https://www.eldersrural.com.au	Revenue	3,500,000,000\$
Landmark Operations Limited (Nutrien Ag Solutions)	Australia	https://www.nutrienagsolutions.com.au	Revenue	5,000,000,000\$
Summit Fertilizers	Australia	https://www.summitferts.com.au	Revenue	500,000,000\$
Ruralco Holdings Limited (now Nutrien Ag Solutions)	Australia	https://www.nutrienagsolutions.com.au	Revenue	5,000,000,000\$
GrainCorp Limited	Australia	https://www.graincorp.com.au	Revenue	8,000,000,000\$
Agfarm	Australia	https://www.agfarm.com.au	Revenue	300,000,000\$
Australian Fertiliser Services Association (AFSA) Members	Australia	https://www.fertiliser.org.au	Revenue	10,000,000,000\$
Australian Agricultural Company (AACo)	Australia	https://www.aaco.com.au	Revenue	300,000,000\$
Macquarie Group Limited (via agricultural investments)	Australia	https://www.macquarie.com	Revenue	20,000,000,000\$
Olam Agri Australia	Australia	https://olamagri.com/locations/australia/	Revenue	1,000,000,000\$
Wilmar Gavilon Australia	Australia	https://www.wilmar-international.com/our-businesses/wilmar-gavilon	Revenue	500,000,000\$
Bayer Australia (Crop Science Division)	Australia	https://www.bayer.com.au/en/crop-science	Revenue	500,000,000\$



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Company Name	Country	Website	Size Metric	Size Value
Corteva Agriscience Australia	Australia	https://www.corteva.com.au	Revenue	300,000,000\$
Nufarm Limited	Australia	https://www.nufarm.com	Revenue	3,000,000,000\$
Australian Cotton Shippers Association (ACSA) Members	Australia	https://www.cottonshippers.com.au	Revenue	2,000,000,000\$
Sugar Research Australia (SRA) Members	Australia	https://sugarresearch.com.au	Revenue	1,500,000,000\$
Horticulture Innovation Australia (Hort Innovation) Members	Australia	https://www.horticulture.com.au	Revenue	1,000,000,000\$
Australian Dairy Farmers (ADF) Members	Australia	https://www.australiandairyfarmers.com.au	Revenue	4,000,000,000\$
Australian Grains Industry Council (AGIC) Members	Australia	https://www.agic.org.au	Revenue	15,000,000,000\$



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2

GLOBAL MARKET TRENDS

GLOBAL MARKET: SUMMARY

Global Market Size (2024), in US\$ terms	US\$ 18.46 B
US\$-terms CAGR (5 previous years 2020-2024)	8.83 %
Global Market Size (2024), in tons	48,386.26 Ktons
Volume-terms CAGR (5 previous years 2020-2024)	-0.98 %
Proxy prices CAGR (5 previous years 2020-2024)	9.91 %

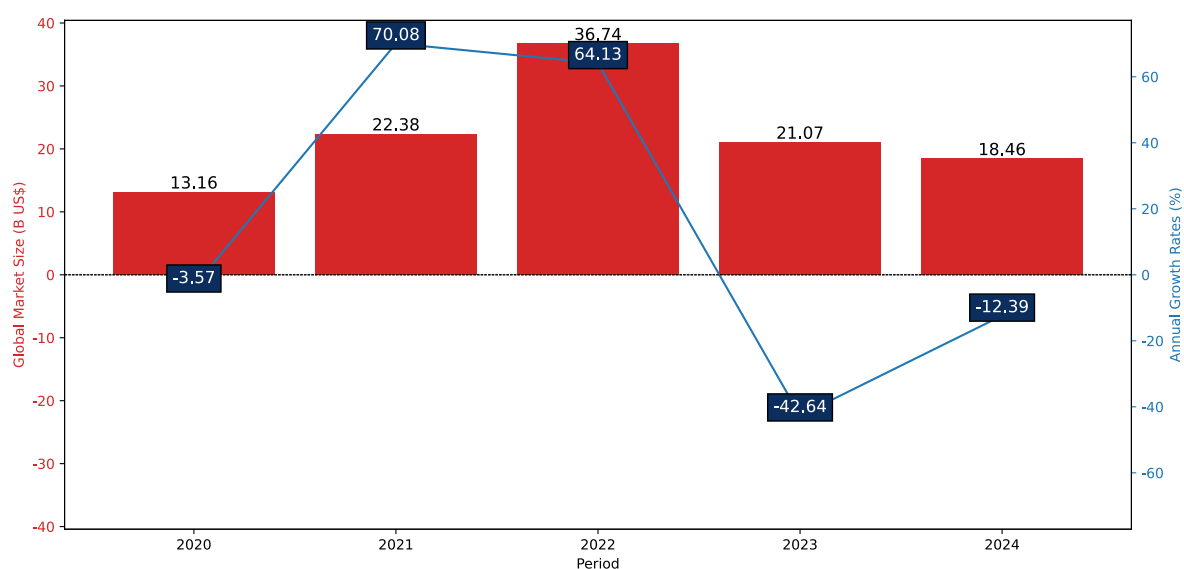
GLOBAL MARKET: LONG-TERM TRENDS

This section describes the development over the past five years, focusing on global imports of the chosen product in US\$ terms, aggregating data from all countries. It presents information in absolute values, percentage growth rates, long-term Compound Annual Growth Rate (CAGR), and delves into the economic factors contributing to global imports.

Key points:

- i. The global market size of Urea, including aqueous solution in packs >10 kg was reported at US\$18.46B in 2024.
- ii. The long-term dynamics of the global market of Urea, including aqueous solution in packs >10 kg may be characterized as fast-growing with US\$-terms CAGR exceeding 8.83%.
- iii. One of the main drivers of the global market development was decline in demand accompanied by growth in prices.
- iv. Market growth in 2024 underperformed the long-term growth rates of the global market in US\$-terms.

Figure 1. Global Market Size (B US\$, left axes), Annual Growth Rates (% , right axis)



- a. The global market size of Urea, including aqueous solution in packs >10 kg was estimated to be US\$18.46B in 2024, compared to US\$21.07B the year before, with an annual growth rate of -12.39%
- b. Since the past five years CAGR exceeded 8.83%, the global market may be defined as fast-growing.
- c. One of the main drivers of the long-term development of the global market in the US\$ terms may be defined as decline in demand accompanied by growth in prices.
- d. The best-performing calendar year was 2021 with the largest growth rate in the US\$-terms. One of the possible reasons was decline in demand accompanied by growth in prices.
- e. The worst-performing calendar year was 2023 with the smallest growth rate in the US\$-terms. One of the possible reasons was decline in demand accompanied by decline in prices.

The following countries were not included in the calculation of the size of the global market over the last six years due to irregular provision of annual import statistics to the UN Comtrade Database (Top 10 countries with irregular data provision): Ethiopia, Colombia, Zambia, Uruguay, Malawi, Viet Nam, Nepal, United Rep. of Tanzania, Cambodia, Asia, not elsewhere specified.

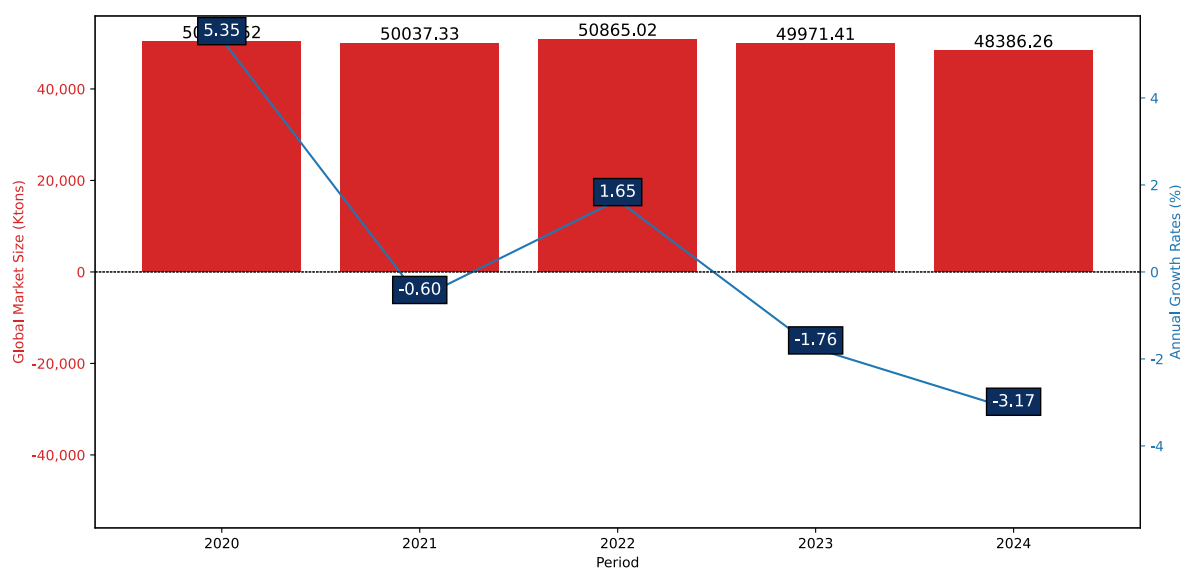
GLOBAL MARKET: LONG-TERM TRENDS

This section provides an overview of the global imports of the chosen product in volume terms, aggregating data from imports across all countries. It presents information in absolute values, percentage growth rates, and the long-term Compound Annual Growth Rate (CAGR) to supplement the analysis.

Key points:

- i. In volume terms, global market of Urea, including aqueous solution in packs >10 kg may be defined as stagnating with CAGR in the past five years of -0.98%.
- ii. Market growth in 2024 underperformed the long-term growth rates of the global market in volume terms.

Figure 2. Global Market Size (Ktons, left axis), Annual Growth Rates (% ,right axis)



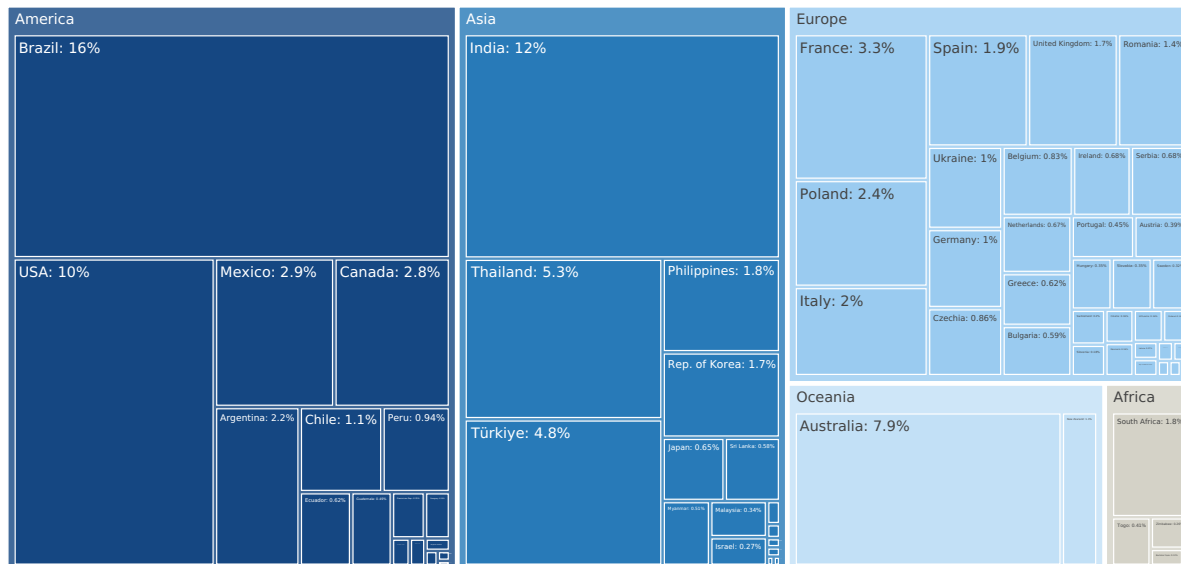
- a. Global market size for Urea, including aqueous solution in packs >10 kg reached 48,386.26 Ktons in 2024. This was approx. -3.17% change in comparison to the previous year (49,971.41 Ktons in 2023).
- b. The growth of the global market in volume terms in 2024 underperformed the long-term global market growth of the selected product.

The following countries were not included in the calculation of the size of the global market over the last six years due to irregular provision of annual import statistics to the UN Comtrade Database (Top 10 countries with irregular data provision): Ethiopia, Colombia, Zambia, Uruguay, Malawi, Viet Nam, Nepal, United Rep. of Tanzania, Cambodia, Asia, not elsewhere specified.

MARKETS CONTRIBUTING TO GLOBAL DEMAND

This section describes the global structure of imports for the chosen product. It utilizes a tree-map diagram, which offers a user-friendly visual representation covering all major importers.

Figure 3. Country-specific Global Imports in 2024, US\$-terms



Top-5 global importers of Urea, including aqueous solution in packs >10 kg in 2024 include:

1. Brazil (15.99% share and 3.94% YoY growth rate of imports);
2. India (11.72% share and -37.06% YoY growth rate of imports);
3. USA (10.12% share and -6.98% YoY growth rate of imports);
4. Australia (7.86% share and 18.61% YoY growth rate of imports);
5. Thailand (5.26% share and -1.84% YoY growth rate of imports).

Australia accounts for about 7.86% of global imports of Urea, including aqueous solution in packs >10 kg.

3

COUNTRY **ECONOMIC** **OUTLOOK**

COUNTRY ECONOMIC OUTLOOK - 1

This section provides a list of macroeconomic indicators related to the chosen country . It may be important for exporters while looking for an opportunity to sell to this country. Find information and data trends about the country's economy, including the GDP growth, change in income, change in exports/imports, price inflation prospects. Besides, the section includes indicators of macroeconomic risks, stability of local currency, ability of the country to repay debts.

GDP (current US\$) (2024), B US\$	1,752.19
Rank of the Country in the World by the size of GDP (current US\$) (2024)	13
Size of the Economy	Large economy
Annual GDP growth rate, % (2024)	1.43
Economy Short-Term Growth Pattern	Slowly growing economy
GDP per capita (current US\$) (2024)	64,407.48
World Bank Group country classifications by income level	High income
Inflation, (CPI, annual %) (2024)	3.16
Short-Term Inflation Profile	Low level of inflation
Long-Term Inflation Index, (CPI, 2010=100), % (2024)	144.30
Long-Term Inflation Environment	Very low inflationary environment
Short-Term Monetary Policy (2019)	Easing monetary environment
Population, Total (2024)	27,204,809
Population Growth Rate (2024), % annual	2.05
Population Growth Pattern	Quick growth in population

COUNTRY ECONOMIC OUTLOOK - 2

This section provides a list of macroeconomic indicators related to the chosen country. This may be important for exporters while looking for an opportunity to sell to this country. Find information and data trends about the country's economy, including the GDP growth, change in income, change in exports/imports operations, price inflation prospects. Besides, the section includes indicators of macroeconomic risks, stability of local currency, ability to repay debts.

GDP (current US\$) (2024), B US\$	1,752.19
Rank of the Country in the World by the size of GDP (current US\$) (2024)	13
Size of the Economy	Large economy
Annual GDP growth rate, % (2024)	1.43
Economy Short-Term Growth Pattern	Slowly growing economy
GDP per capita (current US\$) (2024)	64,407.48
World Bank Group country classifications by income level	High income
Inflation, (CPI, annual %) (2024)	3.16
Short-Term Inflation Profile	Low level of inflation
Long-Term Inflation Index, (CPI, 2010=100), % (2024)	144.30
Long-Term Inflation Environment	Very low inflationary environment
Short-Term Monetary Policy (2019)	Easing monetary environment
Population, Total (2024)	27,204,809
Population Growth Rate (2024), % annual	2.05
Population Growth Pattern	Quick growth in population

COUNTRY ECONOMIC OUTLOOK - COMPETITION

This section provides an overview of the competitive environment and trade protection measures within the selected country. It includes detailed information on import tariffs, pricing levels for specific goods, and the competitive advantages held by local producers.

A competitive landscape of Urea, including aqueous solution in packs >10 kg formed by local producers in Australia in 2022 is likely to be somewhat risk tolerable with a moderate level of local competition. The potentiality of local businesses to produce similar competitive products is somewhat Moderate. However, this doesn't account for the competition coming from other suppliers of this product to the market of Australia.

In accordance with international classifications, the Urea, including aqueous solution in packs >10 kg belongs to the product category, which also contains another 27 products, which Australia has some comparative advantage in producing. This note, however, needs further research before setting up export business to Australia, since it also doesn't account for competition coming from other suppliers of the same products to the market of Australia.

The level of proxy prices of 75% of imports of Urea, including aqueous solution in packs >10 kg to Australia is within the range of 367.01 - 1,984.84 US\$/ton in 2024. The median value of proxy prices of imports of this commodity (current US\$/ton 511.26), however, is higher than the median value of proxy prices of 75% of the global imports of the same commodity in this period (current US\$/ton 405.98). This may signal that the product market in Australia in terms of its profitability may have turned into premium for suppliers if compared to the international level.

Australia charged on imports of Urea, including aqueous solution in packs >10 kg in 2,024 on average 0%. The bound rate of ad valorem duty on this product, Australia agreed not to exceed, is 10%. Once a rate of duty is bound, it may not be raised without compensating the affected parties. At the same time, the rate of the tariff Australia set for Urea, including aqueous solution in packs >10 kg was comparable to the world average for this product in 2,024 (0%). This may signal about Australia's market of this product being equally protected from foreign competition.

This ad valorem duty rate Australia set for Urea, including aqueous solution in packs >10 kg has been agreed to be a normal non-discriminatory tariff charged on imports of this product for all WTO member states. However, a country may apply the preferential rates resulting from a reciprocal trading agreement (e.g. free trade agreement or regional trading agreement) or a non-reciprocal preferential trading scheme like the Generalized System of Preference or preferential tariffs for least developed countries. As of 2024, Australia applied the preferential rates for 0 countries on imports of Urea, including aqueous solution in packs >10 kg. The maximum level of ad valorem duty Australia applied to imports of Urea, including aqueous solution in packs >10 kg 2,024 was 0%. Meanwhile, the share of Urea, including aqueous solution in packs >10 kg Australia imported on a duty free basis in 2024 was 100%

4

COUNTRY MARKET TRENDS

PRODUCT MARKET SNAPSHOT

This section provides data on imports of a specific good to a chosen country.

Country Market Size (2024), US\$	US\$ 1,453.49 M
Contribution of Urea, including aqueous solution in packs >10 kg to the Total Imports Growth in the previous 5 years	US\$ 787.02 M
Share of Urea, including aqueous solution in packs >10 kg in Total Imports (in value terms) in 2024.	0.49%
Change of the Share of Urea, including aqueous solution in packs >10 kg in Total Imports in 5 years	54.63%
Country Market Size (2024), in tons	3,853.64 Ktons
CAGR (5 previous years 2020-2024), US\$-terms	21.52%
CAGR (5 previous years 2020-2024), volume terms	12.19%
Proxy price CAGR (5 previous years 2020-2024)	8.32%

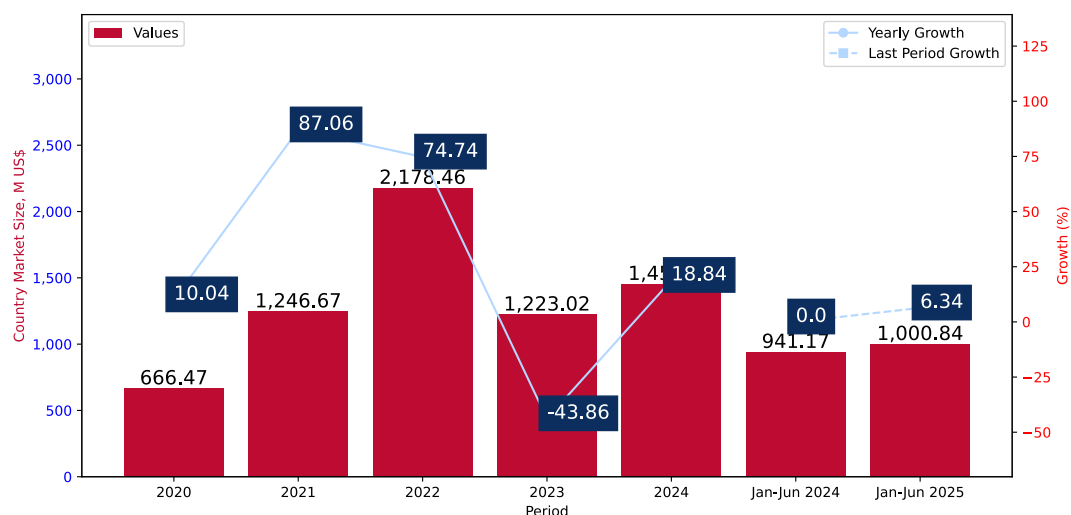
LONG-TERM COUNTRY TRENDS: IMPORTS VALUES

This section provides information on the imports of a specific product to a designated country over the past five years, presented in US\$ terms. It encompasses the growth rates of imports, the development of long-term import patterns, factors influencing import fluctuations, and an estimation of the country's reliance on imports.

Key points:

- i. Long-term performance of Australia's market of Urea, including aqueous solution in packs >10 kg may be defined as fast-growing.
- ii. Growth in demand may be a leading driver of the long-term growth of Australia's market in US\$-terms.
- iii. Expansion rates of imports of the product in 01.2025-06.2025 underperformed the level of growth of total imports of Australia.
- iv. The strength of the effect of imports of the product on the country's economy is generally moderate.

Figure 4. Australia's Market Size of Urea, including aqueous solution in packs >10 kg in M US\$ (left axis) and Annual Growth Rates in % (right axis)



- a. Australia's market size reached US\$1,453.49M in 2024, compared to US\$1,223.02M in 2023. Annual growth rate was 18.84%.
- b. Australia's market size in 01.2025-06.2025 reached US\$1,000.84M, compared to US\$941.17M in the same period last year. The growth rate was 6.34%.
- c. Imports of the product contributed around 0.49% to the total imports of Australia in 2024. That is, its effect on Australia's economy is generally of a moderate strength. At the same time, the share of the product imports in the total Imports of Australia remained stable.
- d. Since CAGR of imports of the product in US\$-terms for the past 5Y exceeded 21.52%, the product market may be defined as fast-growing. Ultimately, the expansion rate of imports of Urea, including aqueous solution in packs >10 kg was outperforming compared to the level of growth of total imports of Australia (8.98% of the change in CAGR of total imports of Australia).
- e. It is highly likely, that growth in demand was a leading driver of the long-term growth of Australia's market in US\$-terms.
- f. The best-performing calendar year with the highest growth rate of imports in the US\$-terms was 2021. It is highly likely that growth in prices accompanied by the growth in demand had a major effect.
- g. The worst-performing calendar year with the smallest growth rate of imports in the US\$-terms was 2023. It is highly likely that declining average prices had a major effect.

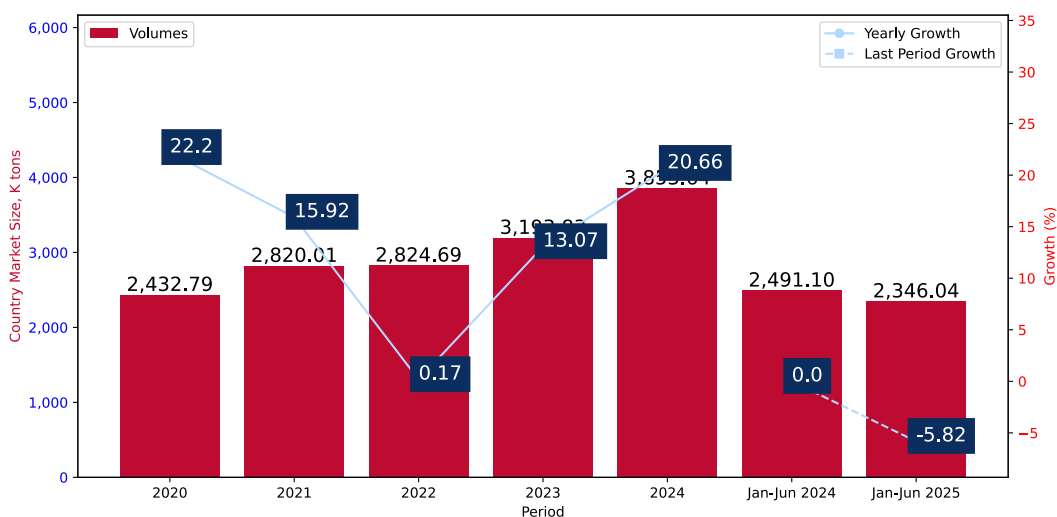
LONG-TERM COUNTRY TRENDS: IMPORTS VOLUMES

This section presents information regarding the imports of a particular product to a selected country over the last five years. It includes details about physical volumes, import growth rates, and the long-term development trend in imports.

Key points:

- i. In volume terms, the market of Urea, including aqueous solution in packs >10 kg in Australia was in a fast-growing trend with CAGR of 12.19% for the past 5 years, and it reached 3,853.64 Ktons in 2024.
- ii. Expansion rates of the imports of Urea, including aqueous solution in packs >10 kg in Australia in 01.2025-06.2025 underperformed the long-term level of growth of the Australia's imports of this product in volume terms

Figure 5. Australia's Market Size of Urea, including aqueous solution in packs >10 kg in K tons (left axis), Growth Rates in % (right axis)



- a. Australia's market size of Urea, including aqueous solution in packs >10 kg reached 3,853.64 Ktons in 2024 in comparison to 3,193.83 Ktons in 2023. The annual growth rate was 20.66%.
- b. Australia's market size of Urea, including aqueous solution in packs >10 kg in 01.2025-06.2025 reached 2,346.04 Ktons, in comparison to 2,491.1 Ktons in the same period last year. The growth rate equaled to approx. -5.82%.
- c. Expansion rates of the imports of Urea, including aqueous solution in packs >10 kg in Australia in 01.2025-06.2025 underperformed the long-term level of growth of the country's imports of Urea, including aqueous solution in packs >10 kg in volume terms.

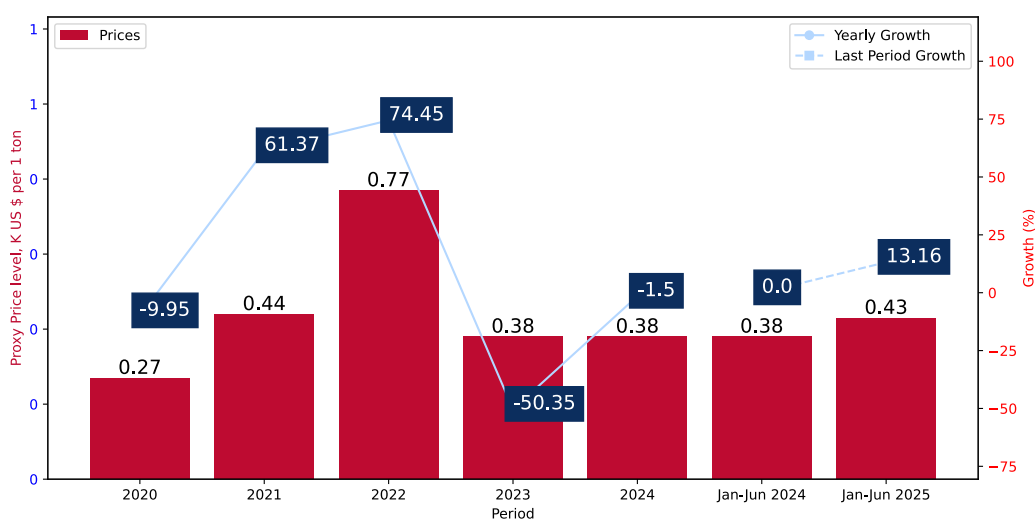
LONG-TERM COUNTRY TRENDS: PROXY PRICES

This section provides details regarding the price fluctuations of a specific imported product over the past five years. It covers the assessment of average annual proxy prices, their changes, growth rates, and identification of any anomalies in price fluctuations.

Key points:

- i. Average annual level of proxy prices of Urea, including aqueous solution in packs >10 kg in Australia was in a fast-growing trend with CAGR of 8.32% for the past 5 years.
- ii. Expansion rates of average level of proxy prices on imports of Urea, including aqueous solution in packs >10 kg in Australia in 01.2025-06.2025 surpassed the long-term level of proxy price growth.

Figure 6. Australia's Proxy Price Level on Imports, K US\$ per 1 ton (left axis), Growth Rates in % (right axis)



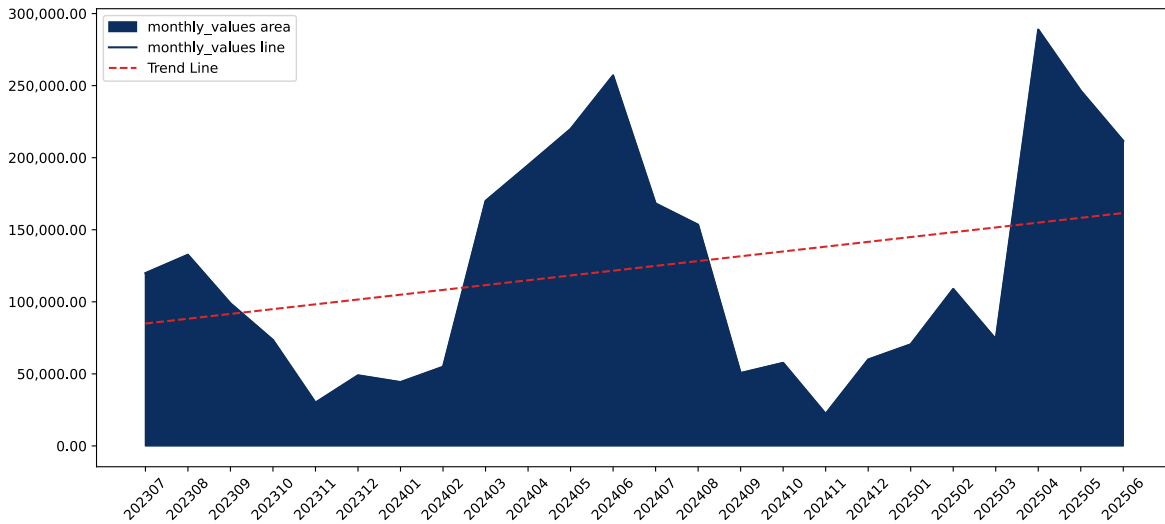
1. Average annual level of proxy prices of Urea, including aqueous solution in packs >10 kg has been fast-growing at a CAGR of 8.32% in the previous 5 years.
2. In 2024, the average level of proxy prices on imports of Urea, including aqueous solution in packs >10 kg in Australia reached 0.38 K US\$ per 1 ton in comparison to 0.38 K US\$ per 1 ton in 2023. The annual growth rate was -1.5%.
3. Further, the average level of proxy prices on imports of Urea, including aqueous solution in packs >10 kg in Australia in 01.2025-06.2025 reached 0.43 K US\$ per 1 ton, in comparison to 0.38 K US\$ per 1 ton in the same period last year. The growth rate was approx. 13.16%.
4. In this way, the growth of average level of proxy prices on imports of Urea, including aqueous solution in packs >10 kg in Australia in 01.2025-06.2025 was higher compared to the long-term dynamics of proxy prices.

SHORT-TERM TRENDS: IMPORTS VALUES

This section offers comprehensive and up-to-date statistics concerning the imports of a specific product into a designated country over the past 24 months for which relevant statistics is published and available. It includes monthly import values in US\$, year-on-year changes, identification of any anomalies in imports, examination of factors driving short-term fluctuations. Besides, it provides a quantitative estimation of the short-term trend in imports to supplement the data.

Figure 7. Monthly Imports of Australia, K current US\$

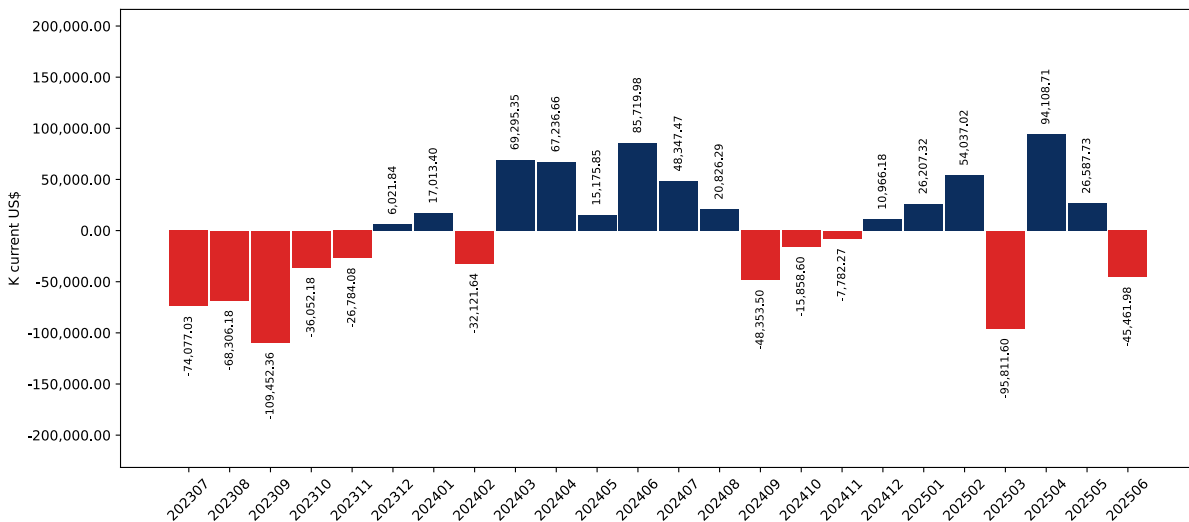
2.84% **39.89%**
monthly annualized



Average monthly growth rates of Australia’s imports were at a rate of 2.84%, the annualized expected growth rate can be estimated at 39.89%.

The dashed line is a linear trend for Imports. Values are not seasonally adjusted.

Figure 8. Y-o-Y Monthly Level Change of Imports of Australia, K current US\$ (left axis)



Year-over-year monthly imports change depicts fluctuations of imports operations in Australia. The more positive values are on chart, the more vigorous the country in importing of Urea, including aqueous solution in packs >10 kg. Negative values may be a signal of the market contraction.

Values in columns are not seasonally adjusted.

SHORT-TERM TRENDS: IMPORTS VALUES

This section presents detailed and the most recent data on the imports of a specific commodity to a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in US dollars, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

Key points:

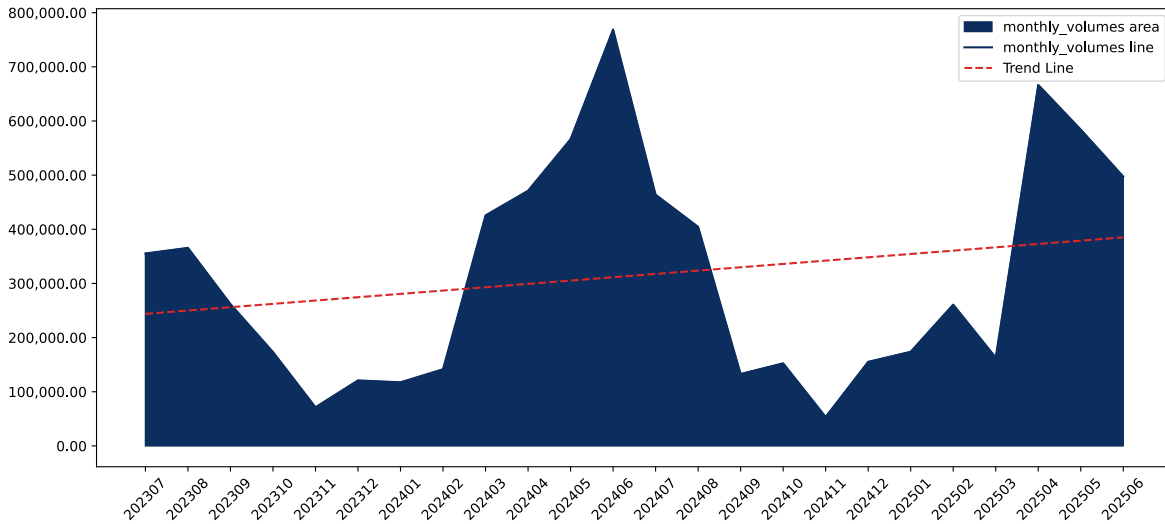
- i. The dynamics of the market of Urea, including aqueous solution in packs >10 kg in Australia in LTM (07.2024 - 06.2025) period demonstrated a growing trend with growth rate of 4.69%. To compare, a 5-year CAGR for 2020-2024 was 21.52%.
 - ii. With this trend preserved, the expected monthly growth of imports in the coming period may reach the level of 2.84%, or 39.89% on annual basis.
 - iii. Data for monthly imports over the last 12 months contain no record(s) of higher and no record(s) of lower values compared to any value for the 48-months period before.
-
- a. In LTM period (07.2024 - 06.2025) Australia imported Urea, including aqueous solution in packs >10 kg at the total amount of US\$1,513.15M. This is 4.69% growth compared to the corresponding period a year before.
 - b. The growth of imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM underperformed the long-term imports growth of this product.
 - c. Imports of Urea, including aqueous solution in packs >10 kg to Australia for the most recent 6-month period (01.2025 - 06.2025) outperformed the level of Imports for the same period a year before (6.34% change).
 - d. A general trend for market dynamics in 07.2024 - 06.2025 is growing. The expected average monthly growth rate of imports of Australia in current USD is 2.84% (or 39.89% on annual basis).
 - e. Monthly dynamics of imports in last 12 months included no record(s) that exceeded the highest/peak value of imports achieved in the preceding 48 months, and no record(s) that bypass the lowest value of imports in the same period in the past.

SHORT-TERM TRENDS: IMPORTS VOLUMES

This section presents detailed and the most recent data on the imports of a specific commodity to a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in tons, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

Figure 9. Monthly Imports of Australia, tons

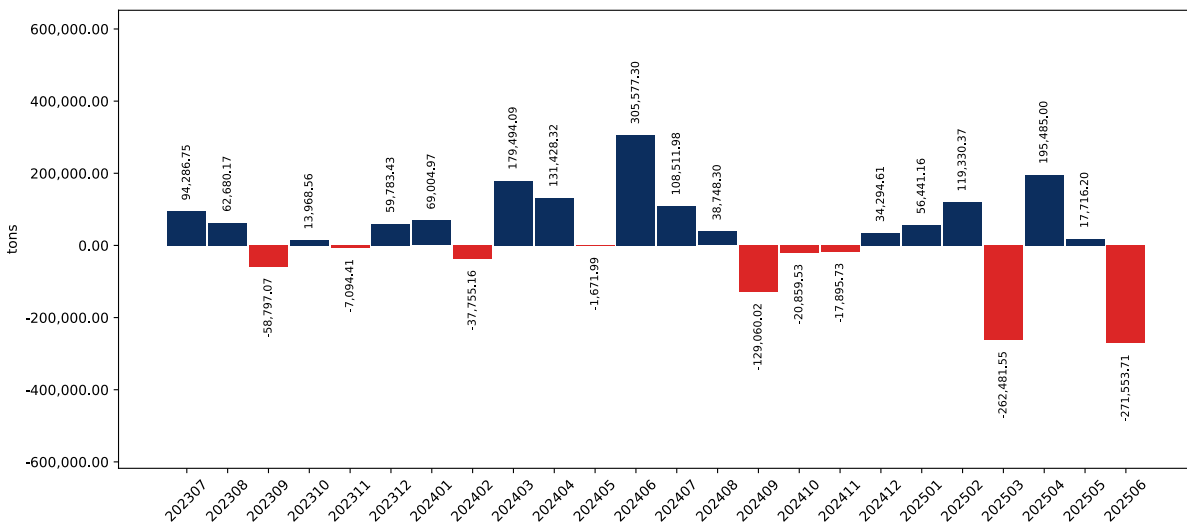
2.01% **26.92%**
monthly annualized



Monthly imports of Australia changed at a rate of 2.01%, while the annualized growth rate for these 2 years was 26.92%.

The dashed line is a linear trend for Imports. Volumes are not seasonally adjusted.

Figure 10. Y-o-Y Monthly Level Change of Imports of Australia, tons



Year-over-year monthly imports change depicts fluctuations of imports operations in Australia. The more positive values are on chart, the more vigorous the country in importing of Urea, including aqueous solution in packs >10 kg. Negative values may be a signal of market contraction.

Volumes in columns are in tons.

SHORT-TERM TRENDS: IMPORTS VOLUMES

This section presents detailed and the most recent data on the imports of a specific commodity into a chosen country over the past 24 months for which relevant statistics is published and available. It encompasses monthly import figures in tons, year-on-year changes, anomalies in import patterns, factors driving short-term fluctuations, and includes a quantitative estimation of short-term import trends as additional information.

Key points:

- i. The dynamics of the market of Urea, including aqueous solution in packs >10 kg in Australia in LTM period demonstrated a stagnating trend with a growth rate of -3.42%. To compare, a 5-year CAGR for 2020-2024 was 12.19%.
 - ii. With this trend preserved, the expected monthly growth of imports in the coming period may reach the level of 2.01%, or 26.92% on annual basis.
 - iii. Data for monthly imports over the last 12 months contain no record(s) of higher and no record(s) of lower values compared to any value for the 48-months period before.
-
- a. In LTM period (07.2024 - 06.2025) Australia imported Urea, including aqueous solution in packs >10 kg at the total amount of 3,708,580.43 tons. This is -3.42% change compared to the corresponding period a year before.
 - b. The growth of imports of Urea, including aqueous solution in packs >10 kg to Australia in value terms in LTM underperformed the long-term imports growth of this product.
 - c. Imports of Urea, including aqueous solution in packs >10 kg to Australia for the most recent 6-month period (01.2025 - 06.2025) underperform the level of Imports for the same period a year before (-5.82% change).
 - d. A general trend for market dynamics in 07.2024 - 06.2025 is stagnating. The expected average monthly growth rate of imports of Urea, including aqueous solution in packs >10 kg to Australia in tons is 2.01% (or 26.92% on annual basis).
 - e. Monthly dynamics of imports in last 12 months included no record(s) that exceeded the highest/peak value of imports achieved in the preceding 48 months, and no record(s) that bypass the lowest value of imports in the same period in the past.

SHORT-TERM TRENDS: PROXY PRICES

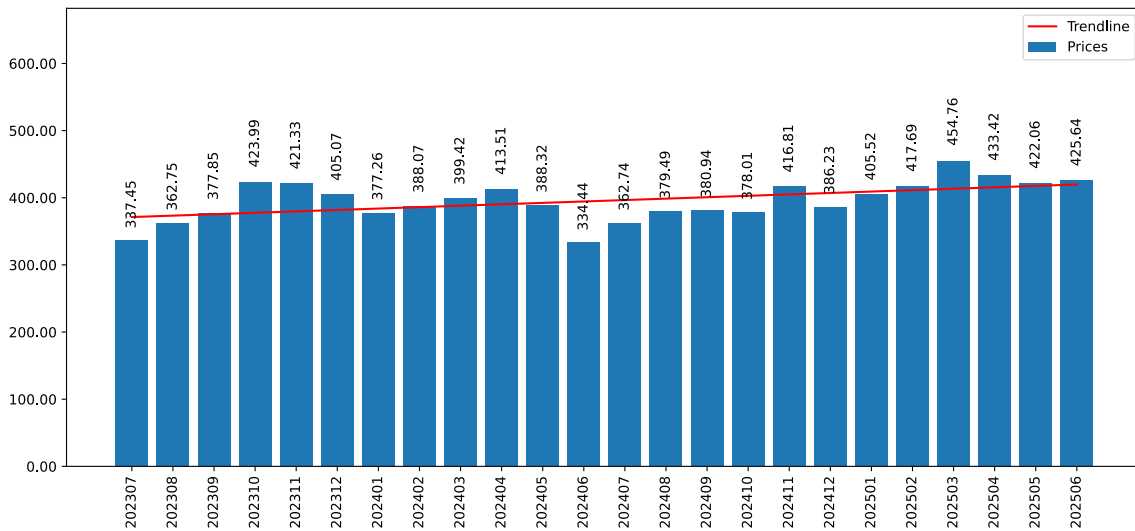
This section provides a quantitative assessment of short-term price fluctuations. It includes details on the monthly proxy price changes, an estimation of the short-term trend in proxy price levels, and identification of any anomalies in price dynamics.

Key points:

- i. The average level of proxy price on imports in LTM period (07.2024-06.2025) was 408.01 current US\$ per 1 ton, which is a 8.4% change compared to the same period a year before. A general trend for proxy price change was fast-growing.
- ii. Growth in demand was a leading driver of the Country Market Short-term Development.
- iii. With this trend preserved, the expected monthly growth of the proxy price level in the coming period may reach the level of 0.54%, or 6.62% on annual basis.

Figure 11. Average Monthly Proxy Prices on Imports, current US\$/ton

0.54% **6.62%**
monthly annualized

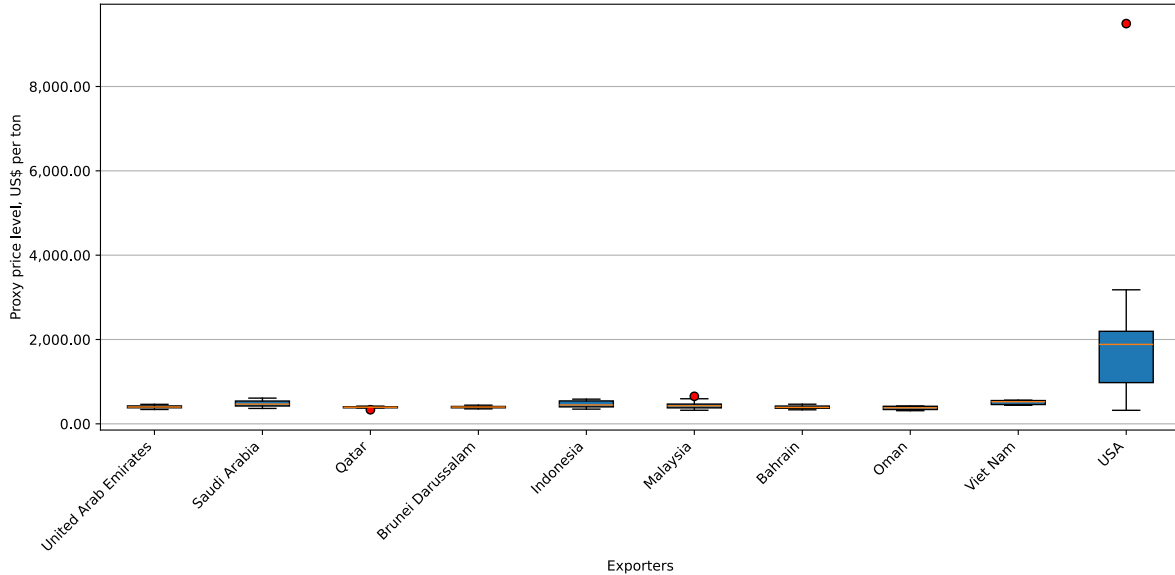


- a. The estimated average proxy price on imports of Urea, including aqueous solution in packs >10 kg to Australia in LTM period (07.2024-06.2025) was 408.01 current US\$ per 1 ton.
- b. With a 8.4% change, a general trend for the proxy price level is fast-growing.
- c. Changes in levels of monthly proxy prices on imports for the past 12 months consists of no record(s) with values exceeding the highest level of proxy prices for the preceding 48-months period, and no record(s) with values lower than the lowest value of proxy prices in the same period.
- d. It is highly likely, that growth in demand was a leading driver of the short-term fluctuations in the market.

SHORT-TERM TRENDS: PROXY PRICES

This section provides comprehensive details on proxy price levels in a form of box plot. It facilitates the analysis and comparison of proxy prices of the selected good supplied by other countries.

Figure 12. LTM Average Monthly Proxy Prices by Largest Suppliers, Current US\$ / ton



The chart shows distribution of proxy prices on imports for the period of LTM (07.2024-06.2025) for Urea, including aqueous solution in packs >10 kg exported to Australia by largest exporters. The box height shows the range of the middle 50% of levels of proxy price on imports formed in LTM. The higher the box, the wider the spread of proxy prices. The line within the box, a median level of the proxy price level on imports, marks the midpoint of per country data set: half the prices are greater than or equal to this value, and half are less. The upper and lower whiskers represent values of proxy prices outside the middle 50%, that is, the lower 25% and the upper 25% of the proxy price levels. The lowest proxy price level is at the end of the lower whisker, while the highest is at the end of the higher whisker. Red dots represent unusually high or low values (i.e., outliers), which are not included in the box plot.

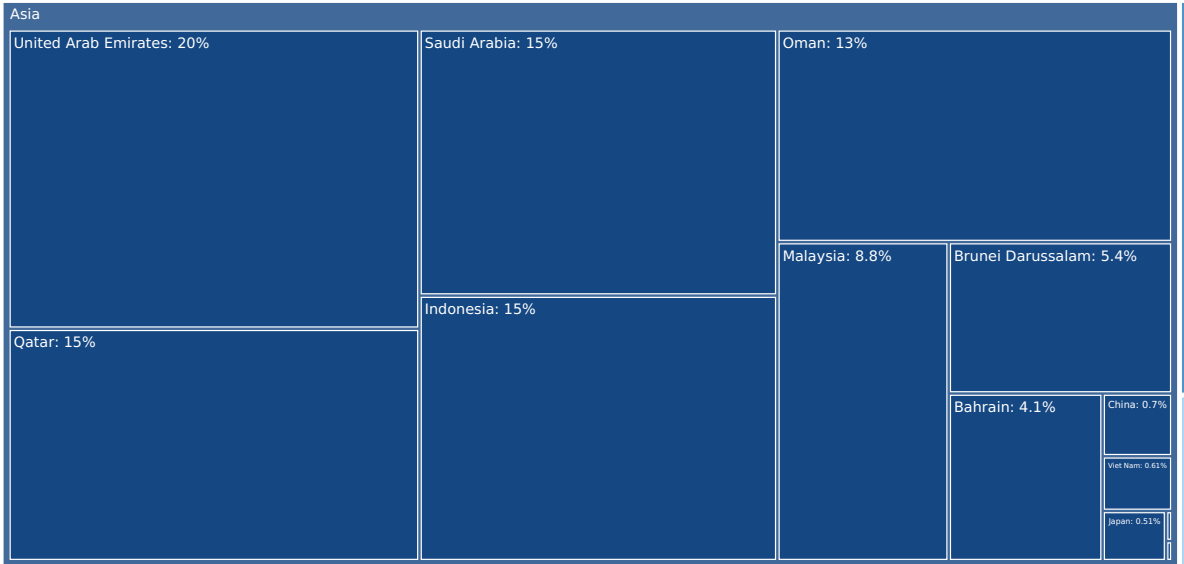
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COUNTRY COMPETITION LANDSCAPE

COMPETITION LANDSCAPE: VALUE TERMS

This section offers insights into major suppliers of the selected product to a particular country within the last 12 months. A tree-map chart is used to facilitate the identification and better visualization of primary competitors, illustrating market shares in US\$ terms. Additionally, a diagram highlighting suppliers who experienced significant increases or decreases in market shares during the last 12 months complements the analysis. These are winners or losers from the market share perspective.

Figure 13. Largest Trade Partners of Australia in 2024, K US\$



The chart shows largest supplying countries and their shares in imports of Urea, including aqueous solution in packs >10 kg to Australia in 2024 in value terms (US\$). Different colors depict geographic regions.

Figure 14. Contribution to Growth of Imports in LTM (July 2024 – June 2025), K US\$

GROWTH CONTRIBUTORS

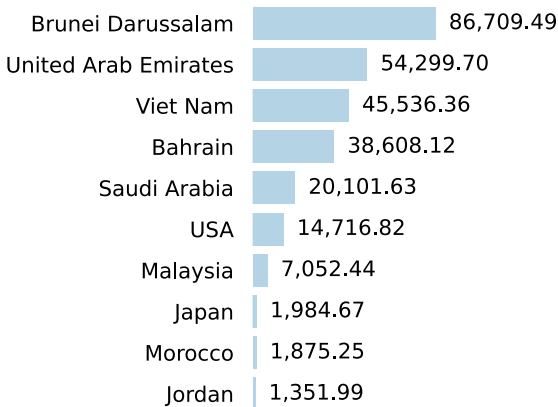
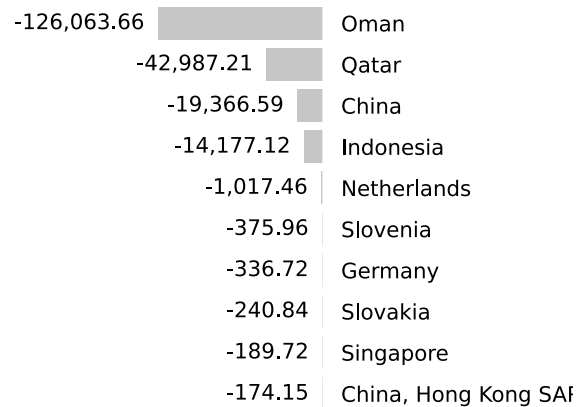


Figure 15. Contribution to Decline of Imports in LTM (July 2024 – June 2025), K US\$

DECLINE CONTRIBUTORS



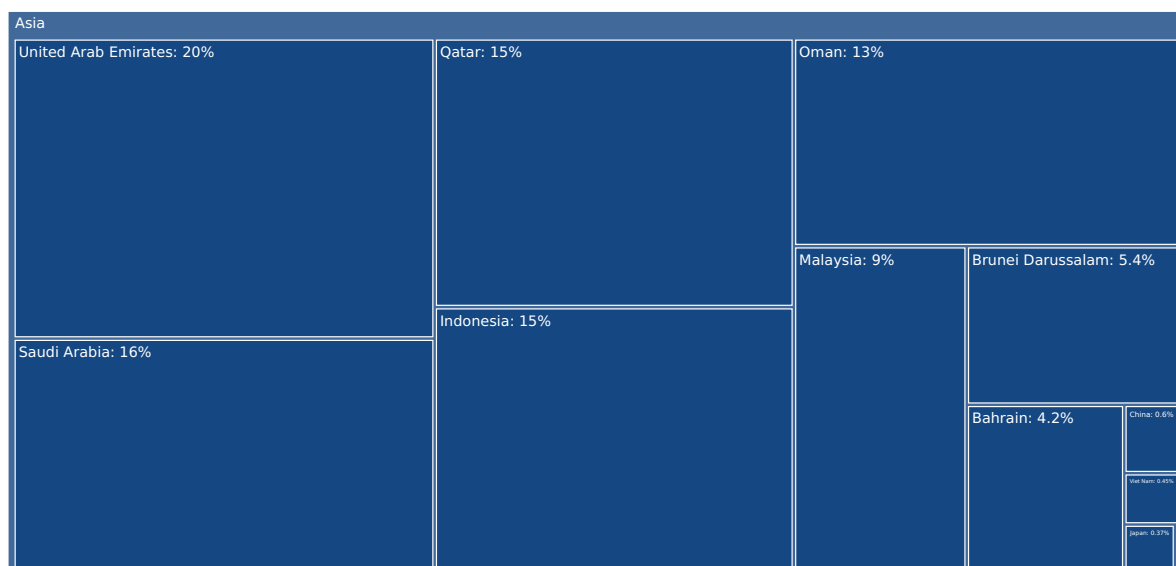
Total imports change in the period of LTM was recorded at 67,812.79 K US\$.

The charts show Top-10 countries with positive and negative contribution to the growth of imports of Urea, including aqueous solution in packs >10 kg to Australia in the period of LTM (July 2024 – June 2025 compared to July 2023 – June 2024).

COMPETITION LANDSCAPE: VOLUME TERMS

This section offers insights into major suppliers of the selected product to a particular country within the last 12 months. A tree-map chart is used to facilitate the identification and better visualization of primary competitors, illustrating market shares in Ktons. Additionally, a diagram highlighting suppliers who experienced significant increases or decreases in market shares during the last 12 months complements the analysis. These are winners or losers from the market share perspective.

Figure 16. Largest Trade Partners of Australia in 2024, tons



The chart shows largest supplying countries and their shares in imports of Urea, including aqueous solution in packs >10 kg to Australia in 2024 in volume terms (tons). Different colors depict geographic regions.

Figure 17. Contribution to Growth of Imports in LTM (July 2024 – June 2025), tons

GROWTH CONTRIBUTORS

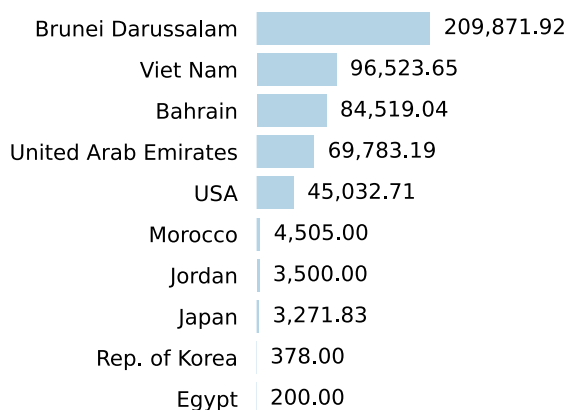
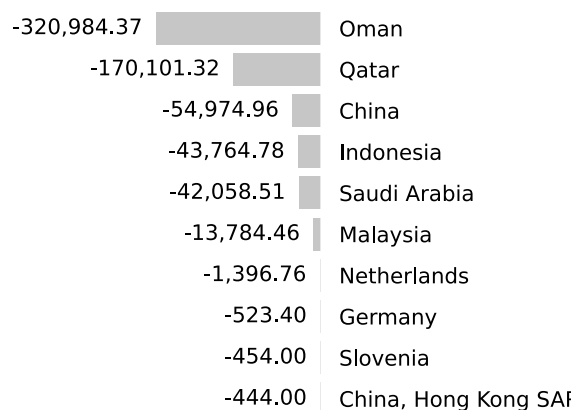


Figure 18. Contribution to Decline of Imports in LTM (July 2024 – June 2025), tons

DECLINE CONTRIBUTORS



Total imports change in the period of LTM was recorded at -131,322.92 tons

The charts show Top-10 countries with positive and negative contribution to the growth of imports of Urea, including aqueous solution in packs >10 kg to Australia in the period of LTM (July 2024 – June 2025 compared to July 2023 – June 2024).

COMPETITION LANDSCAPE: CONTRIBUTORS TO GROWTH

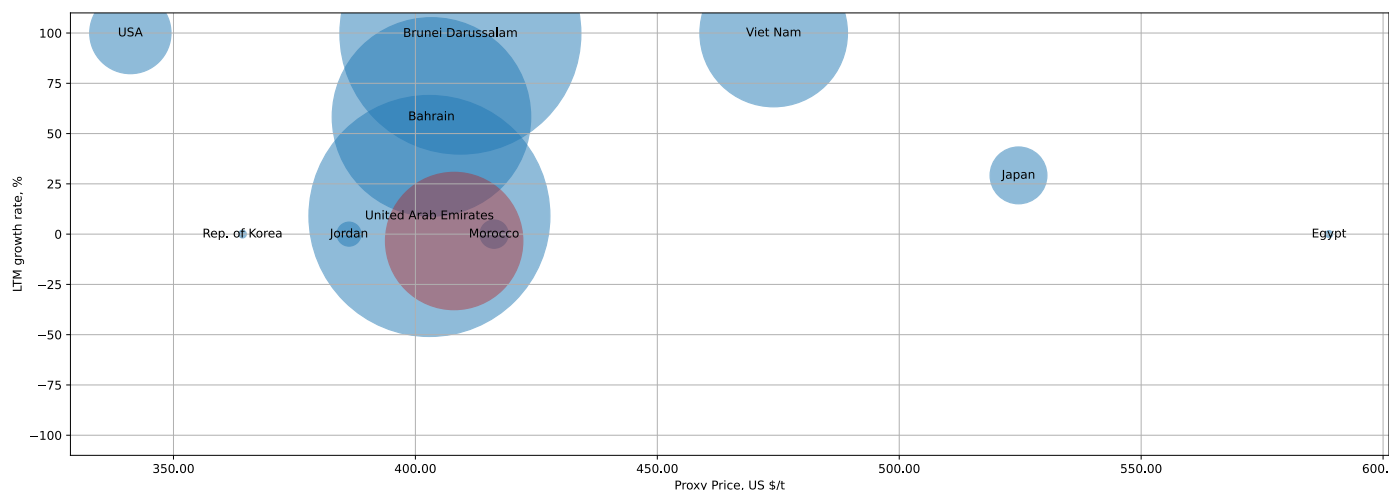
This section presents information about the most successful exporters who managed to significantly increase their supplies over last 12 months. The upper-left corner of the chart highlights countries deemed the most aggressive competitors in the market. The horizontal axis measures the proxy price level offered by suppliers, the vertical axis portrays the growth rate of supplies in volume terms, and the bubble size indicates the extent at which a country-supplier contributed to the growth of imports. The chart encompasses the most recent data spanning the past 12 months.

Figure 19. Top suppliers-contributors to growth of imports of to Australia in LTM (winners)

Average Imports Parameters:

LTM growth rate = -3.42%

Proxy Price = 408.01 US\$ / t



The chart shows the classification of countries who were among the greatest growth contributors in terms of supply of Urea, including aqueous solution in packs >10 kg to Australia:

- Bubble size depicts the volume of imports from each country to Australia in the period of LTM (July 2024 – June 2025).
- Bubble's position on X axis depicts the average level of proxy price on imports of Urea, including aqueous solution in packs >10 kg to Australia from each country in the period of LTM (July 2024 – June 2025).
- Bubble's position on Y axis depicts growth rate of imports of Urea, including aqueous solution in packs >10 kg to Australia from each country (in tons) in the period of LTM (July 2024 – June 2025) compared to the corresponding period a year before.
- Red Bubble represents a theoretical "average" country supplier out of the top-10 countries shown in the Chart.

Various factors may cause these 10 countries to increase supply of Urea, including aqueous solution in packs >10 kg to Australia in LTM. Some may be due to the growth of comparative advantages price wise, others may be related to higher quality or better trade conditions. Below is a list of countries, whose proxy price level of supply of Urea, including aqueous solution in packs >10 kg to Australia seemed to be a significant factor contributing to the supply growth:

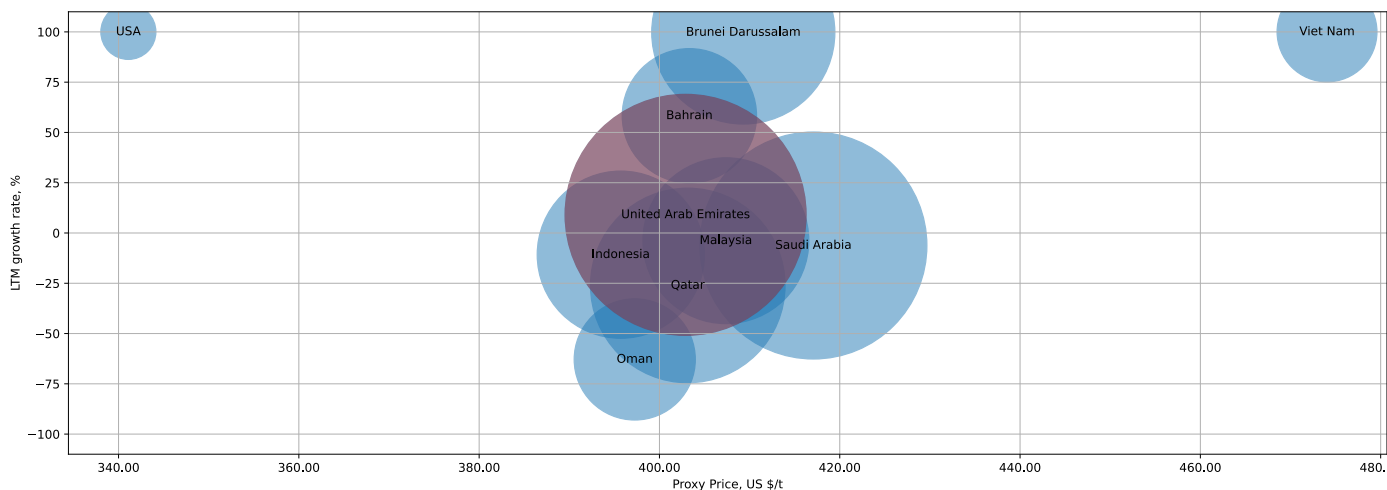
1. Jordan;
2. Malaysia;
3. USA;
4. Bahrain;
5. United Arab Emirates;

COMPETITION LANDSCAPE: TOP COMPETITORS

This section provides details about the primary exporters of a particular product to a designated country. To present a comprehensive view, a bubble-chart is employed, showcasing a country's position relative to others. It simultaneously utilizes three indicators: the horizontal axis measures the proxy price level provided by suppliers, the vertical axis indicates the market share growth rate, and the size of the bubble denotes the volume of imports from a country-supplier. Countries positioned in the upper-left corner of the chart are considered the most competitive players in the market. The chart includes the most recent data spanning the past 12 months.

Figure 20. Top-10 Supplying Countries to Australia in LTM (July 2024 – June 2025)

Total share of identified TOP-10 supplying countries in Australia's imports in US\$-terms in LTM was 98.42%



The chart shows the classification of countries who are strong competitors in terms of supplies of Urea, including aqueous solution in packs >10 kg to Australia:

- Bubble size depicts market share of each country in total imports of Australia in the period of LTM (July 2024 – June 2025).
- Bubble's position on X axis depicts the average level of proxy price on imports of Urea, including aqueous solution in packs >10 kg to Australia from each country in the period of LTM (July 2024 – June 2025).
- Bubble's position on Y axis depicts growth rate of imports Urea, including aqueous solution in packs >10 kg to Australia from each country (in tons) in the period of LTM (July 2024 – June 2025) compared to the corresponding period a year before.
- Red Bubble represents the country with the largest market share.

COMPETITION LANDSCAPE: TOP COMPETITORS

This section focuses on competition among suppliers and includes a ranking of countries-exporters that are regarded as the most competitive within the last 12 months.

a) In US\$-terms, the largest supplying countries of Urea, including aqueous solution in packs >10 kg to Australia in LTM (07.2024 - 06.2025) were:

1. United Arab Emirates (339.86 M US\$, or 22.46% share in total imports);
2. Saudi Arabia (264.22 M US\$, or 17.46% share in total imports);
3. Qatar (194.19 M US\$, or 12.83% share in total imports);
4. Brunei Darussalam (172.04 M US\$, or 11.37% share in total imports);
5. Indonesia (143.34 M US\$, or 9.47% share in total imports);

b) Countries who increased their imports the most (top-5 contributors to total growth in imports in US \$ terms) during the LTM period (07.2024 - 06.2025) were:

1. Brunei Darussalam (86.71 M US\$ contribution to growth of imports in LTM);
2. United Arab Emirates (54.3 M US\$ contribution to growth of imports in LTM);
3. Viet Nam (45.54 M US\$ contribution to growth of imports in LTM);
4. Bahrain (38.61 M US\$ contribution to growth of imports in LTM);
5. Saudi Arabia (20.1 M US\$ contribution to growth of imports in LTM);

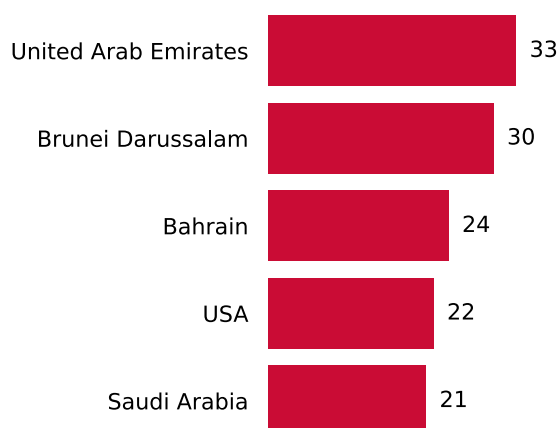
c) Countries whose price level of imports may have been a significant factor of the growth of supply (out of Top-10 contributors to growth of total imports):

1. Jordan (386 US\$ per ton, 0.09% in total imports, and 0.0% growth in LTM);
2. Malaysia (407 US\$ per ton, 9.32% in total imports, and 5.26% growth in LTM);
3. USA (341 US\$ per ton, 1.03% in total imports, and 1798.7% growth in LTM);
4. Bahrain (403 US\$ per ton, 6.12% in total imports, and 71.54% growth in LTM);
5. United Arab Emirates (403 US\$ per ton, 22.46% in total imports, and 19.01% growth in LTM);

d) Top-3 high-ranked competitors in the LTM period:

1. United Arab Emirates (339.86 M US\$, or 22.46% share in total imports);
2. Brunei Darussalam (172.04 M US\$, or 11.37% share in total imports);
3. Bahrain (92.57 M US\$, or 6.12% share in total imports);

Figure 21. Ranking of TOP-5 Countries - Competitors



The ranking is a cumulative value of 4 parameters, with the maximum possible score of 40 points. For more information on the methodology, refer to the "Methodology" section.

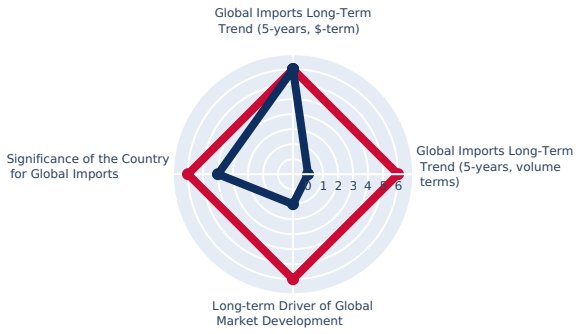
6

CONCLUSIONS

EXPORT POTENTIAL: RANKING RESULTS -1

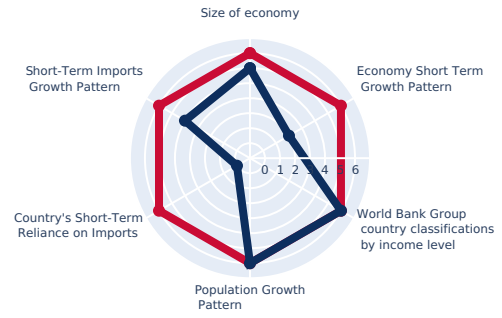
Component 1: Long-term trends of Global Demand for Imports

Max Score: 24
Country Score: 11



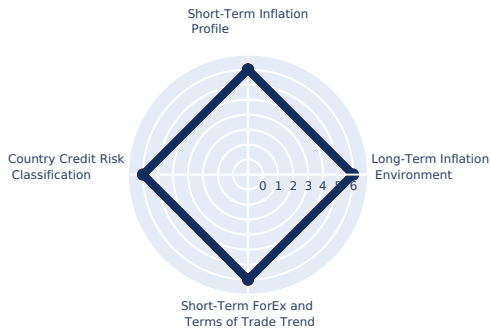
Component 2: Strength of the Demand for Imports in the selected country

Max Score: 36
Country Score: 23



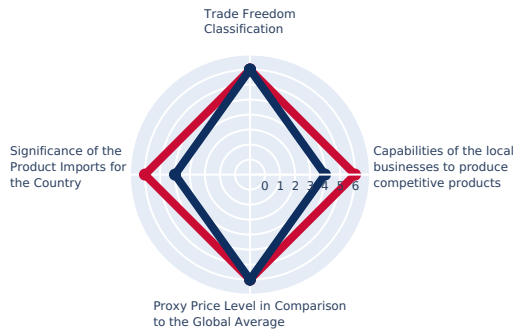
Component 3: Macroeconomic risks for Imports to the selected country

Max Score: 24
Country Score: 24



Component 4: Market entry barriers and domestic competition pressures for imports of the good

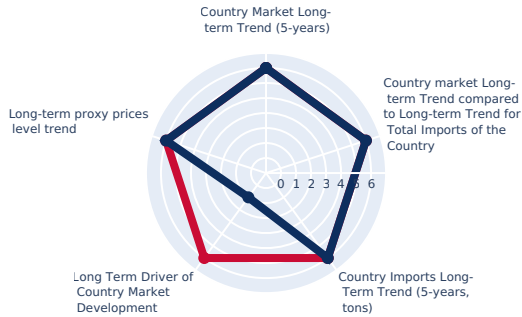
Max Score: 24
Country Score: 20



EXPORT POTENTIAL: RANKING RESULTS -2

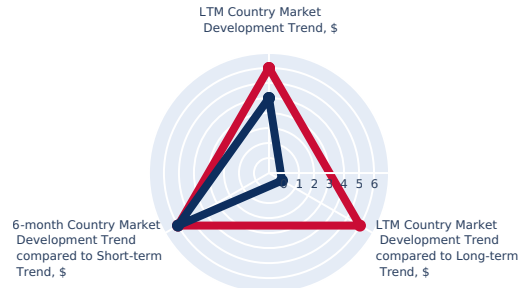
Component 5: Long-term trends of Country Market

Max Score: 30
Country Score: 25



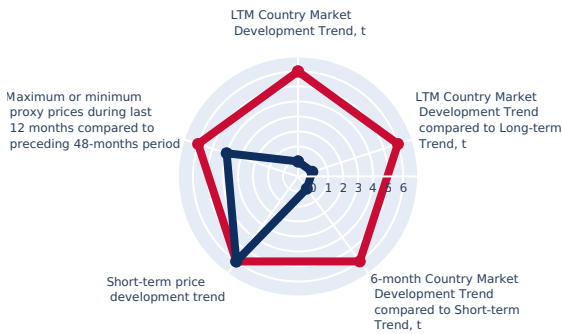
Component 6: Short-term trends of Country Market, US\$-terms

Max Score: 18
Country Score: 10



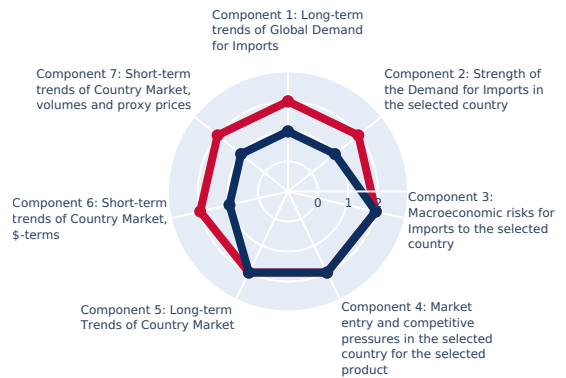
Component 7: Short-term trends of Country Market, volumes and proxy prices

Max Score: 30
Country Score: 10



Aggregated Country Ranking

Max Score: 14
Country Score: 10



Conclusion: Based on this estimation, the entry potential of this product market can be defined as suggesting relatively good chances for successful market entry.

MARKET VOLUME THAT MAY BE CAPTURED BY A NEW SUPPLIER IN MID-TERM

This concluding section provides an assessment of the attractiveness level of the chosen country for suppliers. It also includes estimations of the market volume that suppliers can potentially fill, represented in both US\$ and Ktons.

Conclusion:

Based on recent imports dynamics and high-level analysis of the competition landscape, imports of Urea, including aqueous solution in packs >10 kg by Australia may be expanded to the extent of 6,440.95 K US\$ monthly, that may be captured by suppliers in a short-term.

This estimation holds possible should any significant competitive advantages have been gained.

A high-level estimation of a share of imports of Urea, including aqueous solution in packs >10 kg by Australia that may be captured by a new supplier or by existing market player in the upcoming short-term period of 6-12 months, includes two major components:

- **Component 1: Potential imports volume supported by Market Growth.** This is a market volume that can be captured by supplier as an effect of the trend related to market growth.
- **Component 2: Expansion of imports due to increase of Competitive Advantages of suppliers.** This is a market volume that can be captured by suppliers with strong competitive advantages, whether price wise or another, more specific and sustainable competitive advantages.

Below is an estimation of supply volumes presented separately for both components. In addition, an integrated component was added to estimate total potential supply of Urea, including aqueous solution in packs >10 kg to Australia.

Estimation of Component 1 of Volume of Potential Supply, which is supported by Market Growth

24-months development trend (volume terms), monthly growth rate	2.01 %
Estimated monthly imports increase in case the trend is preserved	74,542.47 tons
Estimated share that can be captured from imports increase	9.87 %
Potential monthly supply (based on the average level of proxy prices of imports)	3,001.9 K US\$

Estimation of Component 2 of Volume of Potential Supply, which is supported by Competitive Advantages

The average imports increase in LTM by top-5 contributors to the growth of imports	101,146.1 tons
Estimated monthly imports increase in case of complete advantages	8,428.84 tons
The average level of proxy price on imports of 310210 in Australia in LTM	408.01 US\$/t
Potential monthly supply based on the average level of proxy prices on imports	3,439.05 K US\$

Integrated Estimation of Volume of Potential Supply

Component 1. Supply supported by Market Growth	Yes	3,001.9 K US\$
Component 2. Supply supported by Competitive Advantages		3,439.05 K US\$
Integrated estimation of market volume that may be added each month		6,440.95 K US\$

Note: Component 2 works only in case there are strong competitive advantages in comparison to the largest competitors and top growing suppliers.

7

LIST OF COMPANIES

LIST OF COMPANIES: DISCLAIMER

This section provides a list of companies generated using Google's Gemini AI model to help identify potential exporters and buyers in the global market.



AI-Generated Content Notice: This list of companies has been generated using Google's Gemini AI model. While we've made efforts to ensure accuracy, the information may contain errors or omissions. We recommend verifying critical details through additional sources before making business decisions based on this data.

Data and Sources:

The company data presented in this section is generated by Google's Gemini AI model based on the product and market parameters provided. The AI analyzes various public sources including company websites, industry reports, business directories, and market databases to identify relevant exporters and buyers. However, this information should be considered as a starting point for further research rather than definitive market intelligence.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Brunei Fertilizer Industries (BFI)

Revenue 500,000,000\$

Website: <https://bfi.com.bn>

Country: Brunei Darussalam

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea and ammonia. Substantial production capacity for significant international exports.

Operations in Importing Country: No direct physical office, but products are supplied to Australian agricultural importers and distributors through established trade channels.

Ownership Structure: Wholly-owned by the Government of Brunei Darussalam (via Brunei Shell Petroleum and Brunei Investment Agency).

COMPANY PROFILE

Brunei Fertilizer Industries (BFI) is a state-of-the-art urea and ammonia production facility located in Sungai Liang Industrial Park, Brunei Darussalam. It is a wholly-owned subsidiary of Brunei Darussalam's national oil and gas company, Brunei Shell Petroleum (BSP), and part of the broader Brunei Investment Agency portfolio. BFI represents a significant diversification effort for Brunei's economy, leveraging its abundant natural gas resources to produce high-value-added products for export. The plant commenced operations in 2021, making it one of the newest and most modern fertilizer complexes in the region. BFI's primary product focus is granular urea and ammonia. The facility has a substantial production capacity, designed to meet significant international demand. Its scale of exports is considerable, positioning Brunei as a new, but important, player in the global urea market. BFI aims to be a reliable supplier of high-quality urea, contributing to food security in Asia and beyond. The company emphasizes operational efficiency, safety, and environmental responsibility in its production processes. BFI is actively engaged in exporting its urea products to various international markets, including Australia. While BFI does not have a direct physical presence or subsidiary in Australia, its products are supplied to Australian agricultural importers and distributors through established trade channels. The company's strategic location in Southeast Asia provides efficient access to key markets in Oceania, making Australia a natural target for its exports. BFI is focused on building long-term relationships with international buyers. Brunei Fertilizer Industries is wholly owned by the Government of Brunei Darussalam through its national oil and gas entities. This ownership structure provides strong governmental support and strategic direction for its operations and market expansion. The management team is focused on establishing BFI as a reliable and competitive supplier of urea in the global market, ensuring consistent production and efficient logistics.

GROUP DESCRIPTION

Part of the Brunei Investment Agency portfolio, which manages the country's sovereign wealth fund and strategic investments.

MANAGEMENT TEAM

- Haji Mohammad Azmi bin Haji Mohammad Hanifah (CEO)

RECENT NEWS

Since commencing operations in 2021, BFI has been steadily ramping up its production and establishing its presence in key export markets. In 2023-2024, BFI focused on optimizing its logistics and securing long-term supply agreements with international buyers, including those in the Oceania region, to ensure consistent urea exports to markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Petroleum Brunei (PetroleumBRUNEI)

Revenue 5,000,000,000\$

Website: <https://www.petroleumbrunei.com>

Country: Brunei Darussalam

Nature of Business: National oil company, strategic enabler and overseer of industrial projects including fertilizer production

Product Focus & Scale: Indirectly involved in urea production by providing natural gas feedstock to BFI. Oversees and facilitates large-scale industrial exports.

Operations in Importing Country: No direct commercial presence; indirectly contributes to supply of Brunei-origin urea to Australia through strategic oversight of BFI.

Ownership Structure: Wholly state-owned enterprise (Government of Brunei Darussalam).

COMPANY PROFILE

Petroleum Brunei (PetroleumBRUNEI) is the national oil company of Brunei Darussalam, responsible for the country's oil and gas resources. While its core business is upstream and downstream petroleum activities, PetroleumBRUNEI plays a strategic role in the country's economic diversification, which includes investments in the petrochemical and fertilizer sectors. It is the parent entity or closely linked to major industrial projects like Brunei Fertilizer Industries (BFI), ensuring the supply of natural gas feedstock for fertilizer production. PetroleumBRUNEI's product focus, in the context of fertilizers, is indirect but crucial. It ensures the availability of natural gas, the primary feedstock for urea and ammonia production, to facilities like BFI. While PetroleumBRUNEI itself does not directly export urea, it facilitates and oversees the operations of entities that do. Its scale of operations encompasses the entire oil and gas value chain in Brunei, providing the foundational resources for the country's industrial exports. PetroleumBRUNEI's strategic oversight extends to the export of Brunei's industrial products, including fertilizers. While it does not have a direct commercial presence in Australia for fertilizer sales, its role in enabling and supporting BFI's export activities means it indirectly contributes to the supply of Brunei-origin urea to the Australian market. Its focus is on national resource management and strategic industrial development that supports export-oriented industries. PetroleumBRUNEI is a wholly state-owned enterprise, established to manage and develop Brunei Darussalam's petroleum resources. This ownership structure provides it with significant authority and responsibility over the country's energy and related industrial sectors. The management is focused on maximizing the value of Brunei's natural resources through efficient operations, strategic investments, and fostering economic diversification, including the growth of the fertilizer industry.

MANAGEMENT TEAM

- Dato Paduka Haji Matsatejo Sokiaw (Managing Director)

RECENT NEWS

PetroleumBRUNEI has been focused on optimizing the utilization of Brunei's natural gas resources for various industrial applications, including the fertilizer sector. Recent strategic initiatives in 2023-2024 have aimed at enhancing the competitiveness and export capabilities of Brunei's downstream industries, which indirectly supports the consistent supply of urea to international markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Pupuk Indonesia (Persero)

Revenue 4,000,000,000\$

Website: <https://pupukindonesia.com>

Country: Indonesia

Nature of Business: State-owned holding company for fertilizer manufacturers, major producer and exporter of fertilizers

Product Focus & Scale: Urea, NPK, SP-36, ZA, and organic fertilizers. Largest fertilizer producer in Indonesia and one of the largest in Southeast Asia, with substantial export volumes.

Operations in Importing Country: No direct physical office, but products are regularly supplied to Australian agricultural importers and distributors through established trade channels.

Ownership Structure: State-owned enterprise (BUMN), wholly owned by the Government of Indonesia.

COMPANY PROFILE

PT Pupuk Indonesia (Persero) is the largest fertilizer producer in Indonesia and one of the largest in Southeast Asia. It is a state-owned enterprise that serves as a holding company for several fertilizer manufacturers across Indonesia. The company plays a crucial role in ensuring national food security by supplying fertilizers to domestic farmers, while also being a significant exporter to regional and international markets. Pupuk Indonesia is committed to sustainable agriculture and innovation in fertilizer production. The company's product focus includes a wide range of fertilizers, with urea being a primary product, alongside NPK, SP-36, ZA, and organic fertilizers. Pupuk Indonesia's combined production capacity across its subsidiaries is immense, making it a major global player in the urea market. Its scale of exports is substantial, leveraging Indonesia's strategic location and access to natural gas feedstock. The company has an extensive distribution network both domestically and internationally. Pupuk Indonesia actively exports its urea products to various countries, including Australia. While the company does not have a direct physical office or subsidiary in Australia, its products are regularly supplied to Australian agricultural importers and distributors through established trade channels. The company's focus on quality and reliable supply has helped it establish a consistent presence in the Australian market, supporting the country's agricultural sector. PT Pupuk Indonesia (Persero) is a state-owned enterprise (BUMN), wholly owned by the Government of Indonesia. This ownership structure provides strong governmental backing and strategic direction, aligning its operations with national development goals. The management team is focused on enhancing production efficiency, expanding market reach, and contributing to sustainable agricultural practices through research and development.

GROUP DESCRIPTION

Holding company for several Indonesian fertilizer manufacturers, including PT Pupuk Kaltim, PT Pupuk Sriwidjaja Palembang, PT Pupuk Iskandar Muda, PT Pupuk Kujang, and PT Petrokimia Gresik.

MANAGEMENT TEAM

- Rahmad Pribadi (CEO)
- Wono Budi Tjahyono (Director of Production)
- Widyastuti (Director of Marketing)

RECENT NEWS

In 2023-2024, PT Pupuk Indonesia focused on optimizing its production and distribution to meet both domestic and international demand for fertilizers, including urea. The company has been investing in digitalization and supply chain efficiency to enhance its export capabilities and ensure timely delivery to key markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Pupuk Kaltim

Revenue 1,500,000,000\$

Website: <https://pupukkaltim.com>

Country: Indonesia

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea and ammonia. One of the largest urea producers in Indonesia with substantial export volumes.

Operations in Importing Country: No direct physical office, but products are exported to Australia through PT Pupuk Indonesia's network and direct importers.

Ownership Structure: Subsidiary of PT Pupuk Indonesia (Persero), a state-owned enterprise.

COMPANY PROFILE

PT Pupuk Kaltim (Pupuk Kalimantan Timur) is one of the largest urea and ammonia producers in Indonesia, located in Bontang, East Kalimantan. It is a subsidiary of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company. Pupuk Kaltim is known for its modern production facilities, high operational efficiency, and commitment to environmental sustainability. The company plays a vital role in supporting Indonesia's agricultural sector and is a significant contributor to the country's fertilizer exports. Pupuk Kaltim's primary product focus is granular urea and ammonia. The company boasts a substantial production capacity, making it a key player in the global urea market. Its scale of exports is considerable, with products reaching various international markets, particularly in Asia and Oceania. Pupuk Kaltim leverages its strategic coastal location for efficient logistics and shipping, ensuring timely delivery of its products worldwide. Pupuk Kaltim actively exports its urea products to Australia, working through the broader distribution network of PT Pupuk Indonesia (Persero) and directly with major Australian agricultural importers. While it does not have a physical office in Australia, its high-quality urea is a consistent import for the Australian agricultural sector. The company's focus on product quality and reliable supply has helped it maintain a strong presence in the Australian market. PT Pupuk Kaltim is a subsidiary of PT Pupuk Indonesia (Persero), which is a state-owned enterprise. This ownership structure provides strong governmental backing and strategic alignment with national agricultural and industrial policies. The management team is focused on operational excellence, expanding its market reach, and implementing sustainable practices in fertilizer production.

GROUP DESCRIPTION

Part of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company of Indonesia.

MANAGEMENT TEAM

- Budi Wahyu Soesilo (CEO)
- Qomaruzzaman (Director of Operations and Production)

RECENT NEWS

Pupuk Kaltim has been focused on optimizing its production processes and logistics to ensure consistent supply of urea to both domestic and international markets. In 2023-2024, the company emphasized its commitment to environmental sustainability and efficiency, which supports its ongoing export activities to markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Pupuk Sriwidjaja Palembang (PUSRI)

Revenue 1,000,000,000\$

Website: <https://pusri.co.id>

Country: Indonesia

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea and ammonia. Significant production capacity for domestic supply and international exports.

Operations in Importing Country: No direct physical office, but products are exported to Australia through PT Pupuk Indonesia's network and direct importers.

Ownership Structure: Subsidiary of PT Pupuk Indonesia (Persero), a state-owned enterprise.

COMPANY PROFILE

PT Pupuk Sriwidjaja Palembang (PUSRI) is the first fertilizer factory in Indonesia, established in 1959, and is a key subsidiary of PT Pupuk Indonesia (Persero). Located in Palembang, South Sumatra, PUSRI is a major producer of urea and ammonia, playing a critical role in supporting Indonesia's agricultural sector and contributing significantly to the country's fertilizer exports. The company is known for its long history of reliable production and commitment to national food security. PUSRI's primary product focus is granular urea and ammonia. The company operates multiple production plants with substantial combined capacity, making it a significant contributor to Indonesia's overall fertilizer output and export volumes. Its scale of operations allows for efficient production and distribution of large quantities of urea to both domestic and international markets. PUSRI is continuously working to modernize its facilities and improve efficiency. PUSRI's urea products are exported to various international markets, including Australia, as part of the broader export strategy of PT Pupuk Indonesia (Persero). While PUSRI does not have a direct physical presence in Australia, its high-quality urea is regularly imported by Australian agricultural companies. The company's long-standing reputation and consistent supply contribute to its presence in the Australian market, supporting the country's agricultural needs. PT Pupuk Sriwidjaja Palembang is a subsidiary of PT Pupuk Indonesia (Persero), which is a state-owned enterprise. This ownership structure ensures strong governmental support and strategic alignment with national development objectives. The management team is focused on maintaining high operational standards, expanding market reach, and contributing to sustainable agricultural development through reliable fertilizer supply.

GROUP DESCRIPTION

Part of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company of Indonesia.

MANAGEMENT TEAM

- Dwi Satriyo Annurogo (CEO)
- Tri Wahyudi Saleh (Director of Operations and Production)

RECENT NEWS

PUSRI, as a key subsidiary of Pupuk Indonesia, has been focused on ensuring stable production and efficient distribution of urea to meet both domestic and export demands. In 2023-2024, the company emphasized its role in national food security and its commitment to maintaining reliable supply chains for international markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Pupuk Iskandar Muda (PIM)

Revenue 700,000,000\$

Website: <https://pim.co.id>

Country: Indonesia

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea and ammonia. Significant production capacity for domestic supply and international exports.

Operations in Importing Country: No direct physical office, but products are exported to Australia through PT Pupuk Indonesia's network and direct importers.

Ownership Structure: Subsidiary of PT Pupuk Indonesia (Persero), a state-owned enterprise.

COMPANY PROFILE

PT Pupuk Iskandar Muda (PIM) is a major fertilizer producer located in Aceh, Indonesia, and is a subsidiary of PT Pupuk Indonesia (Persero). Established in 1982, PIM plays a crucial role in the economic development of Aceh and contributes significantly to Indonesia's fertilizer production capacity. The company leverages the abundant natural gas resources in Aceh to produce high-quality urea and ammonia, serving both domestic and international markets. PIM's primary product focus is granular urea and ammonia. The company operates modern production facilities with substantial capacity, enabling it to contribute significantly to Indonesia's overall fertilizer output and export volumes. Its scale of operations is designed to meet large-scale demand, ensuring a consistent supply of essential agricultural inputs. PIM is committed to operational excellence and environmental responsibility. PIM's urea products are exported to various international markets, including Australia, as part of the broader export strategy of PT Pupuk Indonesia (Persero). While PIM does not have a direct physical presence in Australia, its high-quality urea is regularly imported by Australian agricultural companies. The company's reliable production and adherence to international quality standards contribute to its presence in the Australian market, supporting the country's agricultural needs. PT Pupuk Iskandar Muda is a subsidiary of PT Pupuk Indonesia (Persero), which is a state-owned enterprise. This ownership structure provides strong governmental backing and strategic alignment with national development objectives. The management team is focused on optimizing production efficiency, expanding market reach, and contributing to sustainable agricultural development through reliable fertilizer supply.

GROUP DESCRIPTION

Part of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company of Indonesia.

MANAGEMENT TEAM

- Budi Rahardjo (CEO)
- Joko Pramono (Director of Operations and Production)

RECENT NEWS

PIM, as part of the Pupuk Indonesia group, has been focused on maintaining stable production and efficient distribution of urea to meet both domestic and export demands. In 2023-2024, the company emphasized its commitment to operational reliability and its role in supporting agricultural productivity in key markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Pupuk Kujang

Revenue 600,000,000\$

Website: <https://pupuk-kujang.co.id>

Country: Indonesia

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea, ammonia, NPK, and organic fertilizers. Significant production capacity for domestic supply and international exports.

Operations in Importing Country: No direct physical office, but products are exported to Australia through PT Pupuk Indonesia's network and direct importers.

Ownership Structure: Subsidiary of PT Pupuk Indonesia (Persero), a state-owned enterprise.

COMPANY PROFILE

PT Pupuk Kujang is a prominent fertilizer manufacturer located in Cikampek, West Java, Indonesia, and is a subsidiary of PT Pupuk Indonesia (Persero). Established in 1975, Pupuk Kujang plays a vital role in supplying fertilizers to the western part of Indonesia and is also a significant contributor to the country's fertilizer exports. The company is committed to producing high-quality urea and other fertilizers while adhering to environmental standards. Pupuk Kujang's primary product focus is granular urea and ammonia, alongside NPK and organic fertilizers. The company operates modern production facilities with substantial capacity, enabling it to contribute significantly to Indonesia's overall fertilizer output and export volumes. Its scale of operations is designed to meet large-scale demand, ensuring a consistent supply of essential agricultural inputs. Pupuk Kujang is continuously working to improve its production efficiency and product quality. Pupuk Kujang's urea products are exported to various international markets, including Australia, as part of the broader export strategy of PT Pupuk Indonesia (Persero). While Pupuk Kujang does not have a direct physical presence in Australia, its high-quality urea is regularly imported by Australian agricultural companies. The company's reliable production and adherence to international quality standards contribute to its presence in the Australian market, supporting the country's agricultural needs. PT Pupuk Kujang is a subsidiary of PT Pupuk Indonesia (Persero), which is a state-owned enterprise. This ownership structure provides strong governmental backing and strategic alignment with national development objectives. The management team is focused on optimizing production efficiency, expanding market reach, and contributing to sustainable agricultural development through reliable fertilizer supply.

GROUP DESCRIPTION

Part of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company of Indonesia.

MANAGEMENT TEAM

- Maryadi (CEO)
- Dedi Rusli (Director of Operations and Production)

RECENT NEWS

Pupuk Kujang, as part of the Pupuk Indonesia group, has been focused on maintaining stable production and efficient distribution of urea to meet both domestic and export demands. In 2023-2024, the company emphasized its commitment to operational reliability and its role in supporting agricultural productivity in key markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

PT Petrokimia Gresik

Revenue 1,200,000,000\$

Website: <https://petrokimia-gresik.com>

Country: Indonesia

Nature of Business: Integrated fertilizer and chemical producer, manufacturer and exporter of urea and other fertilizers

Product Focus & Scale: Granular urea, NPK, SP-36, ZA, and organic fertilizers. Largest integrated fertilizer and chemical producer in Indonesia with substantial export volumes.

Operations in Importing Country: No direct physical office, but products are exported to Australia through PT Pupuk Indonesia's network and direct importers.

Ownership Structure: Subsidiary of PT Pupuk Indonesia (Persero), a state-owned enterprise.

COMPANY PROFILE

PT Petrokimia Gresik is the largest integrated fertilizer and chemical producer in Indonesia, located in Gresik, East Java. It is a subsidiary of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company. Petrokimia Gresik produces a wide range of fertilizers, including urea, NPK, SP-36, ZA, and organic fertilizers, as well as various industrial chemicals. The company is committed to supporting national food security and sustainable agriculture through its diverse product portfolio. Petrokimia Gresik's product focus includes granular urea, alongside a comprehensive range of other fertilizers and industrial chemicals. The company boasts substantial production capacities across its integrated facilities, making it a significant contributor to Indonesia's overall fertilizer output and export volumes. Its scale of operations allows for efficient production and distribution of large quantities of agricultural inputs to both domestic and international markets. Petrokimia Gresik is known for its innovation in developing new fertilizer formulations. Petrokimia Gresik's urea products are exported to various international markets, including Australia, as part of the broader export strategy of PT Pupuk Indonesia (Persero). While Petrokimia Gresik does not have a direct physical presence in Australia, its high-quality urea is regularly imported by Australian agricultural companies. The company's reliable production and adherence to international quality standards contribute to its presence in the Australian market, supporting the country's agricultural needs. PT Petrokimia Gresik is a subsidiary of PT Pupuk Indonesia (Persero), which is a state-owned enterprise. This ownership structure provides strong governmental backing and strategic alignment with national development objectives. The management team is focused on optimizing production efficiency, expanding market reach, and contributing to sustainable agricultural development through reliable fertilizer supply and innovative product solutions.

GROUP DESCRIPTION

Part of PT Pupuk Indonesia (Persero), the state-owned fertilizer holding company of Indonesia.

MANAGEMENT TEAM

- Dwi Satryo Annurogo (CEO)
- Dwi Ary Purnomo (Director of Operations and Production)

RECENT NEWS

Petrokimia Gresik, as a key entity within the Pupuk Indonesia group, has been focused on enhancing its production capacity and diversifying its product portfolio to meet evolving market demands. In 2023-2024, the company emphasized its commitment to sustainable agriculture and its role in ensuring consistent fertilizer supply to both domestic and international markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Qatar Fertiliser Company (QAFCO)

Revenue 2,500,000,000\$

Website: <https://www.qafco.com>

Country: Qatar

Nature of Business: Manufacturer and exporter of urea and ammonia

Product Focus & Scale: Granular urea and ammonia. One of the world's largest single-site producers of urea with immense export capacity.

Operations in Importing Country: No direct physical office, but products are regularly supplied to the Australian market through major agricultural distributors and cooperatives.

Ownership Structure: Joint venture between QatarEnergy (75%) and Yara International (25%).

COMPANY PROFILE

Qatar Fertiliser Company (QAFCO) is a leading global producer of urea and ammonia, headquartered in Mesaieed Industrial City, Qatar. Established in 1969, QAFCO is a joint venture between QatarEnergy (75%) and Yara International (25%). The company operates one of the world's largest integrated single-site fertilizer complexes, leveraging Qatar's vast natural gas reserves as feedstock. QAFCO is renowned for its high-quality products, operational excellence, and significant contribution to global food security. QAFCO's primary product focus is granular urea and ammonia. The company boasts an immense production capacity, making it one of the largest single-site producers of urea in the world. Its scale of exports is substantial, with products shipped to over 45 countries across all continents. QAFCO's strategic location provides efficient access to international shipping routes, enabling it to serve distant markets effectively. The company is committed to sustainable production and environmental stewardship. QAFCO has a strong global export presence, and its urea products are regularly supplied to the Australian market. While QAFCO does not maintain a direct physical office or subsidiary in Australia, its products are imported by major Australian agricultural distributors and cooperatives. The company's long-standing reputation for reliable supply and high-quality urea makes it a preferred supplier for Australia's agricultural sector, which relies heavily on imported fertilizers. QAFCO is a joint venture between QatarEnergy, the state-owned energy company of Qatar, and Yara International, a global leader in crop nutrition. This ownership structure provides strong governmental backing and deep industry expertise. The management team is focused on maximizing production efficiency, expanding market reach, and investing in sustainable technologies to maintain its leadership position in the global fertilizer market.

GROUP DESCRIPTION

Part of QatarEnergy, the state-owned energy company of Qatar, and Yara International, a global leader in crop nutrition.

MANAGEMENT TEAM

- Abdulrahman Mohammed Al-Suwaidi (CEO)
- Khalid Al-Marri (Chief Operating Officer)

RECENT NEWS

In 2023-2024, QAFCO continued to focus on optimizing its production and logistics to meet robust global demand for urea. The company has been actively involved in discussions around energy efficiency and decarbonization in fertilizer production, ensuring its long-term competitiveness and continued supply to key markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Muntajat

Revenue 10,000,000,000\$

Website: <https://www.muntajat.qa>

Country: Qatar

Nature of Business: Exclusive marketer and distributor of Qatar's chemical, polymer, and fertilizer products

Product Focus & Scale: Urea (from QAFCO), ammonia, and other fertilizers. Exclusive marketer for all Qatari fertilizer exports, managing substantial global volumes.

Operations in Importing Country: No direct physical office; facilitates export of Qatari urea to Australia through global marketing and distribution network.

Ownership Structure: State-owned company (Government of Qatar).

COMPANY PROFILE

Muntajat (Qatar Chemical and Petrochemical Marketing and Distribution Company Q.J.S.C.) is the exclusive marketer and distributor of Qatar's chemical, polymer, and fertilizer products to the global market. Established in 2012, Muntajat plays a crucial role in connecting Qatar's industrial output with international demand. It manages the marketing, sales, and distribution of products from various Qatari producers, including QAFCO's fertilizers, ensuring efficient and reliable supply chains worldwide. Muntajat's product focus includes a comprehensive portfolio of chemicals, polymers, and fertilizers, with urea being a significant component due to QAFCO's large production capacity. Muntajat acts as the single window for all Qatari fertilizer exports, managing substantial volumes and complex logistics to serve over 170 countries. Its scale of operations is directly tied to the production capacities of its partner companies, making it a major global exporter of urea. Muntajat facilitates the export of Qatari urea to Australia, working with major Australian agricultural importers and distributors. While Muntajat does not have a physical office in Australia, its global marketing and distribution network ensures that Qatari-produced urea consistently reaches the Australian market. The company's role is to streamline the export process and maintain strong relationships with international buyers, including those in Australia, to ensure a steady flow of essential agricultural inputs. Muntajat is a state-owned company, established by Emiri Decree, reflecting Qatar's strategic intent to consolidate and optimize the marketing and distribution of its industrial products. This ownership structure provides strong governmental backing and strategic direction. The management team is focused on maximizing the value of Qatar's chemical, polymer, and fertilizer exports through efficient global marketing and logistics strategies.

MANAGEMENT TEAM

- Abdulrahman Ali Al-Abdulla (CEO)

RECENT NEWS

Muntajat has been actively engaged in optimizing its global supply chain and market reach for Qatari chemicals and fertilizers. In 2023-2024, the company focused on strengthening its logistics capabilities and market intelligence to ensure competitive and reliable supply to key agricultural markets worldwide, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Saudi Arabian Mining Company (Ma'aden)

Revenue 10,000,000,000\$

Website: <https://www.maaden.com.sa>

Country: Saudi Arabia

Nature of Business: Mining and metals company, major producer and exporter of phosphate and nitrogen fertilizers

Product Focus & Scale: Ammonia, DAP, MAP, NPK, and potentially urea (via ammonia conversion or trading). One of the world's largest producers and exporters of phosphate and nitrogen fertilizers.

Operations in Importing Country: No direct physical office, but products are regularly supplied to the Australian market through major agricultural distributors and cooperatives.

Ownership Structure: Publicly listed company (Saudi Exchange: 1211), major shareholder is the Public Investment Fund (PIF) of Saudi Arabia.

COMPANY PROFILE

Ma'aden is the largest mining and metals company in Saudi Arabia and a significant global player in the phosphate and ammonia fertilizer industry. It is a diversified mining company with operations spanning the entire value chain from exploration and mining to processing and manufacturing. Ma'aden's fertilizer business unit, Ma'aden Phosphate Company (MPC) and Ma'aden Wa'ad Al Shamal Phosphate Company (MWSPC), are among the world's largest producers of phosphate and nitrogen fertilizers, including urea. The company's product focus includes diammonium phosphate (DAP), monoammonium phosphate (MAP), NPK, and ammonia, which is a key precursor for urea. While Ma'aden is a major producer of ammonia, it also has capabilities for urea production or trading through its integrated operations. Its scale of exports is immense, leveraging Saudi Arabia's vast natural resources and strategic location. Ma'aden's fertilizer products are exported to over 50 countries, playing a critical role in global food security. Ma'aden has a strong global export presence, and its fertilizer products are regularly supplied to the Australian market. While Ma'aden does not have a direct physical office or subsidiary in Australia, its products are imported by major Australian agricultural distributors and cooperatives. The company's commitment to the Australian market is part of its broader strategy to serve key agricultural regions worldwide, ensuring a consistent and reliable supply of high-quality fertilizers. Ma'aden is a publicly listed company on the Saudi Exchange (Tadawul: 1211), with the Public Investment Fund (PIF) of Saudi Arabia being a major shareholder. This ownership structure provides strong government backing and financial stability, enabling significant investments in expansion and technological advancements. The management team is focused on sustainable growth, operational excellence, and expanding its global market reach.

MANAGEMENT TEAM

- Robert Wilt (CEO)
- Yasser Mufti (CFO)
- Hassan Al-Ali (SVP Phosphate & Industrial Minerals)

RECENT NEWS

In 2023-2024, Ma'aden continued to focus on optimizing its fertilizer production and export volumes to meet global demand. The company announced strategic partnerships and investments aimed at enhancing its supply chain resilience and expanding its market reach, ensuring consistent supply to key agricultural markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Saudi Basic Industries Corporation (SABIC)

Revenue 40,000,000,000\$

Website: <https://www.sabic.com>

Country: Saudi Arabia

Nature of Business: Global diversified chemicals company, major producer and exporter of fertilizers (via SABIC Agri-Nutrients)

Product Focus & Scale: Granular urea, prilled urea, ammonia, and specialty fertilizers. One of the world's largest producers and exporters of nitrogen fertilizers.

Operations in Importing Country: SABIC has a regional office (SABIC Australia Pty Ltd) for petrochemicals; fertilizer products are supplied to Australia through established distribution channels.

Ownership Structure: Publicly listed company (Saudi Exchange: 2010), majority-owned by Saudi Aramco.

COMPANY PROFILE

SABIC is a global diversified chemicals company headquartered in Riyadh, Saudi Arabia. It is one of the world's largest petrochemical manufacturers, with a significant presence in chemicals, polymers, fertilizers, and metals. SABIC Agri-Nutrients, a subsidiary of SABIC, is a leading global producer of urea, ammonia, and other nitrogen-based fertilizers. The company leverages its access to abundant natural gas resources in Saudi Arabia to produce high-quality and cost-competitive fertilizers. SABIC Agri-Nutrients' product focus includes granular urea, prilled urea, ammonia, and various specialty fertilizers. The scale of SABIC's fertilizer exports is immense, making it a key player in the global agricultural supply chain. Its integrated production facilities and extensive logistics network enable it to serve agricultural markets worldwide, contributing significantly to global food security. SABIC is known for its commitment to innovation and sustainability in fertilizer production. SABIC has a global presence with offices and operations in over 50 countries, including a regional office in Australia (SABIC Australia Pty Ltd) primarily for its petrochemical and polymer businesses. While the Australian office does not directly handle fertilizer sales, SABIC Agri-Nutrients' products, including urea, are regularly supplied to the Australian market through established distribution channels and major agricultural input companies. The company's global reach and reputation ensure a consistent supply to Australia's agricultural sector. SABIC is a publicly listed company on the Saudi Exchange (Tadawul: 2010), with Saudi Aramco holding a majority stake. This ownership structure provides strong financial backing and strategic alignment with Saudi Arabia's national economic objectives. The management team is focused on driving sustainable growth, expanding its product portfolio, and enhancing its global market leadership in chemicals and agri-nutrients.

GROUP DESCRIPTION

Part of Saudi Aramco, the world's largest oil producer, which provides strategic integration and feedstock advantages.

MANAGEMENT TEAM

- Abdulrahman Al-Fageeh (CEO, SABIC)
- Yousef Al-Benyan (Chairman, SABIC Agri-Nutrients)
- Abdulrahman Al-Jubran (CEO, SABIC Agri-Nutrients)

RECENT NEWS

SABIC Agri-Nutrients has been focusing on optimizing its production and logistics to meet global demand for urea and other nitrogen fertilizers. In 2023-2024, the company emphasized its commitment to sustainable agriculture and efficient supply chains, which supports its ongoing exports to markets like Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

National Chemical Fertilizers Company (NCFC)

Revenue 500,000,000\$

Website: <http://www.ncfc.com.sa>

Country: Saudi Arabia

Nature of Business: Manufacturer and exporter of urea

Product Focus & Scale: Granular urea. Substantial production capacity for large-scale exports.

Operations in Importing Country: No direct physical presence; products exported to Australia through SABIC Agri-Nutrients' distribution network.

Ownership Structure: Joint venture between SABIC Agri-Nutrients and Al-Jubail Fertilizer Company (Al-Bayroni).

COMPANY PROFILE

National Chemical Fertilizers Company (NCFC) is a joint venture between SABIC Agri-Nutrients and Al-Jubail Fertilizer Company (Al-Bayroni), operating in Saudi Arabia. NCFC is a significant producer of urea, leveraging the abundant natural gas resources available in the Kingdom. The company is strategically located in Jubail Industrial City, providing excellent access to port facilities for international exports. NCFC plays a vital role in Saudi Arabia's petrochemical and fertilizer industry, contributing to the country's economic diversification. NCFC's primary product focus is granular urea, produced using advanced technologies to ensure high quality and consistency. The company's production capacity is substantial, allowing for large-scale exports to various international markets. NCFC's operations are integrated with the broader SABIC Agri-Nutrients network, benefiting from shared expertise in logistics, marketing, and research. Its scale of exports contributes significantly to the global supply of nitrogenous fertilizers. NCFC's urea products are exported globally, including to the Australian market, through the extensive distribution network of SABIC Agri-Nutrients. While NCFC itself does not have a direct presence in Australia, its products are a consistent part of the supply chain for Australian agricultural importers. The company's reliable production and quality standards make it a preferred source for bulk urea in international trade. NCFC is a joint venture, with ownership shared between SABIC Agri-Nutrients and Al-Jubail Fertilizer Company (Al-Bayroni), which is also a SABIC affiliate. This structure ensures strong corporate governance and strategic alignment with SABIC's overall objectives in the agri-nutrients sector. The management is focused on operational efficiency, safety, and maximizing production output to meet global demand.

GROUP DESCRIPTION

Part of the broader SABIC Agri-Nutrients network, which is a subsidiary of SABIC.

MANAGEMENT TEAM

- Eng. Abdullah Al-Shamrani (President, NCFC)

RECENT NEWS

NCFC, as part of the SABIC Agri-Nutrients group, has been focused on maintaining high operational efficiency and production reliability for urea exports. Recent efforts in 2023-2024 have been directed towards optimizing logistics and supply chain management to ensure timely delivery to international markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Saudi Arabian Fertilizer Company (SAFCO)

Revenue 1,500,000,000\$

Website: <https://www.sabic.com/en/our-businesses/agri-nutrients/safco>

Country: Saudi Arabia

Nature of Business: Manufacturer and exporter of fertilizers (subsidiary of SABIC Agri-Nutrients)

Product Focus & Scale: Granular urea, prilled urea, and ammonia. One of the largest fertilizer producers in the Middle East with substantial export volumes.

Operations in Importing Country: No direct physical presence; products exported to Australia through SABIC Agri-Nutrients' distribution network.

Ownership Structure: Publicly listed company (Saudi Exchange: 2020), majority-owned by SABIC Agri-Nutrients.

COMPANY PROFILE

Saudi Arabian Fertilizer Company (SAFCO) is one of the pioneering petrochemical companies in Saudi Arabia and a major producer of fertilizers. It is a subsidiary of SABIC Agri-Nutrients, which in turn is part of the global SABIC group. SAFCO operates large-scale production facilities in Jubail, Saudi Arabia, leveraging the country's abundant natural gas resources to produce high-quality urea, ammonia, and other nitrogen-based fertilizers. SAFCO has a long history of contributing to global food security through its extensive export activities. SAFCO's core product focus includes granular urea, prilled urea, and ammonia. The company boasts significant production capacities, making it one of the largest fertilizer producers in the Middle East. Its scale of exports is substantial, with products reaching agricultural markets across Asia, Africa, Europe, and Oceania. SAFCO's commitment to operational excellence and product quality has established its reputation as a reliable supplier in the international fertilizer trade. SAFCO's products, particularly urea, are regularly exported to Australia as part of SABIC Agri-Nutrients' global distribution strategy. While SAFCO does not have a direct physical presence in Australia, its products are a consistent component of the supply chain for major Australian agricultural importers and distributors. The company's robust logistics and supply chain management ensure efficient delivery to distant markets like Australia, supporting the country's agricultural productivity. SAFCO is a publicly listed company on the Saudi Exchange (Tadawul: 2020), with SABIC Agri-Nutrients holding a majority stake. This ownership structure provides strong strategic direction and financial stability. The management team is dedicated to enhancing production efficiency, expanding market reach, and contributing to sustainable agricultural practices globally.

GROUP DESCRIPTION

Part of the SABIC Agri-Nutrients group, which is a subsidiary of SABIC, a global diversified chemicals company.

MANAGEMENT TEAM

- Abdulrahman Al-Jubran (Chairman, SAFCO & CEO, SABIC Agri-Nutrients)
- Faisal Al-Faqeer (CEO, SAFCO)

RECENT NEWS

SAFCO, as a key entity within SABIC Agri-Nutrients, has been focused on maintaining high production rates and optimizing its export logistics for urea. Recent reports in 2023-2024 indicate a continued emphasis on meeting global demand and ensuring reliable supply to key agricultural markets, including Australia.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Fertiglobe plc

Revenue 5,000,000,000\$

Website: <https://www.fertiglobe.com>

Country: United Arab Emirates

Nature of Business: Manufacturer and exporter of nitrogen fertilizers

Product Focus & Scale: Urea, ammonia, and other nitrogen-based fertilizers. World's largest seaborne exporter of urea and ammonia, with significant production capacities.

Operations in Importing Country: No direct physical office, but products are regularly supplied to the Australian market through established trade channels and major agricultural distributors.

Ownership Structure: Publicly listed company (ADX: FERTIGLOBE), majority-owned by ADNOC (Abu Dhabi National Oil Company) and OCI Global.

COMPANY PROFILE

Fertiglobe is the world's largest seaborne exporter of urea and ammonia, and a leading producer of nitrogen fertilizers. Headquartered in Abu Dhabi, UAE, it is a strategic partnership between ADNOC (Abu Dhabi National Oil Company) and OCI Global. The company operates a robust integrated production and distribution platform across the Middle East and North Africa, with significant production capacities in the UAE, Egypt, and Algeria. Fertiglobe's extensive logistics network enables it to serve key agricultural markets globally, including Australia, where its products are crucial for enhancing crop yields. The company's product portfolio primarily includes urea, ammonia, and other nitrogen-based fertilizers. Fertiglobe's scale of exports is substantial, leveraging its strategic location and access to natural gas feedstock. Its operations are characterized by high efficiency and a focus on sustainable production practices, including initiatives for low-carbon ammonia. Fertiglobe plays a pivotal role in global food security by ensuring a consistent supply of essential crop nutrients to major agricultural regions. Fertiglobe maintains a strong global presence through its extensive sales and distribution network. While it does not have a physical office in Australia, its products are regularly supplied to the Australian market through established trade channels and major agricultural distributors. The company's commitment to the Australian market is evidenced by its consistent supply of urea, supporting the country's agricultural sector. Its global reach and logistical capabilities ensure reliable delivery to distant markets like Australia. Fertiglobe is a publicly listed company on the Abu Dhabi Securities Exchange (ADX). It is majority-owned by ADNOC and OCI Global, reflecting a strong backing from a national oil company and a global nitrogen producer. This ownership structure provides significant financial stability and strategic advantages in the global fertilizer market. The company's leadership is focused on expanding its market share and exploring new opportunities in green ammonia and hydrogen.

GROUP DESCRIPTION

Part of a strategic partnership between ADNOC, the state-owned oil company of Abu Dhabi, and OCI Global, a leading global producer and distributor of hydrogen-based products.

MANAGEMENT TEAM

- Ahmed El-Hoshy (CEO)
- Samir Khare (CFO)
- Nandini Bajaj (Chief Commercial Officer)

RECENT NEWS

In late 2023 and early 2024, Fertiglobe continued to optimize its global supply chain to meet demand in key agricultural markets, including Australia, amidst fluctuating natural gas prices. The company has been actively involved in discussions around sustainable fertilizer production and supply to support global food security, which indirectly benefits markets like Australia reliant on imported urea.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Emirates NPK

Revenue 200,000,000\$

Website: <https://emiratesnpk.com>

Country: United Arab Emirates

Nature of Business: Manufacturer and exporter of NPK and nitrogenous fertilizers

Product Focus & Scale: Granular urea, prilled urea, NPK formulations, and specialty fertilizers. Significant export volumes to various international markets.

Operations in Importing Country: Actively exports to Australia through local distributors and agricultural cooperatives; no direct physical presence.

Ownership Structure: Privately owned.

COMPANY PROFILE

Emirates NPK is a prominent manufacturer and exporter of a wide range of fertilizers, including NPK, urea, and specialty fertilizers, based in the United Arab Emirates. The company is known for its advanced production facilities and commitment to quality, serving agricultural sectors across the Middle East, Africa, Asia, and Australia. Emirates NPK focuses on providing tailored nutrient solutions to meet specific crop and soil requirements, contributing to sustainable agricultural practices globally. The company's product focus includes granular urea, prilled urea, and various NPK formulations. Emirates NPK has a significant export footprint, leveraging its strategic location in the UAE to access international shipping routes efficiently. Its scale of operations allows for large-volume exports, catering to the demands of diverse agricultural markets. The company emphasizes research and development to innovate new fertilizer products that enhance crop productivity and environmental sustainability. Emirates NPK actively exports its fertilizer products to Australia, working with local distributors and agricultural cooperatives to ensure market penetration. While it does not maintain a direct physical presence or subsidiary in Australia, its sales and logistics teams collaborate closely with Australian partners to facilitate smooth import processes and timely delivery. The company's reputation for reliable supply and quality products has helped it establish a consistent presence in the Australian agricultural input market. Emirates NPK is a privately owned company, part of a larger group with diversified interests in the industrial sector within the UAE. Its ownership structure allows for agile decision-making and strategic investments in production capacity and market expansion. The company's management is focused on strengthening its international distribution network and enhancing its product offerings to meet evolving global agricultural demands.

MANAGEMENT TEAM

- Dr. Abdulmonem Al Marzooqi (CEO)

RECENT NEWS

Emirates NPK has recently focused on expanding its market share in Southeast Asia and Oceania, including Australia, by participating in regional agricultural trade shows and strengthening partnerships with local distributors to increase the availability of its urea and NPK products.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Gulf Petrochem Group

Revenue 1,000,000,000\$

Website: <https://www.gulfpetrochem.com>

Country: United Arab Emirates

Nature of Business: Diversified energy conglomerate with significant commodity trading operations (including fertilizers)

Product Focus & Scale: Trading of urea and other bulk fertilizers. Large-scale trading volumes facilitated by extensive logistics and storage infrastructure.

Operations in Importing Country: Engages in significant trade flows with Australian importers; no direct physical presence.

Ownership Structure: Privately held.

COMPANY PROFILE

Gulf Petrochem Group is a diversified energy conglomerate based in the UAE, with significant interests in oil refining, bunkering, and trading of petroleum products and agricultural commodities, including fertilizers. While primarily known for its energy sector activities, the group's trading arm plays a crucial role in the global supply chain of various bulk commodities. It leverages its extensive logistics and storage infrastructure to facilitate the movement of goods across continents. The group's product focus in the agricultural sector includes the trading of urea and other bulk fertilizers. Gulf Petrochem acts as a major trader, sourcing fertilizers from various producers globally and distributing them to demand centers. Its scale of operations in trading is substantial, enabling it to handle large volumes and manage complex supply chains. The company's expertise in logistics and risk management is key to its success in commodity trading. Gulf Petrochem Group has a global trading network that includes the Australian market. While it does not have a direct physical presence in Australia for fertilizer distribution, it engages in significant trade flows with Australian importers and agricultural companies. The group's trading activities ensure a consistent supply of essential commodities, including urea, to meet Australia's agricultural needs. Its role is primarily that of a large-scale trading house facilitating international commodity movements. Gulf Petrochem Group is a privately held entity with a strong presence in the Middle East and Asia. Its ownership structure allows for strategic flexibility and rapid response to market dynamics. The group's management is focused on expanding its trading portfolio and optimizing its supply chain efficiencies to capitalize on global commodity demands. Its diversified business model provides resilience against market fluctuations.

MANAGEMENT TEAM

- Sudhir Goyel (Managing Director)

RECENT NEWS

Gulf Petrochem Group has been actively navigating the volatile global commodity markets in 2023-2024, focusing on optimizing its trading positions for various products, including fertilizers, to ensure competitive pricing and reliable supply to its international clients, which includes Australian buyers.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

AgroChem Middle East FZE

Revenue 150,000,000\$

Website: <https://www.agrochemicalme.com>

Country: United Arab Emirates

Nature of Business: Trading and distribution of agricultural chemicals and fertilizers

Product Focus & Scale: Wide range of fertilizers, including urea, NPK, and specialty fertilizers. Large-scale trading volumes for export.

Operations in Importing Country: Actively exports to Australia through agricultural distributors and large farming enterprises; no direct physical presence.

Ownership Structure: Privately owned.

COMPANY PROFILE

AgroChem Middle East FZE is a specialized trading and distribution company based in the UAE, focusing on agricultural chemicals, fertilizers, and seeds. The company serves as a crucial link between global manufacturers and regional and international agricultural markets. It prides itself on its extensive network of suppliers and buyers, ensuring the efficient and timely delivery of agricultural inputs. AgroChem Middle East FZE is committed to supporting sustainable agriculture through the provision of high-quality products. The company's product focus includes a wide range of fertilizers, with a significant emphasis on nitrogenous fertilizers like urea, as well as NPK and specialty fertilizers. AgroChem Middle East FZE operates as a large-scale trading house, handling substantial volumes of agricultural commodities for export. Its expertise lies in logistics, supply chain management, and market intelligence, enabling it to identify and capitalize on global demand for agricultural inputs. AgroChem Middle East FZE actively exports fertilizers to various countries, including Australia. While it does not have a physical office in Australia, it works closely with Australian agricultural distributors and large farming enterprises to facilitate the import of urea and other fertilizers. The company's role is to ensure a consistent and competitive supply of these essential products to the Australian market, leveraging its strong relationships with producers and its efficient logistics capabilities. AgroChem Middle East FZE is a privately owned company operating within the free zones of the UAE, which provides it with strategic advantages for international trade. Its ownership structure allows for flexibility and responsiveness to market changes. The management team is dedicated to expanding its global reach and strengthening its position as a reliable supplier of agricultural inputs, continuously seeking new partnerships and market opportunities.

MANAGEMENT TEAM

- Mr. Rakesh Kumar (Managing Director)

RECENT NEWS

AgroChem Middle East FZE has been focusing on diversifying its sourcing channels and optimizing logistics to maintain competitive pricing for urea and other fertilizers in key export markets, including Australia, in response to global supply chain challenges and demand fluctuations in 2023-2024.

KEY EXPORT COMPANIES

This section provides detailed information about key export companies in the target market, including their business profiles, operations, and management structures.

Al Ghurair Resources

Revenue 3,000,000,000\$

Website: <https://www.alghurairresources.com>

Country: United Arab Emirates

Nature of Business: Diversified agricultural business, including trading of agricultural commodities and inputs

Product Focus & Scale: Trading and distribution of bulk fertilizers like urea, as part of a broader agricultural commodity portfolio. Significant trading volumes.

Operations in Importing Country: Engages in trade flows with Australian buyers; no direct physical presence for fertilizer distribution.

Ownership Structure: Privately owned, subsidiary of Al Ghurair Investment.

COMPANY PROFILE

Al Ghurair Resources (AGR) is a leading diversified agricultural business based in the UAE, part of the larger Al Ghurair Investment group. AGR is a major player in the sourcing, trading, processing, and distribution of various agricultural commodities, including grains, pulses, and animal feed. While its primary focus is on food commodities, its extensive trading network and logistics capabilities also extend to agricultural inputs like fertilizers, which are crucial for its integrated supply chain approach. The company's product focus, in the context of fertilizers, is primarily on the trading and distribution of bulk commodities such as urea, which are essential for agricultural production. AGR leverages its global sourcing capabilities and robust logistics infrastructure, including port facilities and storage, to manage large volumes of commodities. Its scale of operations is significant, positioning it as a key facilitator in the international agricultural trade landscape. Al Ghurair Resources has a well-established global trading presence, and its network includes trade flows with Australia. While it does not have a dedicated fertilizer subsidiary or physical office in Australia, its trading arm facilitates the supply of agricultural inputs, including urea, to Australian buyers. The company's integrated approach to agricultural commodities means it often supplies fertilizers as part of broader agricultural input packages or through its extensive trading relationships with major agricultural players globally, including those in Australia. Al Ghurair Resources is a subsidiary of Al Ghurair Investment, one of the largest diversified industrial groups in the Middle East. This ownership provides significant financial backing and strategic depth. The company is privately owned by the Al Ghurair family. The management is focused on enhancing food security and agricultural productivity through efficient supply chain management and strategic investments in processing and trading capabilities.

GROUP DESCRIPTION

Part of Al Ghurair Investment, a large diversified industrial group in the Middle East with interests in food, resources, properties, and construction.

MANAGEMENT TEAM

- John Iossifidis (Group CEO, Al Ghurair Investment)
- Djamal Djouhri (CEO, Al Ghurair Resources)

RECENT NEWS

Al Ghurair Resources has been actively involved in strengthening its global supply chains for agricultural commodities, including inputs like fertilizers, to ensure resilience against market disruptions. In 2023-2024, the company focused on optimizing its logistics and trading strategies to meet demand in key markets, which includes its ongoing trade relationships with Australia.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Nutrien Ag Solutions

Revenue 5,000,000,000\$

Agribusiness retailer and wholesaler

Website: <https://www.nutrienagsolutions.com.au>

Country: Australia

Product Usage: Resale to farmers for broadacre cropping, horticulture, and pasture applications.

Ownership Structure: Wholly-owned subsidiary of Nutrien Ltd. (Canada).

COMPANY PROFILE

Nutrien Ag Solutions is Australia's largest agribusiness, providing a comprehensive range of products and services to the agricultural sector. As a subsidiary of Nutrien Ltd., a global leader in crop inputs and services, Nutrien Ag Solutions operates an extensive network of rural retail branches across Australia. The company offers a full suite of agricultural solutions, including fertilizers, crop protection products, seed, livestock, wool, real estate, and financial services. Its vast reach and integrated approach make it a critical player in the Australian agricultural supply chain. Nutrien Ag Solutions is a major importer and distributor of urea and other nitrogenous fertilizers in Australia. The imported urea is primarily used for resale to farmers across various agricultural segments, including broadacre cropping, horticulture, and pasture. The company's extensive distribution network ensures that fertilizers reach farmers efficiently, supporting crop production and pasture growth. Nutrien Ag Solutions also provides agronomic advice, helping farmers optimize fertilizer application for maximum yield and sustainability. As a key part of Nutrien Ltd., a global agricultural giant, Nutrien Ag Solutions benefits from global sourcing capabilities and supply chain expertise. The company's operations in Australia are integral to its parent company's worldwide strategy to provide essential crop inputs. Its ownership structure is international, being a wholly-owned subsidiary of Canadian-based Nutrien Ltd. This provides significant financial backing and access to global resources and technologies. The management team at Nutrien Ag Solutions is focused on delivering integrated solutions to Australian farmers, enhancing productivity, and promoting sustainable agricultural practices. The company continuously invests in its retail network, digital platforms, and product offerings to meet the evolving needs of the Australian agricultural industry. Its strategic importance in the Australian market is underscored by its comprehensive service model and market leadership.

GROUP DESCRIPTION

Part of Nutrien Ltd., the world's largest provider of crop inputs and services, headquartered in Saskatoon, Canada.

MANAGEMENT TEAM

- Rob Clayton (Managing Director, Nutrien Ag Solutions Australia)
- Kelly Wood (Chief Financial Officer, Nutrien Ag Solutions Australia)

RECENT NEWS

In late 2023 and early 2024, Nutrien Ag Solutions continued to focus on optimizing its fertilizer supply chain to ensure availability and competitive pricing for Australian farmers amidst global market fluctuations. The company also emphasized its digital transformation initiatives to enhance customer experience and agronomic support for fertilizer application.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

CSBP Fertilisers

Revenue 1,500,000,000\$

Manufacturer, importer, and supplier of fertilizers

Website: <https://www.csbp.com.au>

Country: Australia

Product Usage: Processing (blending into custom formulations) and resale to farmers and agricultural businesses.

Ownership Structure: Wholly-owned subsidiary of Wesfarmers Limited (Australia).

COMPANY PROFILE

CSBP Fertilisers is a leading manufacturer and supplier of fertilizers in Western Australia, and a significant importer of nitrogenous fertilizers for the broader Australian market. As a division of Wesfarmers Chemicals, Energy & Fertilisers (WesCEF), CSBP has a long history of serving the agricultural sector, particularly in Western Australia. The company operates a large integrated manufacturing complex in Kwinana, producing a range of granular and liquid fertilizers, and supplementing its production with imported products to meet demand. CSBP is a major importer of urea, which is either blended with other nutrients to create custom fertilizer formulations or resold directly to farmers and agricultural businesses. The imported urea is crucial for meeting the high demand for nitrogen in Western Australia's extensive cropping regions. CSBP's product usage involves both processing (blending) and direct resale, ensuring a comprehensive supply of nitrogen to the agricultural industry. The company also provides agronomic services and soil testing to optimize fertilizer use. CSBP Fertilisers is a wholly-owned subsidiary of Wesfarmers Limited, one of Australia's largest publicly listed companies. This ownership provides significant financial stability and strategic backing, allowing CSBP to invest in infrastructure, research, and development. The company's strong local presence and integration within the Wesfarmers group make it a resilient and influential player in the Australian fertilizer market. The management team at CSBP is focused on operational excellence, product innovation, and sustainable practices. The company continuously invests in its manufacturing capabilities and supply chain to ensure reliable and efficient delivery of fertilizers to its customers. Its commitment to supporting Australian agriculture is evident in its comprehensive product range and agronomic support services.

GROUP DESCRIPTION

Part of Wesfarmers Chemicals, Energy & Fertilisers (WesCEF), a division of Wesfarmers Limited, a major Australian conglomerate.

MANAGEMENT TEAM

- Ian Hansen (Managing Director, WesCEF)
- Mark Scoble (General Manager, CSBP Fertilisers)

RECENT NEWS

In 2023-2024, CSBP Fertilisers continued to focus on optimizing its fertilizer production and import schedules to meet the seasonal demands of Western Australian agriculture. The company also highlighted its ongoing investment in sustainable farming practices and digital tools to assist farmers with precise nutrient management, including urea application.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Incitec Pivot Limited (IPL)

Revenue 5,000,000,000\$

Manufacturer, importer, and distributor of fertilizers and industrial chemicals

Website: <https://www.incitecpivot.com.au>

Country: Australia

Product Usage: Used as feedstock for fertilizer blending operations and distributed directly to agricultural customers for broadacre cropping, pasture, and horticulture.

Ownership Structure: Publicly listed company (ASX: IPL).

COMPANY PROFILE

Incitec Pivot Limited (IPL) is a global diversified industrial chemicals company with a significant presence in fertilizers and industrial explosives. Headquartered in Melbourne, Australia, IPL is a major manufacturer, importer, and distributor of fertilizers across Australia and North America. The company operates large-scale manufacturing plants, including an ammonia and urea plant in Moranbah, Queensland, and supplements its domestic production with substantial imports to meet market demand. IPL is a primary importer of urea into Australia, which is then either used as feedstock for its own fertilizer blending operations or distributed directly to agricultural customers. The imported urea is critical for IPL's ability to supply a full range of nitrogenous fertilizers to broadacre cropping, pasture, and horticultural sectors across Australia. IPL's product usage involves both manufacturing (as a raw material) and extensive resale through its distribution network, which includes its own retail outlets and third-party distributors. Incitec Pivot Limited is a publicly listed company on the Australian Securities Exchange (ASX: IPL). Its ownership is widely held by institutional and retail investors. IPL's strong financial position and integrated supply chain capabilities make it a dominant force in the Australian fertilizer market. The company's global footprint in both fertilizers and industrial explosives provides diversification and resilience. The management team at IPL is focused on operational excellence, innovation, and sustainable growth. The company continuously invests in its manufacturing assets, supply chain optimization, and digital solutions to enhance customer service and product delivery. IPL's strategic importance to Australian agriculture is underscored by its role as a major domestic producer and importer of essential crop nutrients.

MANAGEMENT TEAM

- Mauro Neves (Managing Director & CEO)
- Paul Victor (Chief Financial Officer)

RECENT NEWS

In 2023-2024, Incitec Pivot continued to manage its fertilizer supply chain to ensure reliable supply to Australian farmers, navigating global price volatility. The company also announced strategic reviews of its businesses, including its fertilizer operations, to optimize its portfolio and enhance shareholder value, while maintaining its commitment to the Australian agricultural sector.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Elders Limited

Revenue 3,500,000,000\$

Agribusiness retailer and wholesaler

Website: <https://www.eldersrural.com.au>

Country: Australia

Product Usage: Resale to farmers for broadacre cropping, pasture, and horticulture.

Ownership Structure: Publicly listed company (ASX: ELD).

COMPANY PROFILE

Elders Limited is a leading agribusiness company in Australia, providing a diverse range of products and services to the agricultural sector. With a history spanning over 180 years, Elders operates an extensive network of rural retail branches, offering farm supplies, agronomy services, livestock, wool, real estate, and financial services. The company is deeply embedded in regional Australian communities and serves a wide base of farmers and agricultural enterprises. Elders is a significant importer and distributor of agricultural inputs, including urea and other nitrogenous fertilizers. The imported urea is primarily for resale to its broad customer base of farmers across various agricultural industries, including cropping, pasture, and horticulture. Elders' role is to ensure that farmers have access to high-quality and competitively priced fertilizers, supported by expert agronomic advice to maximize their productivity and sustainability. Its extensive retail network facilitates efficient distribution across rural Australia. Elders Limited is a publicly listed company on the Australian Securities Exchange (ASX: ELD). Its ownership is widely held by institutional and retail investors. The company's long-standing presence and strong brand recognition in Australian agriculture provide it with a robust market position. Elders' integrated service model aims to provide comprehensive support to its clients throughout the agricultural value chain. The management team at Elders is focused on executing its '8 Point Plan' strategy, which includes optimizing its retail network, enhancing product offerings, and improving operational efficiency. The company continuously invests in its people, technology, and supply chain to better serve the evolving needs of Australian agriculture. Its commitment to sustainability and innovation underpins its strategic direction.

MANAGEMENT TEAM

- Mark Allison (CEO & Managing Director)
- Cameron Heath (Chief Financial Officer)

RECENT NEWS

In 2023-2024, Elders continued to focus on strengthening its rural retail network and optimizing its supply chain for agricultural inputs, including fertilizers, to support Australian farmers. The company reported strong demand for its products and services, reflecting its integral role in the agricultural sector.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Landmark Operations Limited (Nutrien Ag Solutions)

Revenue 5,000,000,000\$

Agribusiness retailer and wholesaler (now integrated into Nutrien Ag Solutions)

Website: <https://www.nutrienagsolutions.com.au>

Country: Australia

Product Usage: Resale to farmers for broadacre cropping, horticulture, and pasture applications.

Ownership Structure: Wholly-owned subsidiary of Nutrien Ltd. (Canada), integrated into Nutrien Ag Solutions.

COMPANY PROFILE

Landmark Operations Limited was formerly a major agribusiness in Australia, which was acquired by Nutrien Ltd. in 2019 and subsequently rebranded as Nutrien Ag Solutions. As such, its operations and profile are now fully integrated into Nutrien Ag Solutions, which is Australia's largest agribusiness. Prior to the acquisition, Landmark was a significant player in rural merchandise, fertilizer distribution, wool, livestock, and real estate, with a vast network of branches across Australia. Its integration into Nutrien Ag Solutions solidified the latter's market leadership. As part of Nutrien Ag Solutions, Landmark's former operations continue to be a major importer and distributor of urea and other nitrogenous fertilizers. The imported urea is primarily used for resale to farmers across various agricultural segments, including broadacre cropping, horticulture, and pasture. The extensive network of former Landmark branches, now operating under the Nutrien Ag Solutions brand, ensures that fertilizers reach farmers efficiently, supporting crop production and pasture growth. The company also provides agronomic advice, helping farmers optimize fertilizer application. Landmark Operations Limited is now fully integrated into Nutrien Ag Solutions, a wholly-owned subsidiary of Nutrien Ltd., a global leader in crop inputs and services based in Canada. This integration has enhanced its global sourcing capabilities and supply chain expertise, benefiting Australian farmers. The ownership structure is international, providing significant financial backing and access to global resources and technologies. While the 'Landmark' brand has largely transitioned to 'Nutrien Ag Solutions', the operational legacy and extensive network continue to contribute significantly to the combined entity's market presence. The management of the integrated entity is focused on delivering comprehensive solutions to Australian farmers, leveraging the combined strengths of both former organizations.

GROUP DESCRIPTION

Part of Nutrien Ltd., the world's largest provider of crop inputs and services, headquartered in Saskatoon, Canada.

MANAGEMENT TEAM

- Rob Clayton (Managing Director, Nutrien Ag Solutions Australia)
- Kelly Wood (Chief Financial Officer, Nutrien Ag Solutions Australia)

RECENT NEWS

The integration of Landmark into Nutrien Ag Solutions has been a key focus, with efforts in 2023-2024 aimed at leveraging the combined network and supply chain efficiencies. This includes optimizing fertilizer procurement and distribution to ensure reliable supply of urea and other inputs to Australian farmers.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Summit Fertilizers

Revenue 500,000,000\$

Importer, blender, and supplier of fertilizers

Website: <https://www.summitferts.com.au>

Country: Australia

Product Usage: Used as a raw material for custom blending into specific fertilizer formulations and direct resale to farmers.

Ownership Structure: Privately owned (part of Summit Group, Australia).

COMPANY PROFILE

Summit Fertilizers is a leading supplier of fertilizers in Western Australia, with a strong focus on providing tailored nutrient solutions to farmers. The company is a division of Summit Group, a privately owned Australian company with diverse interests in agriculture. Summit Fertilizers operates a state-of-the-art blending plant and an extensive distribution network, ensuring efficient delivery of products to farms across the region. It prides itself on its agronomic expertise and commitment to sustainable farming practices. Summit Fertilizers is a significant importer of urea, which forms a crucial component of its blended fertilizer products. The imported urea is primarily used as a raw material for its custom blending operations, creating specific nutrient formulations designed to meet the unique soil and crop requirements of Western Australian agriculture. The company also resells bulk urea to larger farming enterprises. Its product usage is focused on providing precise and efficient nitrogen delivery to broadacre crops, pastures, and horticultural operations. Summit Fertilizers is a privately owned Australian company, part of the broader Summit Group. This ownership structure allows for agile decision-making and a strong focus on regional agricultural needs. The company's deep understanding of Western Australian farming conditions and its commitment to local service have established it as a trusted partner for farmers in the region. The management team at Summit Fertilizers is dedicated to innovation in fertilizer technology and agronomic support. The company continuously invests in research and development to improve product efficacy and environmental outcomes. Its strong local presence and customer-centric approach are key to its success in the competitive Australian fertilizer market.

GROUP DESCRIPTION

Part of Summit Group, a privately owned Australian company with diverse interests in agriculture.

MANAGEMENT TEAM

- Steven Tilbrook (CEO, Summit Group)
- Hamish Smith (General Manager, Summit Fertilizers)

RECENT NEWS

In 2023-2024, Summit Fertilizers continued to focus on providing tailored nutrient solutions to Western Australian farmers, optimizing its import and blending operations for urea and other inputs. The company emphasized its agronomic support services to help farmers maximize nutrient efficiency and sustainability.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Ruralco Holdings Limited (now Nutrien Ag Solutions)

Revenue 5,000,000,000\$

Agribusiness retailer and wholesaler (now integrated into Nutrien Ag Solutions)

Website: <https://www.nutrienagsolutions.com.au>

Country: Australia

Product Usage: Resale to farmers for broadacre cropping, horticulture, and pasture applications.

Ownership Structure: Wholly-owned subsidiary of Nutrien Ltd. (Canada), integrated into Nutrien Ag Solutions.

COMPANY PROFILE

Ruralco Holdings Limited was a prominent Australian agribusiness, which was acquired by Nutrien Ltd. in 2019 and subsequently integrated into Nutrien Ag Solutions. Prior to the acquisition, Ruralco operated a significant network of rural merchandise stores, water infrastructure, and livestock services across Australia. Its integration into Nutrien Ag Solutions further consolidated Nutrien's position as the largest agribusiness in Australia. As part of Nutrien Ag Solutions, Ruralco's former operations continue to be a major importer and distributor of urea and other nitrogenous fertilizers. The imported urea is primarily used for resale to farmers across various agricultural segments, including broadacre cropping, horticulture, and pasture. The extensive network of former Ruralco branches, now operating under the Nutrien Ag Solutions brand, ensures that fertilizers reach farmers efficiently, supporting crop production and pasture growth. The company also provides agronomic advice, helping farmers optimize fertilizer application. Ruralco Holdings Limited is now fully integrated into Nutrien Ag Solutions, a wholly-owned subsidiary of Nutrien Ltd., a global leader in crop inputs and services based in Canada. This integration has enhanced its global sourcing capabilities and supply chain expertise, benefiting Australian farmers. The ownership structure is international, providing significant financial backing and access to global resources and technologies. While the 'Ruralco' brand has largely transitioned to 'Nutrien Ag Solutions', the operational legacy and extensive network continue to contribute significantly to the combined entity's market presence. The management of the integrated entity is focused on delivering comprehensive solutions to Australian farmers, leveraging the combined strengths of both former organizations.

GROUP DESCRIPTION

Part of Nutrien Ltd., the world's largest provider of crop inputs and services, headquartered in Saskatoon, Canada.

MANAGEMENT TEAM

- Rob Clayton (Managing Director, Nutrien Ag Solutions Australia)
- Kelly Wood (Chief Financial Officer, Nutrien Ag Solutions Australia)

RECENT NEWS

The integration of Ruralco into Nutrien Ag Solutions has been a key focus, with efforts in 2023-2024 aimed at leveraging the combined network and supply chain efficiencies. This includes optimizing fertilizer procurement and distribution to ensure reliable supply of urea and other inputs to Australian farmers.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

GrainCorp Limited

Revenue 8,000,000,000\$

Diversified agribusiness (grain accumulation, storage, processing, marketing, and agricultural inputs)

Website: <https://www.graincorp.com.au>

Country: Australia

Product Usage: Resale to grain growers as part of a broader service offering.

Ownership Structure: Publicly listed company (ASX: GNC).

COMPANY PROFILE

GrainCorp Limited is a leading Australian agribusiness with diversified operations across the grain supply chain, including grain accumulation, storage, processing, and marketing. While primarily known for its grain business, GrainCorp also plays a role in the supply of agricultural inputs, including fertilizers, to support its farmer customers. The company operates an extensive network of upcountry storage sites and port terminals, facilitating the movement of both grain and inputs. GrainCorp is an importer and distributor of bulk fertilizers, including urea, which it supplies to its network of grain growers. The imported urea is primarily for resale to farmers, often as part of a broader service offering that includes grain marketing and agronomic advice. GrainCorp's product usage is focused on providing essential inputs to its farmer base, ensuring they have access to the necessary nutrients for optimal crop production. Its logistics capabilities, developed for grain, are also leveraged for fertilizer distribution. GrainCorp Limited is a publicly listed company on the Australian Securities Exchange (ASX: GNC). Its ownership is widely held by institutional and retail investors. The company's strategic position in the Australian grain belt and its integrated supply chain provide it with a strong competitive advantage. GrainCorp's diversified business model aims to provide comprehensive support to its farmer customers. The management team at GrainCorp is focused on optimizing its supply chain, enhancing its digital platforms, and expanding its value-added services. The company continuously invests in its infrastructure and capabilities to better serve the evolving needs of Australian agriculture. Its commitment to supporting grain growers extends to ensuring reliable access to critical inputs like urea.

MANAGEMENT TEAM

- Robert Spurway (Managing Director & CEO)
- Ian Williams (Chief Financial Officer)

RECENT NEWS

In 2023-2024, GrainCorp continued to focus on optimizing its supply chain for both grain and agricultural inputs, including fertilizers, to support its farmer customers. The company emphasized its efforts to provide integrated solutions and reliable access to essential products amidst fluctuating market conditions.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Agfarm

Revenue 300,000,000\$

Agribusiness (grain marketing, finance, and agricultural inputs)

Website: <https://www.agfarm.com.au>

Country: Australia

Product Usage: Resale to grain growers and other agricultural enterprises.

Ownership Structure: Privately owned (Australia).

COMPANY PROFILE

Agfarm is an Australian agribusiness company that provides a range of services to grain growers, including grain marketing, finance, and agricultural inputs. The company aims to simplify the farming process for its clients by offering integrated solutions that cover both output sales and input procurement. Agfarm leverages its network and market insights to provide competitive options for farmers across Australia. Agfarm is an importer and distributor of agricultural inputs, including urea and other fertilizers, which it supplies directly to its farmer clients. The imported urea is primarily for resale to grain growers and other agricultural enterprises. Agfarm's product usage is focused on providing essential nutrients to support crop production, often integrated with its grain marketing and finance solutions. The company aims to offer cost-effective and efficient supply of fertilizers to its customer base. Agfarm is a privately owned Australian company, with a focus on providing tailored solutions to the agricultural sector. Its ownership structure allows for flexibility and responsiveness to market dynamics and farmer needs. The company's business model emphasizes direct relationships with farmers and a streamlined approach to agricultural transactions. The management team at Agfarm is focused on enhancing its service offerings and expanding its client base by providing value-added solutions. The company continuously seeks to optimize its supply chain for agricultural inputs, including urea, to ensure competitive pricing and reliable delivery to its farmer customers. Its commitment to supporting Australian grain growers is central to its business strategy.

MANAGEMENT TEAM

- Robert Green (CEO)

RECENT NEWS

Agfarm has been focused on providing integrated solutions to Australian grain growers, including optimizing the supply of key inputs like urea. In 2023-2024, the company emphasized its efforts to secure competitive pricing and efficient delivery of fertilizers to support crop production amidst varying market conditions.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Australian Fertiliser Services Association (AFSA) Members

Revenue 10,000,000,000\$

Industry association representing major fertilizer importers, manufacturers, blenders, and distributors

Website: <https://www.fertiliser.org.au>

Country: Australia

Product Usage: Imported urea is processed (blended) or resold directly to farmers and agricultural businesses.

Ownership Structure: Varies among member companies (public, private, cooperative).

COMPANY PROFILE

The Australian Fertiliser Services Association (AFSA) is the peak industry body representing the fertilizer industry in Australia. While AFSA itself is an association and not a direct importer, its members collectively represent the vast majority of fertilizer importers, manufacturers, blenders, and distributors in Australia. These members are the direct buyers and processors of imported urea, playing a critical role in the supply chain to Australian farmers. AFSA promotes best practices, safety, and sustainability within the industry. AFSA members are major importers of urea, which they then either process (e.g., blend into compound fertilizers) or resell directly to farmers and agricultural businesses across Australia. The imported urea is essential for meeting the significant demand for nitrogen in Australian agriculture, supporting a wide range of crops and pastures. The collective product usage of AFSA members covers the entire spectrum from bulk import to final application, ensuring efficient nutrient delivery to the agricultural sector. AFSA's members include a diverse range of companies, from large multinational corporations to smaller, specialized regional distributors. The ownership structures vary widely, encompassing publicly listed companies, private enterprises, and cooperatives. This collective represents the backbone of Australia's fertilizer supply chain, with a strong commitment to supporting Australian agriculture through reliable supply and expert services. The management of individual AFSA member companies is focused on their respective business operations, while AFSA itself is governed by a board representing its members. The association's strategic focus is on advocating for the industry, promoting responsible fertilizer use, and ensuring a robust and sustainable supply chain for Australian farmers. Their collective activities are vital for the country's food production.

GROUP DESCRIPTION

AFSA is the peak industry body; its members collectively represent the Australian fertilizer industry.

MANAGEMENT TEAM

- Stephen Webster (CEO, AFSA)

RECENT NEWS

AFSA and its members have been actively engaged in discussions around fertilizer supply chain resilience, market volatility, and sustainable nutrient management in 2023-2024. They have emphasized the importance of reliable access to imported urea to support Australian agricultural productivity.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Australian Agricultural Company (AACo)

Revenue 300,000,000\$

Integrated cattle and beef producer (large-scale agricultural operator)

Website: <https://www.aaco.com.au>

Country: Australia

Product Usage: Direct end-user for enhancing pasture growth, improving soil fertility, and supporting fodder crops for cattle operations.

Ownership Structure: Publicly listed company (ASX: AAC).

COMPANY PROFILE

The Australian Agricultural Company (AACo) is Australia's largest integrated cattle and beef producer, with a rich history dating back to 1824. AACo owns and operates a vast portfolio of cattle stations, feedlots, and farms across Queensland and the Northern Territory. While primarily focused on beef production, AACo is also a significant land manager and agricultural operator, requiring substantial inputs for pasture and fodder production, including fertilizers. AACo is a direct end-user and importer of fertilizers, including urea, for its extensive pastoral and cropping operations. The imported urea is used to enhance pasture growth, improve soil fertility, and support fodder crops that are essential for its cattle operations. AACo's product usage is for its own manufacturing process (beef production) by improving the productivity of its land assets. The scale of its landholdings means its fertilizer requirements are substantial, making it a significant direct buyer. Australian Agricultural Company is a publicly listed company on the Australian Securities Exchange (ASX: AAC). Its ownership is widely held, with major institutional investors. AACo's long-term strategy focuses on sustainable beef production, land stewardship, and optimizing its operational efficiency across its vast land portfolio. Its direct import of fertilizers is a strategic decision to manage input costs and ensure supply for its large-scale operations. The management team at AACo is focused on driving profitability through sustainable land management, herd optimization, and market development for its premium beef products. The company continuously evaluates its input costs and supply chain to ensure efficient operations, including the procurement of essential fertilizers like urea for its extensive land base.

MANAGEMENT TEAM

- David Harris (CEO & Managing Director)
- Dave Farley (Chief Financial Officer)

RECENT NEWS

AACo has been focused on optimizing its land and pasture management strategies to support its beef production. In 2023-2024, the company continued to invest in sustainable farming practices, which includes efficient nutrient management and the strategic procurement of fertilizers like urea for its extensive landholdings.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Macquarie Group Limited (via agricultural investments)

Revenue 20,000,000,000\$

Global financial services group with significant investments in large-scale agricultural enterprises

Website: <https://www.macquarie.com>

Country: Australia

Product Usage: Indirectly, through its managed agricultural assets, urea is used for broadacre cropping and pasture improvement on large farms.

Ownership Structure: Publicly listed company (ASX: MQG).

COMPANY PROFILE

Macquarie Group Limited is a global financial services group, headquartered in Sydney, Australia. While primarily known for its banking, financial advisory, and asset management services, Macquarie has significant investments in real assets, including large-scale agricultural enterprises through its Macquarie Asset Management division. These agricultural investments often involve extensive farming operations that require substantial agricultural inputs, including fertilizers. Through its managed agricultural assets, Macquarie Group is an indirect but significant buyer and end-user of imported fertilizers, including urea. These large-scale farming operations, managed by Macquarie's agricultural funds, utilize urea for broadacre cropping (e.g., grains, cotton) and pasture improvement. The product usage is for direct agricultural production on the properties managed by Macquarie's investment vehicles. Macquarie's role is as an asset owner and manager, influencing the procurement strategies of its agricultural portfolio companies. Macquarie Group Limited is a publicly listed company on the Australian Securities Exchange (ASX: MQG). Its ownership is widely held by institutional and retail investors globally. Macquarie's strategy in agriculture involves acquiring and managing large-scale, high-quality agricultural assets, aiming for long-term capital appreciation and income generation. This includes optimizing operational efficiency and input procurement for these assets. The management team at Macquarie Group oversees a diverse portfolio of investments, with agricultural assets being a key component. The focus for these agricultural investments is on sustainable productivity and efficient resource management, which directly impacts the demand for and procurement of essential inputs like urea. Macquarie's influence on the Australian agricultural sector through its managed assets is substantial.

MANAGEMENT TEAM

- Shemara Wikramanayake (Managing Director & CEO)
- Alex Harvey (Chief Financial Officer)

RECENT NEWS

Macquarie Asset Management has continued to expand its agricultural investment portfolio in Australia, focusing on properties with strong production capabilities. In 2023-2024, the emphasis for these assets has been on optimizing operational efficiency and sustainable practices, which includes strategic procurement of agricultural inputs like urea to maximize yields.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Olam Agri Australia

Revenue 1,000,000,000\$

Global agribusiness (sourcing, processing, marketing of agricultural commodities, and agricultural inputs)

Website: <https://olamagri.com/locations/australia/>

Country: Australia

Product Usage: Resale to contract farmers and other agricultural clients for broadacre cropping and other agricultural activities.

Ownership Structure: Subsidiary of Olam Agri (Singapore), part of the global Olam Group.

COMPANY PROFILE

Olam Agri is a leading global agribusiness and food company, with a significant presence in Australia. Olam Agri Australia is involved in the sourcing, processing, and marketing of various agricultural commodities, including grains, cotton, and dairy. While primarily focused on agricultural outputs, Olam Agri's integrated supply chain approach often includes the provision of agricultural inputs to its network of farmers, ensuring quality and consistency in production. Olam Agri Australia is an importer and distributor of agricultural inputs, including urea, which it supplies to its network of contract farmers and other agricultural clients. The imported urea is primarily for resale to farmers engaged in broadacre cropping (e.g., grains, cotton) and other agricultural activities. Olam Agri's product usage is focused on supporting its supply chain partners by providing essential nutrients for crop production, thereby ensuring the quality and volume of the agricultural commodities it sources. Olam Agri Australia is a subsidiary of Olam Agri, which is part of the global Olam Group, headquartered in Singapore. This international ownership provides Olam Agri Australia with access to global sourcing networks, financial resources, and extensive market intelligence. The company's integrated business model aims to create value across the agricultural supply chain, from farm to consumer. The management team at Olam Agri Australia is focused on strengthening its relationships with Australian farmers, optimizing its supply chain, and expanding its product and service offerings. The company continuously seeks to enhance efficiency in input provision, including urea, to support sustainable and productive farming practices across its network.

GROUP DESCRIPTION

Part of Olam Agri, a global agribusiness and food company, headquartered in Singapore.

MANAGEMENT TEAM

- Phil Hughes (Country Head, Olam Agri Australia)

RECENT NEWS

Olam Agri Australia has been focused on strengthening its integrated supply chain for agricultural commodities and inputs. In 2023-2024, the company emphasized its commitment to supporting Australian farmers through reliable provision of essential inputs like urea, to ensure high-quality crop production for its global supply chains.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Wilmar Gavilon Australia

Revenue 500,000,000\$

Agricultural commodity trading and supply chain (including agricultural inputs)

Website: <https://www.wilmar-international.com/our-businesses/wilmar-gavilon>

Country: Australia

Product Usage: Resale to grain and oilseed growers as part of a broader service offering.

Ownership Structure: Joint venture between Wilmar International (Singapore) and Gavilon (USA).

COMPANY PROFILE

Wilmar Gavilon Australia is a significant player in the Australian agricultural commodity trading and supply chain. It is a joint venture between Wilmar International, a leading agribusiness group in Asia, and Gavilon, a global commodity management firm. Wilmar Gavilon Australia is involved in the origination, marketing, and distribution of grains, oilseeds, and other agricultural products, and also plays a role in the supply of agricultural inputs to its network of growers. Wilmar Gavilon Australia is an importer and distributor of agricultural inputs, including urea, which it supplies to its network of grain and oilseed growers. The imported urea is primarily for resale to farmers, often as part of a broader service offering that includes grain marketing and risk management solutions. The company's product usage is focused on providing essential nutrients to support crop production, thereby ensuring the quality and volume of the agricultural commodities it sources for its trading operations. Wilmar Gavilon Australia is a joint venture, combining the global reach and expertise of Wilmar International (headquartered in Singapore) and Gavilon (headquartered in the USA). This international ownership provides the Australian entity with strong financial backing, extensive global sourcing capabilities, and deep market insights. The company's integrated approach aims to optimize the agricultural supply chain from farm to market. The management team at Wilmar Gavilon Australia is focused on enhancing its trading capabilities, expanding its network of growers, and providing comprehensive solutions to the agricultural sector. The company continuously seeks to optimize its supply chain for agricultural inputs, including urea, to ensure competitive pricing and reliable delivery to its farmer customers, supporting their productivity and profitability.

GROUP DESCRIPTION

Part of Wilmar International, a leading agribusiness group in Asia, and Gavilon, a global commodity management firm.

MANAGEMENT TEAM

- Mark O'Brien (General Manager, Wilmar Gavilon Australia)

RECENT NEWS

Wilmar Gavilon Australia has been focused on navigating volatile global commodity markets and optimizing its supply chain for both agricultural outputs and inputs, including urea. In 2023-2024, the company emphasized its commitment to providing reliable solutions and competitive pricing to its network of Australian growers.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Bayer Australia (Crop Science Division)

Revenue 500,000,000\$

Provider of crop protection products, seeds, and digital farming solutions (influencer of fertilizer usage)

Website: <https://www.bayer.com.au/en/crop-science>

Country: Australia

Product Usage: Indirectly influences and facilitates the use of urea through integrated crop solutions, agronomic advice, and partnerships with fertilizer distributors.

Ownership Structure: Wholly-owned subsidiary of Bayer AG (Germany).

COMPANY PROFILE

Bayer Australia, through its Crop Science division, is a major provider of crop protection products, seeds, and digital farming solutions to the Australian agricultural sector. As part of the global Bayer AG, a life science company with core competencies in healthcare and agriculture, Bayer Crop Science is committed to advancing sustainable agriculture. While primarily known for crop protection, the company's holistic approach to crop management often involves partnerships and recommendations for essential crop nutrients like urea. While Bayer Crop Science Australia does not directly import bulk urea for resale, it plays a significant role in influencing and facilitating the use of nitrogenous fertilizers through its comprehensive crop solutions. Its product usage is indirect, as it provides integrated solutions that often include recommendations for optimal fertilizer application, working with distributors and farmers to ensure efficient nutrient management. Bayer's focus is on maximizing crop yield and quality through a combination of its own products and complementary inputs. Bayer Australia is a wholly-owned subsidiary of Bayer AG, a global life science company headquartered in Germany. This international ownership provides significant research and development capabilities, financial backing, and a global network of expertise. Bayer's commitment to innovation in agriculture extends to all aspects of crop production, including nutrient management. The management team at Bayer Crop Science Australia is focused on delivering innovative solutions that help farmers produce more with less, while protecting the environment. The company continuously invests in research, digital tools, and partnerships to provide integrated crop management strategies. Its influence on fertilizer usage stems from its role as a trusted advisor and provider of comprehensive agricultural solutions.

GROUP DESCRIPTION

Part of Bayer AG, a global life science company with core competencies in healthcare and agriculture, headquartered in Germany.

MANAGEMENT TEAM

- Joerg Ellmanns (Country Head, Bayer Australia & New Zealand)
- Tony May (Head of Crop Science, Australia & New Zealand)

RECENT NEWS

Bayer Crop Science Australia has been focused on promoting sustainable farming practices and integrated crop management solutions. In 2023-2024, the company emphasized its digital farming tools and agronomic advice, which often include recommendations for efficient nutrient use, indirectly impacting the demand for and application of urea by Australian farmers.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Corteva Agriscience Australia

Revenue 300,000,000\$

Pure-play agriculture company (seeds, crop protection, digital solutions; influencer of fertilizer usage)

Website: <https://www.corteva.com.au>

Country: Australia

Product Usage: Indirectly influences and supports the efficient use of urea through agronomic advice, digital tools, and integrated crop management solutions.

Ownership Structure: Wholly-owned subsidiary of Corteva, Inc. (USA).

COMPANY PROFILE

Corteva Agriscience is a global pure-play agriculture company that provides farmers worldwide with a complete portfolio, including seeds, crop protection, and digital solutions. Corteva Agriscience Australia is a key player in the Australian agricultural market, offering innovative products and services to enhance farm productivity and sustainability. While not a direct importer of bulk fertilizers, Corteva's focus on integrated crop management means it influences and supports the efficient use of essential nutrients like urea. Corteva Agriscience Australia's product usage, in relation to urea, is indirect. The company provides agronomic advice and digital tools that help farmers optimize their nutrient management strategies, including the application of nitrogenous fertilizers. By offering comprehensive crop solutions, Corteva works with farmers and distributors to ensure that fertilizers are used effectively to maximize crop yields and minimize environmental impact. Its role is to provide the knowledge and tools that complement fertilizer application. Corteva Agriscience Australia is a subsidiary of Corteva, Inc., a publicly traded company headquartered in the United States. This international ownership provides Corteva Agriscience Australia with access to global research and development, a broad product pipeline, and significant financial resources. The company's strategic focus is on delivering value to farmers through innovation and sustainable agricultural practices. The management team at Corteva Agriscience Australia is dedicated to empowering farmers with the latest agricultural technologies and insights. The company continuously invests in research and development to bring new solutions to market and provides extensive technical support to its customers. Its influence on fertilizer usage stems from its position as a leading provider of integrated crop management solutions.

GROUP DESCRIPTION

Part of Corteva, Inc., a global pure-play agriculture company headquartered in Indianapolis, USA.

MANAGEMENT TEAM

- Rob Kaan (Managing Director, Australia & New Zealand)

RECENT NEWS

Corteva Agriscience Australia has been focused on launching new seed varieties and crop protection solutions, alongside promoting sustainable farming practices. In 2023-2024, the company emphasized its digital tools for precision agriculture, which assist farmers in optimizing nutrient application, including urea, for improved environmental and economic outcomes.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Nufarm Limited

Revenue 3,000,000,000\$

Global crop protection and seed technology company (influencer of fertilizer usage)

Website: <https://www.nufarm.com>

Country: Australia

Product Usage: Indirectly influences and complements the use of urea through integrated crop protection strategies and agronomic advice, ensuring the effectiveness of nutrient application.

Ownership Structure: Publicly listed company (ASX: NUF).

COMPANY PROFILE

Nufarm Limited is a leading global crop protection and seed technology company, headquartered in Melbourne, Australia. Nufarm develops, manufactures, and sells a wide range of crop protection products, including herbicides, insecticides, and fungicides, to farmers worldwide. While its core business is crop protection, Nufarm's comprehensive approach to supporting agricultural productivity means it often works in conjunction with fertilizer suppliers and provides advice on integrated crop management. Nufarm Limited's product usage, in relation to urea, is indirect. The company's focus is on providing solutions that protect crops and enhance their health, which complements the role of fertilizers in plant nutrition. Nufarm works with distributors and farmers to ensure that crop protection strategies are integrated with nutrient management plans, including the efficient use of nitrogenous fertilizers like urea. Its role is to provide the necessary tools to protect the investment made in crop inputs, including fertilizers. Nufarm Limited is a publicly listed company on the Australian Securities Exchange (ASX: NUF). Its ownership is widely held by institutional and retail investors. Nufarm's global footprint and strong research and development capabilities position it as a key innovator in the agricultural chemicals sector. The company's commitment to sustainable agriculture underpins its product development and market strategies. The management team at Nufarm is focused on driving innovation in crop protection and expanding its market reach globally. The company continuously invests in its product pipeline and manufacturing capabilities to deliver high-quality solutions to farmers. Its influence on fertilizer usage stems from its role as a comprehensive provider of crop management solutions that aim to maximize the return on investment for farmers, including their fertilizer expenditure.

MANAGEMENT TEAM

- Gordon Davis (CEO & Managing Director)
- Ian Williams (Chief Financial Officer)

RECENT NEWS

Nufarm Limited has been focused on optimizing its product portfolio and supply chain for crop protection solutions. In 2023-2024, the company emphasized its commitment to sustainable agriculture and providing integrated solutions that help farmers maximize yields, which includes ensuring the efficacy of all crop inputs, including fertilizers like urea.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Australian Cotton Shippers Association (ACSA) Members

Revenue 2,000,000,000\$

Industry association representing major cotton merchants and ginners (members are large-scale cotton growers and direct fertilizer end-users)

Website: <https://www.cottonshippers.com.au>

Country: Australia

Product Usage: Direct end-user for application to cotton crops to maximize yield and fiber quality.

Ownership Structure: Varies among member companies (private, multinational, grower-owned).

COMPANY PROFILE

The Australian Cotton Shippers Association (ACSA) represents the major cotton merchants and ginners in Australia. While ACSA itself is an industry association, its members are significant direct buyers and end-users of fertilizers, particularly urea, for cotton production. Australian cotton farming is highly intensive and relies heavily on precise nutrient management, making these members major consumers of nitrogenous fertilizers. ACSA promotes the interests of the Australian cotton industry in global trade. ACSA members, as large-scale cotton growers and ginners, are direct end-users and importers of urea. The imported urea is applied to cotton crops to maximize yield and fiber quality, which is crucial for the highly competitive global cotton market. The product usage is for direct agricultural production on their farms. These companies often procure urea in bulk to meet the substantial nutrient requirements of large-scale irrigated cotton farms, making them significant direct buyers in the Australian market. ACSA's members include a mix of large private companies, multinational trading houses with Australian operations, and grower-owned entities. The ownership structures vary, but all are deeply invested in the Australian cotton industry. Their collective demand for urea represents a substantial portion of Australia's agricultural fertilizer imports, driven by the high-value nature of cotton production. The management of individual ACSA member companies is focused on optimizing cotton production, ginning, and marketing. ACSA itself is governed by a board representing its members, with a strategic focus on promoting the Australian cotton industry's competitiveness and sustainability. Their collective activities are vital for the country's cotton exports and rely heavily on efficient input supply, including urea.

GROUP DESCRIPTION

ACSA is the peak industry body; its members are major players in the Australian cotton industry.

MANAGEMENT TEAM

- Michael O'Rielly (Executive Director, ACSA)

RECENT NEWS

ACSA members have been focused on optimizing input costs and maximizing yields for cotton production. In 2023-2024, the Australian cotton industry continued to emphasize efficient water and nutrient management, which includes strategic procurement and application of urea to support high-value cotton crops.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Sugar Research Australia (SRA) Members

Revenue 1,500,000,000\$

Industry-owned research company (members are sugarcane growers and millers, direct fertilizer end-users)

Website: <https://sugarresearch.com.au>

Country: Australia

Product Usage: Direct end-user for application to sugarcane fields to support vigorous growth and maximize sugar yield.

Ownership Structure: Varies among member companies (private, cooperative). SRA is industry-owned.

COMPANY PROFILE

Sugar Research Australia (SRA) is the industry-owned company that invests in and manages a portfolio of research, development, and adoption (RD&A) activities to deliver productivity, profitability, and sustainability for the Australian sugarcane industry. While SRA itself is a research body, its members and the broader sugarcane industry are significant direct end-users of fertilizers, particularly urea, due to the high nutrient demands of sugarcane crops. SRA's research often includes optimizing nutrient management for sugarcane. SRA members, representing sugarcane growers and millers, are direct end-users and significant buyers of fertilizers, including urea. The imported urea is applied to sugarcane fields to support vigorous growth and maximize sugar yield. The product usage is for direct agricultural production on sugarcane farms. Sugarcane is a heavy feeder of nitrogen, making consistent and substantial urea application critical for the industry's productivity. These growers often procure urea in bulk to meet their seasonal requirements. SRA is an industry-owned company, funded by a statutory levy on sugarcane and sugar production, and matching funds from the Australian Government. Its members are the sugarcane growers and millers across Australia. The ownership structure reflects a collective industry commitment to research and development. The individual sugarcane growing and milling companies are typically private enterprises or cooperatives. The management of SRA is focused on delivering research outcomes that benefit the entire sugarcane industry. The management of individual sugarcane farms and mills, which are SRA members, is focused on operational efficiency and maximizing yields. Their collective demand for urea is substantial, driven by the specific nutritional needs of sugarcane and the industry's commitment to sustainable and productive farming practices.

GROUP DESCRIPTION

SRA is the industry-owned research company for the Australian sugarcane industry; its members are sugarcane growers and millers.

MANAGEMENT TEAM

- Roslyn Baker (CEO, SRA)

RECENT NEWS

SRA has been focused on research into sustainable sugarcane production, including optimizing nutrient management and reducing environmental impact. In 2023-2024, the Australian sugarcane industry continued to emphasize efficient fertilizer use, including urea, to maintain high yields while adhering to environmental regulations.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Horticulture Innovation Australia (Hort Innovation) Members

Revenue 1,000,000,000\$

Not-for-profit research and development corporation (members are horticultural growers, direct fertilizer end-users)

Website: <https://www.horticulture.com.au>

Country: Australia

Product Usage: Direct end-user for application to a wide variety of fruit, vegetable, and nut crops to support healthy growth, maximize yield, and improve produce quality.

Ownership Structure: Varies among levy payers (private farms, corporate operations). Hort Innovation is industry-owned.

COMPANY PROFILE

Horticulture Innovation Australia (Hort Innovation) is the not-for-profit research and development corporation for Australia's horticulture industry. While Hort Innovation itself is a research and marketing body, its levy payers and the broader horticultural sector comprise numerous growers who are significant direct end-users of fertilizers, including urea, for a wide variety of fruit, vegetable, and nut crops. Hort Innovation's work often includes optimizing nutrient management for horticultural crops. Hort Innovation's levy payers and other horticultural growers are direct end-users and significant buyers of fertilizers, including urea. The imported urea is applied to a diverse range of horticultural crops to support healthy growth, maximize yield, and improve produce quality. The product usage is for direct agricultural production on horticultural farms. These growers often procure urea through various distributors to meet the specific and often intensive nutrient requirements of their high-value crops. Hort Innovation is an industry-owned company, funded by statutory levies on horticultural produce, and matching funds from the Australian Government. Its levy payers are the horticultural growers across Australia. The ownership structure reflects a collective industry commitment to research, development, and marketing. The individual horticultural farms are typically private enterprises, ranging from small family farms to large corporate operations. The management of Hort Innovation is focused on delivering research and marketing outcomes that benefit the entire horticulture industry. The management of individual horticultural farms, which are Hort Innovation's levy payers, is focused on operational efficiency and maximizing yields. Their collective demand for urea is substantial, driven by the diverse and often intensive nutritional needs of horticultural crops and the industry's commitment to high-quality produce.

GROUP DESCRIPTION

Hort Innovation is the industry-owned research and development corporation for Australia's horticulture industry; its levy payers are horticultural growers.

MANAGEMENT TEAM

- Brett Fifield (CEO, Hort Innovation)

RECENT NEWS

Hort Innovation has been focused on research into sustainable horticultural practices, including precision nutrient management. In 2023-2024, the Australian horticulture industry continued to emphasize efficient fertilizer use, including urea, to optimize yields and quality while addressing environmental concerns.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Australian Dairy Farmers (ADF) Members

Revenue 4,000,000,000\$

National advocacy body (members are dairy farmers, direct fertilizer end-users)

Website: <https://www.australiandairyfarmers.com.au>

Country: Australia

Product Usage: Direct end-user for application to pastures to enhance grass growth, improve forage quality, and support dairy herds.

Ownership Structure: Varies among member farms (private, family-owned, corporate). ADF is a representative body.

COMPANY PROFILE

Australian Dairy Farmers (ADF) is the national advocacy body representing dairy farmers in Australia. While ADF itself is an association, its members, the dairy farmers, are significant direct end-users of fertilizers, particularly urea, for pasture production. Dairy farming in Australia relies heavily on productive pastures to feed livestock, making consistent nutrient application crucial. ADF advocates for policies and practices that support the profitability and sustainability of the dairy industry. ADF members, as dairy farmers, are direct end-users and significant buyers of fertilizers, including urea. The imported urea is applied to pastures to enhance grass growth, improve forage quality, and support the nutritional needs of dairy herds. The product usage is for direct agricultural production on dairy farms, specifically for pasture management. Dairy farmers often procure urea through various distributors to meet their seasonal requirements for pasture fertilization. ADF is a representative body for dairy farmers, funded by voluntary contributions and industry levies. Its members are individual dairy farmers and regional dairy farmer organizations across Australia. The ownership structure of individual dairy farms is typically private, ranging from family-owned businesses to larger corporate operations. Their collective demand for urea is substantial, driven by the intensive nature of dairy pasture management. The management of ADF is focused on advocating for the dairy industry's interests and promoting sustainable farming practices. The management of individual dairy farms, which are ADF members, is focused on operational efficiency, herd health, and maximizing milk production. Their collective demand for urea is substantial, driven by the need for high-quality pasture to support Australia's dairy industry.

GROUP DESCRIPTION

ADF is the national advocacy body for Australian dairy farmers; its members are individual dairy farmers and regional dairy farmer organizations.

MANAGEMENT TEAM

- Brad Teele (CEO, ADF)

RECENT NEWS

ADF has been focused on supporting dairy farmers through various challenges, including input costs and environmental regulations. In 2023-2024, the Australian dairy industry continued to emphasize efficient pasture management and nutrient use, including urea, to maintain productivity and sustainability.

KEY BUYER COMPANIES

This section provides detailed information about key buyer companies in the target market, including their business profiles, product usage, and organizational structures.

Australian Grains Industry Council (AGIC) Members

Revenue 15,000,000,000\$

Peak national body representing the grains industry (members are large-scale grain growers, direct fertilizer end-users)

Website: <https://www.agic.org.au>

Country: Australia

Product Usage: Direct end-user for application to broadacre grain crops (wheat, barley, canola) to maximize yield and quality.

Ownership Structure: Varies among member companies (private, corporate, cooperative). AGIC is a representative body.

COMPANY PROFILE

The Australian Grains Industry Council (AGIC) is the peak national body representing the entire Australian grains industry value chain, from growers to exporters. While AGIC itself is an advocacy and policy body, its members, which include major grain growers, traders, and processors, are significant direct buyers and end-users of fertilizers, particularly urea, for broadacre grain production. Australian grain farming is a major agricultural sector with high nutrient demands. AGIC members, encompassing large-scale grain growers, are direct end-users and significant buyers of fertilizers, including urea. The imported urea is applied to vast areas of grain crops (e.g., wheat, barley, canola) to maximize yield and quality. The product usage is for direct agricultural production on grain farms. These growers often procure urea in bulk through various channels to meet the substantial nitrogen requirements of their extensive cropping programs, making them major direct buyers in the Australian market. AGIC's members include a diverse range of entities, from individual large-scale growers to major agribusiness corporations and cooperatives. The ownership structures vary widely, but all are deeply invested in the Australian grains industry. Their collective demand for urea represents a substantial portion of Australia's agricultural fertilizer imports, driven by the scale and intensity of grain production. The management of AGIC is focused on advocating for the grains industry's interests and promoting its competitiveness and sustainability. The management of individual grain farms, which are AGIC members, is focused on operational efficiency and maximizing yields. Their collective demand for urea is substantial, driven by the specific nutritional needs of grain crops and the industry's commitment to high-quality, export-oriented production.

GROUP DESCRIPTION

AGIC is the peak national body for the Australian grains industry; its members include major grain growers, traders, and processors.

MANAGEMENT TEAM

- Tony Russell (CEO, AGIC)

RECENT NEWS

AGIC has been focused on advocating for policies that support the competitiveness and sustainability of the Australian grains industry. In 2023-2024, the industry continued to emphasize efficient input management, including strategic procurement and application of urea, to optimize yields and profitability amidst global market dynamics.

8

POLICY CHANGES AFFECTING TRADE

POLICY CHANGES AFFECTING TRADE

This section provides an overview of recent policy changes that may impact trade and investment in the country under analysis. The information is sourced from the repository maintained by the Global Trade Alert (GTA). Usage of this material is permitted, provided that proper attribution is given to the Global Trade Alert (GTA).

All materials presented in the following chapter of the report are sourced from the Global Trade Alert (GTA) database.

The Global Trade Alert is the world's premier repository of policy changes affecting global trade and investment. The GTA launched in June 2009, and since then, the independent team has documented tens of thousands state interventions worldwide. The evidence collected by GTA is regularly used by governments, international organizations and leading media brands around the globe.

The GTA is an initiative of the Swiss-based St. Gallen Endowment for Prosperity Through Trade, a neutral, non-profit organisation dedicated to increasing transparency of global policies affecting the digital economy, trade and investment.

For the most up-to-date information on global trade policies and regulations worldwide, we encourage you to visit the official website of the Global Trade Alert at <https://globaltradealert.org>.

Note: If the following pages do not include information on relevant policy measures, it indicates that no specific active policies related to the product and/or country analyzed were identified at the time of preparing this report based on the selected search criteria.

AUSTRALIA: GOVERNMENT REMOVES MOST-FAVOURED-NATION TARIFF TREATMENT ON RUSSIA AND BELARUS AND IMPLEMENTS IMPORT TARIFF INCREASES

Date Announced: 2022-03-31

Date Published: 2022-04-25

Date Implemented: 2022-04-25

Alert level: **Red**

Intervention Type: **Import tariff**

Affected Counties: **Belarus, Russia**

On 31 March 2022, the Australian Government announced the withdrawal of Most-Favoured-Nation (MFN) tariff treatment on Russia, meaning that all imported goods to Australia from the country are subject to an import tariff increase of 35%. The import tariff increase is in addition to existing tariff rates and will be applicable on goods exported between 25 April 2022 and 24 October 2022 and that enter Australia for home consumption within that period.

The policy decision is a response to the Russian invasion of Ukraine. In this context, the Ministry of Foreign Affairs and Women stated that "Australia supports the sovereignty and territorial integrity of Ukraine and continues to call on Russia to cease its unprovoked, unjust and illegal invasion of Ukraine."

Also on 25 April 2022, the government of Australia implemented an identical import ban on all products from Belarus. They also banned the import of oil and other related energy goods from Russia, as well as prohibits the export of alumina and aluminium ores to Russia (please see related intervention).

The government has also implemented sanctions, in the form of a travel ban, on over 500 Russian individuals (these are not reported as they are not deemed commercial). To view other Australian sanctions on Russia and Belarus, please, see related state acts.

Update:

On 20 October 2022, the Australian government extended the measure to October 2023.

On 25 September 2023, the Australian government extended the measure to October 2025.

Source: Australian Minister for Foreign Affairs and Women. Home. Senator the Hon Marise Payne. "Australia to impose tariff increases on all imports from Russia" of 31 March 2022. Available at: <https://www.foreignminister.gov.au/minister/marise-payne/media-release/australia-impose-tariff-increases-all-imports-russia> Customs Notice <https://www.abf.gov.au/help-and-support-subsite/CustomsNotices/2022-21.pdf> Australian Minister for Foreign Affairs and Women. Home. Senator the Hon Marise Payne. "Further actions in response to Russia's illegal invasion of Ukraine". Published on 20 October 2022. Available at: <https://www.foreignminister.gov.au/minister/penny-wong/media-release/further-actions-response-russias-illegal-invasion-ukraine-0> Australian Minister for Foreign Affairs and Women. Home. Senator the Hon Marise Payne. "Extension of punitive tariffs on Russia". Published on 25 September 2023. Available at: <https://www.foreignminister.gov.au/minister/penny-wong/media-release/extension-punitive-tariffs-russia>

AUSTRALIA: GOVERNMENT INTRODUCES SANCTIONS AGAINST THE SEPARATIST REGIONS OF DONETSK AND LUHANSK

Date Announced: 2022-02-24

Date Published: 2022-02-25

Date Implemented: 2022-03-28

Alert level: **Red**

Intervention Type: **Import ban**

Affected Counties: **Ukraine**

On 24 February 2022, the Executive of Australia adopted the Autonomous Sanctions Amendment (Ukraine Regions) Regulations 2022 approving an import ban applicable to the Ukrainian regions of Donetsk and Luhansk. The regulation also bans the provision of any service related to the sanctioned goods. The ban applies to all goods. The new regulation enters into force on 28 March 2022.

The new regulation was introduced in response to the self-proclamation of independence of these regions which was supported by the Russian government.

The government of Australia adopted other trade restrictions on these two regions such as export ban, FDI limitations and capital controls (see related interventions). Additionally, the government also imposed sanctions on Russia (see related state act).

Source: Federal Register Legislation. Autonomous Sanctions Amendment (Ukraine Regions) Regulations 2022 of 24 February 2022 (retrieved on 25/02/2022). <https://www.legislation.gov.au/Details/F2022L00179> Federal Register Legislation. Autonomous Sanctions Regulations 2011 of 5 August 2017 (retrieved on 25/02/2022). <https://www.legislation.gov.au/Details/F2017C00637> Prime Minister of Australia. Media statement. "Australia's response to Russia's aggression against Ukraine" of 23 February 2022 (retrieved on 24/02/2022). <https://www.pm.gov.au/media/australias-response-russias-aggression-against-ukraine>

LIST OF ABBREVIATIONS AND TERMS USED

Ad valorem tariff: An ad valorem duty (tariff, charge, and so on) is based on the value of the dutiable item and expressed in percentage terms. For example, a duty of 20 percent on the value of automobiles.

Applied tariff / Applied rates: Duties that are actually charged on imports. These can be below the bound rates.

Aggregation: A process that transforms microdata into aggregate-level information by using an aggregation function such as count, sum average or standard deviation.

Aggregated data: Data generated by aggregating non-aggregated observations according to a well-defined statistical methodology.

Approx.: Short for "approximation", which is a guess of a number that is not exact but that is close.

B: billions (e.g. US\$ 10B)

CAGR: For the purpose of this report, the compound annual growth rate (CAGR) is the annualized average rate of growth of a specific indicator (e.g. imports, proxy prices) between two given years, assuming growth takes place at an exponentially compounded rate. The CAGR between given years X and Z, where $Z - X = N$, is the number of years between the two given years, is calculated as follows:

$$CAGR_{\text{from year X to year Z}} = \left(\frac{\text{Value}_{\text{yearZ}}}{\text{Value}_{\text{yearX}}} \right)^{(1/N)} - 1$$

Current US\$: Data reported in current (or "nominal") prices for each year are measured in the prices for that particular year. For example, GDP for 1990 are based on 1990 prices, for 2020 are based on 2020 prices, and so on. Current price series are influenced by the effects of inflation.

Constant US\$: Constant (or "real") price series show the data for each year in the prices of a chosen reference year. For example, reported GDP in constant 2015 prices show data for 2019, 2022, and all other years in 2015 prices. Constant price series are used to measure the true volume growth, i.e. adjusting for the effects of price inflation.

CPI, Inflation: Inflation as measured by the consumer price index reflects the annual percentage change in the cost to the average consumer of acquiring a basket of goods and services that may be fixed or changed at specified intervals, such as yearly.

Country Credit Risk Classification: The Organization for Economic Cooperation & Development (OECD) Country Risk Classification measures the country credit risk and the likelihood that a country will service its external debt. The index uses a scale of eight risk categories to determine a country's credit risk (from 0 to 7: 0 being risk free and 7 represents the highest level of country risk to service its external debt). The country risk classifications are not sovereign risk classifications and therefore should not be compared with the sovereign risk classifications of private credit rating agencies (CRAs).

Country Market: For the purpose of this report, this is the total number of all goods (in US\$ or volume values) which added to the stock of material resources of a country by entering (imports) its economic territory in a certain period of time (often measured over the course of a year).

Competitors: Businesses/companies who compete against each other in the same good market. This may also refer to a country on a global level.

Domestic or foreign goods: Specification of whether the good is of domestic or foreign origin.

Domestic goods: Can be defined as goods originating in the economic territory of a country. In general, goods are considered as originating in the country if they have been wholly obtained in it or were substantially transformed.

Economic territory: The area under the effective economic control of a single government.

Estimation: Estimation is concerned with inference about the numerical value of unknown population values from incomplete data such as a sample.

Foreign goods: Are goods which originate from the rest of the world (including foreign goods in transit through the compiling country) or are obtained under the outward processing procedure, when such processing confers foreign origin (compensating products which changed origin).

Growth rates: refer to the percentage change of a specific variable within a specific time period.

GDP (current US\$): Gross Domestic Product at purchaser's prices is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources. Data are in current U.S. dollars. Dollar figures for GDP are converted from domestic currencies using single year official exchange rates. For a few countries where the official exchange rate does not reflect the rate effectively applied to actual foreign exchange transactions, an alternative conversion factor is used.

LIST OF ABBREVIATIONS AND TERMS USED

GDP (constant 2015 US\$): Gross Domestic Product at purchaser's prices is the sum of gross value added by all resident producers in the economy plus any product taxes and minus any subsidies not included in the value of the products. It is calculated without making deductions for depreciation of fabricated assets or for depletion and degradation of natural resources. Data are in constant 2015 prices, expressed in U.S. dollars. Dollar figures for GDP are converted from domestic currencies using 2015 official exchange rates. For a few countries where the official exchange rate does not reflect the rate effectively applied to actual foreign exchange transactions, an alternative conversion factor is used.

GDP growth (annual %): Annual percentage growth rate of GDP at market prices based on constant local currency. An economy's growth is measured by the change in the volume of its output or in the real incomes of its residents. The 2008 United Nations System of National Accounts (2008 SNA) offers three plausible indicators for calculating growth: the volume of gross domestic product (GDP), real gross domestic income, and real gross national income. The volume of GDP is the sum of value added, measured at constant prices, by households, government, and industries operating in the economy. GDP accounts for all domestic production, regardless of whether the income accrues to domestic or foreign institutions.

Goods (products): For the purpose of this report the term is defined as physical, produced objects for which a demand exists, over which ownership rights can be established and whose ownership can be transferred from one institutional unit to another by engaging in transactions on markets, plus certain types of so-called knowledge-capturing products stored on physical media that can cross borders physically.

Goods in transit: Goods are considered as simply being transported through a country if they (a) enter and leave the compiling country solely for the purpose of being transported to another country, (b) are not subject to halts not inherent to the transportation and (c) can be identified when both entering and leaving the country.

General imports and exports: Are flows of goods entering/leaving the statistical territory of a country applying the general trade system and recorded in compliance with the general and specific guidelines.

General imports consist of:

(a) Imports of foreign goods (including compensating products after outward processing which changed their origin from domestic to foreign) entering the free circulation area, premises for inward processing, industrial free zones, premises for customs warehousing or commercial free zones;

(b) Re-imports of domestic goods into the free circulation area, premises for inward processing or industrial free zones, premises for customs warehousing or commercial free zones.

General exports consist of:

(a) Exports of domestic goods (including compensating products after inward processing which changed their origin from foreign to domestic) from any part of the statistical territory, including free zones and customs warehouses;

(b) Re-exports of foreign goods from any part of the statistical territory, including free zones and customs warehouses.

Global Market: For the purpose of this report, the term represents the sum of imports (either in US\$ or volume terms) of a particular good of all countries who reported these data to the UN Comtrade database. Important to mention, the term doesn't include local production of that good, which may account for a large part. Thus, the term covers only global Imports flow.

The Harmonized Commodity Description and Coding Systems (HS, Harmonized System): an internationally recognized commodity classification developed and maintained by The World Customs Organization (WCO). The system is used by more than 200 countries and economies as a basis for their Customs tariffs and for the collection of international trade statistics. Over 98 % of the merchandise in international trade is classified in terms of the HS. The HS comprises over 5,600 separate groups of goods identified by a 6-digit code, arranged in 99 chapters, grouped in 21 sections.

HS Code: At the international level, the Harmonized System for classifying goods is a six-digit code system (HS code, Commodity Code, Product Code), which can be broken down into three parts. The first two digits (HS-2) identify the chapter the goods are classified in, e.g., 01 Animals; live. The next two digits (HS-4) identify groupings within that chapter (the heading), e.g., 0104 - Sheep and goats; live. The following two digits (HS-6) are even more specific (the subheading), e.g., 010410 - Sheep; live. Up to the HS-6 digit level, all countries classify products in the same way (a few exceptions exist where some countries apply old versions of the HS).

Imports penetration: Import penetration ratios are defined as the ratio between the value of imports as a percentage of total domestic demand. The import penetration rate shows to what degree domestic demand D is satisfied by imports M. It is calculated as M/D , where the domestic demand is the GDP minus exports plus imports i.e. $[D = GDP - X + M]$. From a macroeconomic perspective, a country that produces manufactured goods with a high degree of international competitiveness will see decreasing imports. Under these circumstances, the import penetration rate will fall. Conversely, a country that produces manufactured goods with a low degree of international competitiveness will see increasing imports. In this case, the import penetration will rise. It must be noted, however, that the relationship described here does not always hold. Two factors – Import barriers and transaction costs – may interfere with it. If a country has established import barriers, another country's comparatively better manufactured goods will have little impact on its imports, and its import penetration rate will not rise. Likewise, if transportation and other transaction costs are extremely high for traded goods, differences in international competitiveness may not be reflected in the import penetration rate.

LIST OF ABBREVIATIONS AND TERMS USED

International merchandise trade statistics: Refers to both foreign (or external) merchandise trade statistics as compiled by countries and international merchandise trade statistics as represented by the consolidated and standardized country data sets that are compiled and maintained by the international or regional agencies.

Importer/exporter: In general, refers to the party in the customs territory who signed the contract of purchase/sale and/or who is responsible for executing the contract (i.e., the agent responsible for effecting import into or export from a country). Each importer or exporter is usually assigned a unique identification number.

Imports volume: The number or amount of Imports in general, typically measured in kilograms.

Imputation: Procedure for entering a value for a specific data item where the response is missing or unusable.

Imports value: The price actually paid for all imported units (by quantity unit) of the given commodity (unit price multiplied by quantity), or the cost of the commodity if not sold or purchased.

Institutional unit: The elementary economic decision-making center characterized by uniformity of behavior and decision-making autonomy in the exercise of its principal function.

K: thousand (e.g. US\$ 10K)

Ktons: thousand tons (e.g. 1 Ktons)

LTM: For the purpose of this report, LTM means Last Twelve Months for which the trade data are available. This period may not coincide with calendar period though, which is often the case with the trade data.

Long-term growth rate: For the purpose of this report, it is a metric that is used to express the change in a variable, represented as a percentage, and is used interchangeably with CAGR.

Long-Term: For the purpose of this report, it is equivalent to a period used for calculation of CAGR.

M: million (e.g. US\$ 10M)

Market: For the purpose of this report the terms Market and Imports may be used interchangeably, since both refer to a particular good which is bought and sold in particular country. The distinctive feature is that the Market term includes only imports of a particular good to a particular country. It does not include domestic production of such good or anything else.

Microdata: Data on the characteristics of individual transactions collected by customs or other sources (such as administrative records or surveys) or estimated.

Macrodata: Data derived from microdata by grouping or aggregating them, such as total exports of goods classified in a particular HS subheading.

Mirror statistics: Mirror statistics are used to conduct bilateral comparisons of two basic measures of a trade flow and are a traditional tool for detecting the causes of asymmetries in statistics.

Mean value: The arithmetic mean, also known as "arithmetic average", is a measure of central tendency of a finite set of numbers: specifically, the sum of the values divided by the number of values.

Median value: Is the value separating the higher half from the lower half of a data sample, a population, or a probability distribution.

Marginal Propensity to Import: Is the amount imports increase or decrease with each unit rise or decline in disposable income. The idea is that rising income for businesses and households spurs greater demand for goods from abroad and vice versa.

Trade Freedom Classification: Trade freedom is a composite measure of the absence of tariff and non-tariff barriers that affect imports and exports of goods and services. The trade freedom score is based on two inputs:

The trade-weighted average tariff rate and

Non-tariff barriers (NTBs).

For more information on the methodology, please, visit: <https://www.heritage.org/index/trade-freedom>

Market size (Market volumes): For the purpose of this report, it refers to the total number of specific good (in US\$ or volume values) which added to the stock of relevant material resources in a certain period of time (often measured over the course of a year). This term may refer to country, region, or world (global) levels.

Net weight (kilograms): the net shipping weight, excluding the weight of packages or containers.

LIST OF ABBREVIATIONS AND TERMS USED

OECD: The Organisation for Economic Co-operation and Development (OECD) is an intergovernmental organisation with 38 member countries, founded in 1961 to stimulate economic progress and world trade. It is a forum whose member countries describe themselves as committed to democracy and the market economy, providing a platform to compare policy experiences, seek answers to common problems, identify good practices, and coordinate domestic and international policies of its members. The majority of OECD Members are high-income economies ranked as "very high" in the Human Development Index, and are regarded as developed countries. Their collective population is 1.38 billion. As of 2017, OECD Member countries collectively comprised 62.2% of global nominal GDP (USD 49.6 trillion) and 42.8% of global GDP (Int\$54.2 trillion) at purchasing power parity.

The OECD Country Risk Classification measures the country credit risk and the likelihood that a country will service its external debt. The index uses a scale of eight risk categories to determine a country's credit risk, with 0 representing the lowest level of country risk. For more information, visit <https://www.oecd.org/>

Official statistics: Statistics produced in accordance with the Fundamental Principles of Official Statistics by a national statistical office or by another producer of official statistics that has been mandated by the national government or certified by the national statistical office to compile statistics for its specific domain.

Proxy price: For the purpose of this report, the term is a broad representation of actual price of a specific good in a specific market. Proxy price acts as a substitute for actual price for the reason of being calculated rather than obtained from the market directly. Proxy price implies very closer meaning as unit values used in international trade statistics.

Prices: For the purpose of this report the term always refers to prices on imported goods, except for explicit definitions, e.g. consumer price index.

Production: Economic production may be defined as an activity carried out under the control and responsibility of an institutional unit that uses inputs of labor, capital, and goods and services to produce outputs of goods or services.

Physical volumes: For the purpose of this report, this term indicates foreign trade (imports or exports flows) denominated in units of measure of weight, typically in kilograms.

Quantity units (Volume terms): refer to physical characteristics of goods. The use of appropriate quantity units may also result in more internationally comparable data on international movements of goods, because differences in quantity measurements between the importing country and the exporting country can be less significant than in value measurements. Therefore, quantities are often used in checking the reliability of the value data via the calculation of so-called unit values (value divided by quantity). It is recommended that countries collect or estimate, validate and report quantity information in the World Customs Organization (WCO) standard units of quantity (e.g. kilograms) and in net weight (i.e. not including packaging) on all trade transactions.

RCA Index: Revealed Comparative Advantage Index Comparative advantage underlies economists' explanations for the observed pattern of inter-industry trade. In theoretical models, comparative advantage is expressed in terms of relative prices evaluated in the absence of trade. Since these are not observed, in practice we measure comparative advantage indirectly. Revealed comparative advantage indices (RCA) use the trade pattern to identify the sectors in which an economy has a comparative advantage, by comparing the country of interests' trade profile with the world average. The RCA index is defined as the ratio of two shares. The numerator is the share of a country's total exports of the commodity of interest in its total exports. The denominator is share of world exports of the same commodity in total world exports.

$$RSA = \frac{\sum_d x_{isd} / \sum_d X_{sd}}{\sum_{wd} x_{iwd} / \sum_{wd} X_{wd}},$$

where

s is the country of interest,

d and **w** are the set of all countries in the world,

i is the sector of interest,

x is the commodity export flow and

X is the total export flow.

The numerator is the share of good **i** in the exports of country **s**, while the denominator is the share of good **i** in the exports of the world.

Re-imports: Are imports of domestic goods which were previously recorded as exports.

Re-exports: Are exports of foreign goods which were previously recorded as imports.

LIST OF ABBREVIATIONS AND TERMS USED

Real Effective Exchange Rate (REER): It is an indicator of a nation's competitiveness in relation to its trading partners. It is a measure of the relative strength of a nation's currency in comparison with those of the nations it trades with. It is used to judge whether the nation's currency is undervalued or overvalued or, ideally, fairly valued. Economists use REER to evaluate a country's trade flow and analyze the impact that factors such as competition and technological changes are having on a country and its economy. An increase in a nation's REER means businesses and consumers have to pay more for the products they export, while their own people are paying less for the products that it imports. It is losing its trade competitiveness, but the environment gets more favorable to Imports.

Short-term growth rate: For the purpose of this report, it is a metric that is used to express the change in a variable, represented as a percentage, and used interchangeably with LTM.

Statistical data: Data collected, processed or disseminated by a statistical organization for statistical purposes.

Seasonal adjustment: Statistical method for removing the seasonal component of a time series.

Seasonal component: Fluctuations in a time series that exhibit a regular pattern at a particular time during the course of a year which are similar from one year to another.

Short-Term: For the purpose of this report, it is equivalent to the LTM period.

T: tons (e.g. 1T)

Trade statistics: For the purposes of this report, the term will be used to refer to international, foreign or external merchandise trade statistics, unless otherwise indicated, and the term "merchandise" has the same meaning as the terms, "products", "goods" and "commodities".

Total value: The price actually paid for all units (by quantity unit) of the given commodity (unit price multiplied by quantity), or the cost of the commodity if not sold or purchased.

Re-exports: Are exports of foreign goods which were previously recorded as imports.

Time series: A set of values of a particular variable at consecutive periods of time.

Tariff binding: Maximum duty level on a product listed in a member's schedule of commitments; it represents the commitment not to exceed the duty applied on the concerned product beyond the level bound in the schedule. Once a rate of duty is bound, it may not be raised without compensating the affected parties. For developed countries, the bound rates are generally the rates actually charged. Most developing countries have bound the rates somewhat higher than the actual rates charged, so the bound rates serve as ceilings.

The terms of trade (ToT): is the relative price of exports in terms of imports and is defined as the ratio of export prices to import prices. It can be interpreted as the amount of import goods an economy can purchase per unit of export goods. An improvement of a nation's terms of trade benefits that country in the sense that it can buy more imports for any given level of exports. The terms of trade may be influenced by the exchange rate because a rise in the value of a country's currency lowers the domestic prices of its imports but may not directly affect the prices of the commodities it exports.

Trade Dependence, %GDP: Is the sum of exports and imports of goods and services measured as a share of gross domestic product. This indicator shows to what extent the country's economy relies on foreign trade as compared to its GDP.

US\$: US dollars

WTO: the World Trade Organization (WTO) is an intergovernmental organization that regulates and facilitates international trade. The World Trade Organization (WTO) is the only global international organization dealing with the rules of trade between nations. At its heart are the WTO agreements, negotiated and signed by the bulk of the world's trading nations and ratified in their parliaments. The goal is to ensure that trade flows as smoothly, predictably and freely as possible. With effective cooperation in the United Nations System, governments use the organization to establish, revise, and enforce the rules that govern international trade. It officially commenced operations on 1 January 1995, pursuant to the 1994 Marrakesh Agreement, thus replacing the General Agreement on Tariffs and Trade (GATT) that had been established in 1948. The WTO is the world's largest international economic organization, with 164 member states representing over 98% of global trade and global GDP.

Y: year (e.g. 5Y – five years)

Y-o-Y: Year-over-year (YOY) is a financial term used to compare data for a specific period of time with the corresponding period from the previous year. It is a way to analyze and assess the growth or decline of a particular variable over a twelve-month period.

METHODOLOGY

Following is a list of use cases of application of specific words combinations across the report. The selection is based on calculated values of corresponding indicators.

1. Country Market Trend:

- In case the calculated growth rates for the LTM period exceeded the value of 5Y CAGR by 0.5 percentage points or more, then **“surpassed”** is used, if it was 0.5 percentage points or more lower than 5Y CAGR then it is **“underperformed”**. In case, if the calculated growth rate for the LTM period was within the interval of 5Y CAGR +/- 5 percentage points (including boundary values), then either **“followed”** or **“was comparable to”** is used.

2. Global Market Trends US\$-terms:

- If the “Global Market US\$-terms CAGR, %” value was less than 0%, the **“declining”** is used,
- If the “Global Market US\$-terms CAGR, %” value was more than or equal to 0% and less than 4%, then **“stable”** is used,
- If the “Global Market US\$-terms CAGR, %” value was more than or equal to 4% and less than 6%, then **“growing”** is used,
- If the “Global Market US\$-terms CAGR, %” value was more than 6%, then **“fast growing”** is used.

3. Global Market Trends t-terms:

- If the “Global Market t-terms CAGR, %” value was less than 0%, the **“declining”** is used,
- If the “Global Market t-terms CAGR, %” value was more than or equal to 0% and less than 4%, then **“stable”** is used,
- If the “Global Market t-terms CAGR, %” value was more than or equal to 4% and less than 6%, then **“growing”** is used,
- If the “Global Market t-terms CAGR, %” value was more than 6%, then **“fast growing”** is used.

4. Global Demand for Imports:

- If the calculation of the change in share of a specific product in the total imports of the country was more than 0.5 percentage points, then the **“growing”** was used,
- If the calculation of the change in share of a specific product in the total imports of the country was less than 0.5%, then the **“declining”** was used,
- If the calculation of the change in share of a specific product in the total imports of the country was within the range of +/- 0.5% (including boundary values), then the **“remain stable”** was used,

5. Long-term market drivers:

- **“Growth in Prices accompanied by the growth in Demand”** is used, if the “Global Market t-terms CAGR, %” was more than 2% and the “Inflation 5Y average” was more than 0% and the “Inflation contribution to US\$-term CAGR%” was more than 50%,
- **“Growth in Demand”** is used, if the “Global Market t-terms CAGR, %” was more than 2% and the “Inflation 5Y average” was more than 0% and the “Inflation contribution to US\$-term CAGR%” was less than or equal to 50%,
- **“Growth in Prices”** is used, if the “Global Market t-terms CAGR, %” was more than 0% or less than or equal to 2%, and the “Inflation 5Y average” was more than 4%,
- **“Stable Demand and stable Prices”** is used, if the “Global Market t-terms CAGR, %” was more than or equal to 0%, and the “Inflation 5Y average” was more than of equal to 0% and less than or equal to 4%,
- **“Growth in Demand accompanied by declining Prices”** is used, if the “Global Market t-terms CAGR, %” was more than 0%, and the “Inflation 5Y average” was less than 0%,
- **“Decline in Demand accompanied by growing Prices”** is used, if the “Global Market t-terms CAGR, %” was less than 0%, and the “Inflation 5Y average” was more than 0%,
- **“Decline in Demand accompanied by declining Prices”** is used, if the “Global Market t-terms CAGR, %” was less than 0%, and the “Inflation 5Y average” was less than 0%,

6. Rank of the country in the World by the size of GDP:

- **“Largest economy”**, if GDP (current US\$) is more than 1,800.0 B,
- **“Large economy”**, if GDP (current US\$) is less than 1,800.0 B and more than 1,000.0 B,
- **“Midsize economy”**, if GDP (current US\$) is more than 500,0.0 B and less than 1,000.0 B,
- **“Small economy”**, if GDP (current US\$) is more than 50.0 B and less than 500.0 B,
- **“Smallest economy”**, if GDP (current US\$) is less than 50.0 B,
- **“Impossible to define due to lack of data”**, if the country didn't provide data.

7. Economy Short Term Growth Pattern:

- **“Fastest growing economy”**, if GDP growth (annual %) is more than 17%,
- **“Fast growing economy”**, if GDP growth (annual %) is less than 17% and more than 10%,
- **“Higher rates of economic growth”**, if GDP growth (annual %) is more than 5% and less than 10%,
- **“Moderate rates of economic growth”**, if GDP growth (annual %) is more than 3% and less than 5%,
- **“Slowly growing economy”**, if GDP growth (annual %) is more than 0% and less than 3%,
- **“Economic decline”**, if GDP growth (annual %) is between -5 and 0%,
- **“Economic collapse”**, if GDP growth (annual %) is less than -5%,
- **“Impossible to define due to lack of data”**, if the country didn't provide data.

8. **Classification of countries in accordance to income level.** The methodology has been provided by the World Bank, which classifies countries in the following groups:

- **low-income economies** are defined as those with a GNI per capita, calculated using the World Bank Atlas method, of \$1,135 or less in 2022,
- **lower middle-income economies** are those with a GNI per capita between \$1,136 and \$4,465,
- **upper middle-income economies** are those with a GNI per capita between \$4,466 and \$13,845,
- **high-income economies** are those with a GNI per capita of \$13,846 or more,
- **“Impossible to define due to lack of data”**, if the country didn't provide data.

For more information, visit <https://datahelpdesk.worldbank.org>

9. Population growth pattern:

- **“Quick growth in population”**, in case annual population growth is more than 2%,
- **“Moderate growth in population”**, in case annual population growth is more than 0% and less than 2%,
- **“Population decrease”**, in case annual population growth is less than 0% and more than -5%,
- **“Extreme slide in population”**, in case annual population growth is less than -5%,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

10. Short-Term Imports Growth Pattern:

- **“Extremely high growth rates”**, in case if Imports of goods and services (annual % growth) is more than 20%,
- **“High growth rates”**, in case if Imports of goods and services (annual % growth) is more than 10% and less than 20%,
- **“Stable growth rates”**, in case if Imports of goods and services (annual % growth) is more than 0% and less than 10%,
- **“Moderately decreasing growth rates”**, in case if Imports of goods and services (annual % growth) is less than 0% and more than -10%,
- **“Extremely decreasing growth rates”**, in case if Imports of goods and services (annual % growth) is less than -10%,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

11. Country's Short-Term Reliance on Imports:

- **“Extreme reliance”**, in case if Imports of goods and services (% of GDP) is more than 100%,
- **“High level of reliance”**, in case if Imports of goods and services (% of GDP) is more than 50% and less than 100%,
- **“Moderate reliance”**, in case if Imports of goods and services (% of GDP) is more than 30% and less than 50%,
- **“Low level of reliance”**, in case if Imports of goods and services (% of GDP) is more than 10% and less than 30%,
- **“Practically self-reliant”**, in case if Imports of goods and services (% of GDP) is more than 0% and less than 10%,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

12. Short-Term Inflation Profile:

- **“Extreme level of inflation”**, in case if Inflation, consumer prices (annual %) is more than 40%,
- **“High level of inflation”**, in case if Inflation, consumer prices (annual %) is more than 20% and less than 40%,
- **“Elevated level of inflation”**, in case if Inflation, consumer prices (annual %) is more than 10% and less than 20%,
- **“Moderate level of inflation”**, in case if Inflation, consumer prices (annual %) is more than 4% and less than 10%,
- **“Low level of inflation”**, in case if Inflation, consumer prices (annual %) is more than 0% and less than 4%,
- **“Deflation”**, in case if Inflation, consumer prices (annual %) is less than 0%,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

13. Long-Term Inflation Profile:

- **"Inadequate inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 10,000%,
- **"Extreme inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 1,000% and less than 10,000%,
- **"Highly inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 500% and less than 1,000%,
- **"Moderate inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 200% and less than 500%,
- **"Low inflationary environment"**, in case if Consumer price index (2010 = 100) is more than 150% and less than 200%,
- **"Very low inflationary environment"**, in case if Consumer price index (2010 = 100) is more 100% and less than 150%,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

14. Short-term ForEx and Terms of Trade environment:

- **"More attractive for imports"**, in case if the change in Real effective exchange rate index (2010 = 100) is more than 0,
- **"Less attractive for imports"**, in case if the change in Real effective exchange rate index (2010 = 100) is less than 0,
- **"Impossible to define due to lack of data"**, in case there are not enough data.

15. The OECD Country Risk Classification:

- **"Risk free country to service its external debt"**, in case if the OECD Country risk index equals to 0,
- **"The lowest level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 1,
- **"Low level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 2,
- **"Somewhat low level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 3,
- **"Moderate level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 4,
- **"Elevated level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 5,
- **"High level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 6,
- **"The highest level of country risk to service its external debt"**, in case if the OECD Country risk index equals to 7,
- **"Micro state: not reviewed or classified"**, in case of Andorra, Morocco, San Marino, because these are very small countries that do not generally receive official export credit support.
- **"High Income OECD country": not reviewed or classified**, in case of Australia, Austria, Belgium, Croatia, Cyprus, Canada, Chile, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Japan, Korea, Rep., Latvia, Lithuania, Luxembourg, Malta, Netherlands, New Zealand, Norway, Poland, Portugal, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, United Kingdom, United States, because these are high income OECD countries and other high income Euro zone countries that are not typically classified.
- **"Currently not reviewed or classified"**, in case of Barbados, Belize, Brunei Darussalam, Comoros, Dominica, Grenada, Kiribati, Liechtenstein, Macao SAR, China, Marshall Islands, Micronesia, Fed. Sts., Nauru, Palau, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Samoa, Sao Tome and Principe, Seychelles, Sint Maarten, Solomon Islands, Tonga, Tuvalu, Vanuatu, because these countries haven't been classified.
- **"There are no data for the country"**, in case if the country is not being classified.

16. Trade Freedom Classification. The Index of Economic Freedom is a tool for analyzing 184 economies throughout the world. It measures economic freedom based on 12 quantitative and qualitative factors, grouped into four broad categories, or pillars, of economic freedom: (1) Rule of Law (property rights, government integrity, judicial effectiveness), (2) Government Size (government spending, tax burden, fiscal health), (3) Regulatory Efficiency (business freedom, labor freedom, monetary freedom), (4) Open Markets (trade freedom, investment freedom, financial freedom). For the purpose of this report we use the Trade freedom subindex to reflect country's position in the world with respect to international trade.

- **"Repressed"**, in case if the Trade freedom subindex is less than or equal to 50 and more than 0,
- **"Mostly unfree"**, in case if the Trade freedom subindex is less than or equal to 60 and more than 50,
- **"Moderately free"**, in case if the Trade freedom subindex is less than or equal to 70 and more than 60,
- **"Mostly free"**, in case if the Trade freedom subindex is less than or equal to 80 and more than 70,
- **"Free"**, in case if the Trade freedom subindex is less than or equal to 100 and more than 80,
- **"There are no data for the country"**, in case if the country is not being classified.

17. The competition landscape / level of risk to export to the specified country:

- **“risk free with a low level of competition from domestic producers of similar products”**, in case if the RCA index of the specified product falls into the 90th quantile,
- **“somewhat risk tolerable with a moderate level of local competition”**, in case if the RCA index of the specified product falls into the range between the 90th and 92nd quantile,
- **“risk intense with an elevated level of local competition”**, in case if the RCA index of the specified product falls into the range between the 92nd and 95th quantile,
- **“risk intense with a high level of local competition”**, in case if the RCA index of the specified product falls into the range between the 95th and 98th quantile,
- **“highly risky with extreme level of local competition or monopoly”**, in case if the RCA index of the specified product falls into the range between the 98th and 100th quantile,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

18. Capabilities of the local businesses to produce similar competitive products:

- **“low”**, in case the competition landscape is risk free with a low level of competition from domestic producers of similar products,
- **“moderate”**, in case the competition landscape is somewhat risk tolerable with a moderate level of local competition,
- **“promising”**, in case the competition landscape is risk intense with an elevated level of local competition or risk intense with a high level of local competition,
- **“high”**, in case the competition landscape is highly risky with extreme level of local competition or monopoly,
- **“Impossible to define due to lack of data”**, in case there are not enough data.

19. The strength of the effect of imports of particular product to a specified country:

- **“low”**, in case if the share of the specific product is less than 0.1% in the total imports of the country,
- **“moderate”**, in case if the share of the specific product is more than or equal to 0.1% and less than 0.5% in the total imports of the country,
- **“high”**, in case if the share of the specific product is equal or more than 0.5% in the total imports of the country.

20. A general trend for the change in the proxy price:

- **“growing”**, in case if 5Y CAGR of the average proxy prices, or growth of the average proxy prices in LTM is more than 0,
- **“declining”**, in case if 5Y CAGR of the average proxy prices, or growth of the average proxy prices in LTM is less than 0,

21. The aggregated country's ranking to determine the entry potential of this product market:

- **Scores 1-5:** Signifying high risks associated with market entry,
- **Scores 6-8:** Indicating an uncertain probability of successful entry into the market,
- **Scores 9-11:** Suggesting relatively good chances for successful market entry,
- **Scores 12-14:** Pointing towards high chances of a successful market entry.

22. Global market size annual growth rate, the best-performing calendar year:

- **“Growth in Prices accompanied by the growth in Demand”** is used, if the “Country Market t-term growth rate, %” was more than 2% and the “Inflation growth rate, %” was more than 0% and the “Inflation contribution to \$-term growth rate, %” was more than 50%,
- **“Growth in Demand”** is used, if the “Country Market t-term growth rate, %” was more than 2% and the “Inflation growth rate, %” was more than 0% and the “Inflation contribution to \$-term growth rate, %” was less than or equal to 50%,
- **“Growth in Prices”** is used, if the “Country Market t-term growth rate, %” was more than 0% and less than or equal to 2%, and the “Inflation growth rate, %” was more than 4%,
- **“Stable Demand and stable Prices”** is used, if the “Country Market t-term growth rate, %” was more than or equal to 0% and less than or equal to 2%, and the “Inflation growth rate, %” was more than or equal to 0% and less than or equal to 4%,
- **“Growth in Demand accompanied by declining Prices”** is used, if the “Country Market t-term growth rate, %” was more than 0%, and the “Inflation growth rate, %” was less than 0%,
- **“Decline in Demand accompanied by growing Prices”** is used, if the “Country Market t-term growth rate, %” was less than 0%, and the “Inflation growth rate, %” was more than 0%.

23. Global market size annual growth rate, the worst-performing calendar year:

- “**Declining average prices**” is used if “Country Market t term growth rate, % is more than 0%, and “Inflation growth rate, %” is less than 0%
- “**Low average price growth**” is used if “Country Market t term growth rate, % is more than 0%, and “Inflation growth rate, %” is more than 0%,
- “**Biggest drop in import volumes with low average price growth**” is used if “Country Market t term growth rate, % is less than 0%, and “Inflation growth rate, %” is more than 0%,
- “**Decline in Demand accompanied by decline in Prices**” is used if “Country Market t term growth rate, % is less than 0%, and “Inflation growth rate, %” is less than 0%.

24. TOP-5 Countries Ranking:

Top-10 biggest suppliers in last calendar year are being ranked according to 4 components:

1. share in imports in LTM,
2. proxy price in LTM,
3. change of imports in US\$-terms in LTM, and
4. change of imports in volume terms in LTM

Each of the four components ranges from 1 to 10, with 10 being the highest. The aggregated score is being formed as a sum of scores of ranking of each component. However, in case if countries get similar scores, the ranking of the first component prevails in selection.

25. Export potential:

As a part of risks estimation component and business potential of export to the country, a system of ranking has been introduced. It helps to rank a country based on a set of macroeconomic and market / sectoral parameters covered in this report. Seven ranking components have been selected:

1. Long-term trends of Global Demand for Imports (refer to pages 17-20 of the report)
2. Strength of the Demand for Imports in the selected country (refer to pages 22-23 of the report)
3. Macroeconomic risks for Imports in the selected country (refer to pages 22-23 of the report)
4. Market entry barriers and domestic competition pressures for imports of the good (refer to pages 22-24 of the report)
5. Long-term trends of Country Market (refer to pages 26-29 of the report)
6. Short-term trends of Country Market, US\$-terms (refer to pages 30-31 of the report)
7. Short-term trends of Country Market, volumes and proxy prices (refer to pages 32-35 of the report)

Each component includes 4-6 specific parameters. All parameters are evaluated on a scale from 0 to 6, with 0 being the lowest/ less favorable value or characteristic. An aggregated rank is a total country's score that includes scores of each specific ranking component. Each component is evaluated on a scale from 0 to 2, with 0 being the lowest score. The highest possible aggregated country's score is 14 points (up to 2 points for each of 7 ranking components). Aggregated country's rank is a sum of points gained for each ranking component. It ranges from 0 to 14 points. An aggregated rank describes risks and imports potential of the selected country with the selected product.

26. Market volume that may be captured in the mid-term:

The result of the market research is an approximation of the potential supply volume for the specific product in the designated market, provided the continuation of the identified trends in the future. The potential supply volume comprises two components:

1. **Component 1** is related to the ongoing trend in market development. The calculation is based on the anticipated average monthly market growth, derived from the trend observed over the past 24 months (you can find this trend currently calculated for tons on the report page 32). The assumption is that the identified trend will remain unchanged, and the calculated average monthly increase is applied to actual data on the volume of average monthly import supplies over the last 12 months, along with the corresponding average price. Simultaneously, the computation is based on the idea that a new supplier could secure a market share equivalent to the average share held by the top 10 largest suppliers in this market over the past 12 months: The potential supply in dollars per month for a new player, according to Component 1, is calculated by multiplying the following factors: Average monthly volume of imports into the country in tons × Average monthly increase in imports over the last 24 months (month-on-month growth) × Average market share for the top 10 supplying countries × Average import price over the last 12 months Component 1 could be zero in the event of a negative short-term trend in imports of the specified product into the country over the past 24 months.
2. **Component 2** signifies the extra potential supply linked to the potential strong competitive advantage of the new supplier. Its calculation is based on the factual parameters of supplying countries that have experienced the highest growth in their supplies to the chosen country over the past 12 months. The assumption is that this increase is attributed to their respective competitive advantages. The potential supply volume in dollars per month for a new player, based on Component 2, is calculated by dividing the average increase in imports in tons over the last 12 months compared to the previous 12 months for the top 5 countries that have most increased imports into the country by 12 months. The result is then multiplied by the average import price over the last 12 months.

The total increase is determined by summing the values obtained from the two components.

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