

OPPORTUNITIES IN SOIL HEALTH

STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a global agrochemical input company was interested in exploring opportunities in soil health. CPL Business Consultants segmented the market and profiled 48 potential areas of opportunity, recommending 6 priority areas for further investigation.

OBJECTIVE

The objectives of this opportunity mapping project was to identify specific areas of opportunity relating to soil health and also to characterise and prioritise them. The overall aim was to assist the Client in deciding defined areas of opportunity on which it could focus.

METHOD

CPL segmented the market for soil health products and examined 7 areas of potential need which are outlined below. These areas were then divided into 16 segments and 48 sub-segments which were assessed using the following high-level information:

- Drivers and Discontinuities
- Description of Key challenges / Unmet Needs
- Relevance to the Client
- Potential Market Attractiveness

Finally, based on this initial analysis, CPL was able to recommend 6 broad opportunity areas in soil health, which warranted a deep-dive investigation.

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Introduction

- Executive Summary for Opportunities in Soil Health

Segmentation and Opportunity Mapping

- Soil Nutrients Supply
- Soil Structure
- Soil Water
- Soil Pests and Diseases
- Soil Microbiome and Beneficial Organisms
- Soil Toxicity and Contamination
- Soil Degradation

APPENDIX

Megatrends Affecting Soil Health

Relevant Regulations

- Fertilizers
- Biofertilizers
- Pesticides
- Soil Health
- Biodegradable Plastics

Contacts

- 18 Contacts

ADDITIONAL PROJECTS

Please take a look at our [PowerPoint Introduction](#) and also our Brochure which includes deliverables and differentiators. Additionally, you can review [Eight case studies](#).