

# PLANT GROWTH PROMOTING MICROORGANISMS (PGPM) MARKET STRATEGY

STRATEGIES TO GROW YOUR BUSINESS

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***In this case study, a leading global manufacturer of fertilizers engaged CPL Business Consultants to recommend a market strategy for plant growth promoting microorganisms (PGPM) sold into the agricultural biostimulants, bioprotection and general crop protection markets. The company wished to know if business based on these organisms was attractive or may become so in the future.***

CPL provided detailed insights into the plant growth promoting microorganisms (PGPM) business in respect of its present position and future potential based on information on the companies, products, prices, markets, trends and potential in this area, recommending a go-to-market strategy.

During this study, over 100 companies were originally identified as having potential involvement in the PGPM business sector. Of these, ~50 had actual involvement and information was sought from all of these and obtained from most. Over 50 contacts were made with PGPM companies making or selling products as well as authorities or experts involved with registration. General discussions were held with a wide group of knowledgeable individuals at conferences and similar venues. In addition, information and leads were obtained from in-house databases and from publicly accessible information.

## **PLANT GROWTH PROMOTING MICROORGANISMS (PGPM) MARKET STRATEGY**

### **Rhizobium**

- Market
- Prices
- Cost/Benefit Analysis
- Trends
- Products
- The Use Of Rhizobial Products
- Impact Of Genetic Engineering

### **Mycorrhizae**

- Market
- Price
- Trends
- Products
- The Use of Mycorrhizae

### **Trichoderma**

- Market
- Price
- Trends
- Products
- The Use of *Trichoderma* Products

### **Bacillus subtilis**

- Market
- Prices
- Trends
- The Use of *B. subtilis*

### **Other PGPM Products**

#### *Pseudomonas*

- Market
- Price
- Trends
- Products

## **Azospirillum**

- Market
- Price
- Trends
- Products
- Use of *Azospirillum*

## **Other Nitrogen Fixing Micro-Organisms**

### **PGPM Mixtures and Unspecified Products**

### **Plant Growth Promoting Microorganisms Product Functionality**

- Microbes That Improve Plant Nutrition
- Rhizobia *et al.*
- Mycorrhiza
- Biological Control Of Plant Pathogens
- Plant Growth Modifying Substances
- Technical Validity

### **Registration of Plant Growth Promoting Microorganisms**

- UK
- Netherlands
- Germany
- France
- Spain And Italy
- US

### **Plant Growth Promoting Microorganisms Companies**

- Company Origins
- Distributor Sector
- Target Sector
- Product Focus
- Geographic Distribution

*CPL Business Consultants has conducted many studies e.g. on [biopesticides](#), [biostimulants](#) and [plant nutrition technologies](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. You can also review [eight case studies](#).*