Hungary Agrochemical Overseas Market Analysis Report

Focus on Phosphate Fertilizers, Pesticides & Intermediates · CEE Core Agricultural Market

Target Country: Hungary | Main Category: Agrochemicals | Report Date: June 30, 2026

Hungary Agrochemical Key Conclusions

Hungary's agrochemical market import dependency is approximately 78%. In H1 2026, driven by the EU's pesticide reduction targets (SUR), traditional chemical pesticide imports contracted slightly by 2%-3% YoY, yet bulk categories such as phosphate fertilizers maintained rigid demand. China's agrochemical exports to Hungary rose steadily, with glyphosate and phosphate-based products showing strong competitiveness.

Import dependency: **~78%** (pesticides + fertilizers combined)

Traditional pesticide import change: **↓ 2%-3% YoY** (Jan-May 2026)

China agrochemical exports to Hungary: ~ **USD 38 million** (full year 2025, China Customs)

Key risks: ⚠ EU SUR Regulation ⚠ HUF Exchange Rate Volatility

Sources: Hungarian Central Statistical Office (KSH) May 2026 Bulletin; China Customs 2025 Annual Export Statistics; EU SUR Legislative Progress Tracker (June 2026)

Supply & Demand Fundamentals

Hungary has approximately 4 million hectares of arable land, making it one of the largest agricultural countries in Central and Eastern Europe. Annual agrochemical demand is approximately 120,000-140,000 tonnes (pesticide active ingredients and formulations, active equivalent), and annual fertilizer consumption is approximately 1.1-1.3 million tonnes (physical volume), of which phosphate fertilizer demand is approximately 180,000-220,000 tonnes, almost entirely reliant on imports.

Indicator	2024	2025	2026 Q1
Pesticide imports (10k tonnes)	3.8	3.7	0.89 (prior period value)
Fertilizer imports (10k tonnes)	98	96	23.5
Phosphate fertilizer deficit (10k tonnes)	19	20	~5.2 (est.)

Sources: KSH April 2026 Foreign Trade Statistics; Eurostat 2025 Agrochemical Trade Data. Some 2026 Q1 data uses prior period values; no latest public data available.

China Market Status

In June 2026, China's overall agrochemical industry operating rate remained at medium-high levels. Glyphosate technical material prices fluctuated in the range of RMB 32,000-35,000/tonne. DAP export quotations were approximately USD 580-610/tonne FOB. Tight domestic phosphate rock supply supported phosphate fertilizer costs, while export orders remained stable.

Glyphosate technical (95%): **RMB 32,000-35,000/tonne** (June 2026, SunSirs)

DAP export FOB: **USD 580-610/tonne** (June 2026, Longzhong Info)

Phosphate rock (28% P_2O_5) pithead price: ~ **RMB 520-560/tonne** (Guizhou/Hubei, June 2026)

Sources: SunSirs June 25, 2026 Pesticide Price Monitor; Longzhong Info June 24, 2026 Phosphate Fertilizer Weekly; SMM Phosphate Rock June 2026 Quotes.

Hungary Market Status

Hungary has only one large-scale integrated fertilizer producer, Nitrogénművek Zrt. (primarily nitrogen fertilizers), with phosphate fertilizers and pesticide active ingredients entirely dependent on imports. In H1 2026, indirectly affected by the EU Carbon Border Adjustment Mechanism (CBAM), fertilizer import costs rose slightly, with end-user retail prices increasing approximately 5%-8% YoY.

Main pesticide import sources: Germany (~24%), France (~16%), Poland (~13%), China (~9%)

Main phosphate fertilizer sources:

Morocco OCP (~35%), Russia (~20%), Lithuania/Poland re-exports (~25%)

Local fertilizer retail price increase: **↑ 5%-8% YoY** (May 2026, AKI monitoring)

Sources: AKI (Institute of Agricultural Economics) May 2026 Input Price Report; KSH Import Source Statistics 2025. 2026 country-specific data uses prior period values.

Product Segment Structure

In Hungary's agrochemical import portfolio, herbicides account for approximately 40%, fungicides approximately 28%, insecticides approximately 20%, with the remainder being plant growth regulators and others. Fertilizer imports are dominated by NPK compound fertilizers and DAP. Biopesticide imports have grown significantly, with a YoY increase of 18% in 2025.

Segment	Import Share (2025)	YoY Change	China Supply Share
Herbicides	~40%	↓ 2%	~11%
Fungicides	~28%	Flat	~8%
Insecticides	~20%	↓ 1.5%	~7%
Biopesticides	~7%	↑ 18%	~3%

Sources: Eurostat 2025 Pesticide Classified Trade Data; AKI March 2026 Market Structure Analysis. Biopesticide data from ECPA European Crop Protection Association 2025 Annual Report.

Core Finished Product Supply & Demand

> DAP is the core finished product in Hungary's phosphate fertilizer market, with annual imports of approximately 150,000-180,000 tonnes, primarily from Morocco and Russia. In June 2026, Morocco OCP's DAP quotation for Europe remained at USD 620-650/tonne CFR, with tight supply supporting elevated prices.

Hungary DAP annual imports: ~ **150,000-180,000 tonnes** (2025)

Morocco OCP DAP quotation (CFR Europe): **USD 620-650/tonne** (June 2026, Argus)

China DAP export competitiveness:

FOB USD 580-610/tonne, freight to Eastern Europe ~USD 50-60/tonne

Sources: Argus Media June 23, 2026 Phosphate Market Report; KSH Foreign Trade Statistics 2025. China DAP export prices from Longzhong Info June 2026 Weekly Report.

Intermediates & Raw Material Value

> Upstream raw material prices in the phosphate fertilizer supply chain are generally running firm. China's phosphate rock (28% grade) pithead price held at RMB 520-560/tonne, while sulfuric acid prices were approximately RMB 280-350/tonne. Imported phosphoric acid intermediate CFR prices to Hungary were approximately USD 780-820/tonne, with sustained cost pass-through pressure.

Raw Material / Intermediate	China Domestic Price	Hungary CFR Estimate	Trend
Phosphate rock (28% P_2O_5)	RMB 520-560/tonne	—	↑ Firm
Sulfuric acid (98%)	RMB 280-350/tonne	—	→ Stable
Phosphoric acid (52% P_2O_5)	—	USD 780-820/tonne	↑ Tight supply

Sources: SMM Phosphate Rock June 2026 Quotes; Longzhong Info June 2026 Sulfuric Acid Market Weekly; Argus Media June 2026 Phosphate CFR Europe Assessment. Hungary CFR is estimated, using prior period value ranges.

Trade & Macro Indicators

> Hungary's GDP growth rate in 2025 was approximately 0.8%, with agriculture accounting for approximately 3.5% of GDP. In June 2026, 1 EUR ≈ 398 Hungarian Forint (HUF), with the forint depreciating slightly by about 2.5% year-to-date, pushing up the local-currency cost of imported agrochemical products. EU CAP 2023-2027 subsidies continue to support agricultural input spending.

Hungary GDP growth (2025): ~ **0.8%** (World Bank)

Agriculture share of GDP: ~ **3.5%**

EUR/HUF exchange rate (June 2026): ~ **398** (Magyar Nemzeti Bank, MNB)

EU CAP annual subsidies: Hungary ~ **EUR 1.25 billion** /year

Sources: World Bank April 2026 Hungary Economic Brief; MNB June 27, 2026 Exchange Rate; European Commission CAP Budget Allocation 2023-2027.

Risks & Opportunity Windows

> Key risks include the EU SUR regulation potentially further restricting chemical pesticide use, HUF exchange rate volatility increasing import cost uncertainty, and Russian fertilizer supply affected by geopolitical factors. On the opportunity side, biopesticides and low-toxicity pesticide alternatives offer significant substitution potential, and the China-CEEC cooperation mechanism provides policy facilitation for agrochemical trade.

⚠ Risk: EU SUR Regulation —2030 pesticide reduction target of 50% continues to advance

⚠ Risk: HUF depreciation —HUF depreciated ~2.5% against EUR in H1 2026

√ Opportunity: Biopesticide substitution —Hungary biopesticide import growth rate of 18%

√ Opportunity: China-CEEC cooperation

—China-Hungary bilateral trade agreement lowers agrochemical tariff barriers

Sources: EU SUR Legislative Tracker June 2026; MNB Exchange Rate Data; ECPA Biopesticide Market Report 2025; China-CEEC Cooperation Secretariat May 2026 Briefing.

Data Sources Summary

- Hungarian Central Statistical Office (KSH) — Foreign trade statistics, agricultural input data (April-May 2026 Bulletins)
- China Customs General Administration — 2025 annual agrochemical product export statistics
- Longzhong Information (Longzhong Info) — Phosphate fertilizer weekly, sulfuric acid market weekly (June 2026)
- SunSirs (Business Agency) — Pesticide price monitoring (June 25, 2026)
- Argus Media — Phosphate market report (June 23, 2026)
- Shanghai Metals Market (SMM) — Phosphate rock quotations (June 2026)
- Eurostat — Pesticide classified trade data (2025)
- Institute of Agricultural Economics (AKI), Hungary — Input price report (May 2026)
- Magyar Nemzeti Bank (MNB) — Exchange rate data (June 27, 2026)
- World Bank — Hungary Economic Brief (April 2026)
- ECPA European Crop Protection Association — Biopesticide market annual report (2025)
- European Commission — CAP budget allocation & SUR legislative tracker (June 2026)