Sumitomo Chemical deepens presence in natural crop protection with Pyragro acquisition

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The acquisition of Italian company Pyragro strengthens Sumitomo Chemical's portfolio of natural pyrethrin-based crop protection products while expanding its regulatory footprint across Europe, the Middle East and Africa

Sumitomo Chemical has expanded its sustainable crop protection portfolio with the acquisition of Pyragro S.r.l., the plant protection subsidiary of Italian company COPYR S.p.A., strengthening its position in the fast-growing market for biorational and naturally derived agricultural inputs across Europe, the Middle East and Africa (EMEA).

The transaction, completed on August 3, 2026, saw Sumitomo Chemical Italia S.r.l., the company's Italian subsidiary, acquire 100 per cent ownership of Pyragro, adding an established portfolio of natural pyrethrin-based crop protection products and a broad portfolio of product registrations spanning Italy and multiple EMEA markets.

The acquisition reflects increasing global demand for biological and naturally sourced crop protection solutions as regulators tighten restrictions on conventional chemistries and growers seek more sustainable pest management tools.

Pyragro specializes in insecticides derived from natural pyrethrum, a botanical active ingredient recognized for its effectiveness against a broad spectrum of insect pests while supporting integrated pest management (IPM) programs. The company also brings valuable regulatory dossiers and product registrations that will strengthen Sumitomo Chemical's commercial platform across the region.

For Sumitomo Chemical, the acquisition represents a strategic addition to its expanding biorational crop protection business, complementing its existing portfolio of naturally occurring pest control technologies, including Bacillus thuringiensis (Bt)-based products.

"This transaction will support Sumitomo Chemical group's continued expansion in EMEA's biorational business while further enhancing its crop protection portfolio, particularly in naturally occurring insecticide products," said Tadashi Katayama, Managing Executive Officer of Sumitomo Chemical.

The deal also reflects the Japanese company's broader strategy of expanding its sustainable agriculture portfolio through targeted acquisitions that combine innovative technologies with established regulatory assets and market access.

For COPYR and its parent company Zelnova Zeltia, the divestment marks a strategic realignment that allows the group to concentrate resources on its core Home Care, Personal Care and Professional businesses while placing its agricultural operations under an owner focused exclusively on crop protection.

"The divestment of Pyragro is consistent with our strategy of concentrating the Zelnova-COPYR group's resources and investment on its core businesses," said Pedro González Blanco, Chief Executive Officer of COPYR. "Sumitomo Chemical is the right long-term owner for Pyragro given its crop protection expertise, international presence and commitment to sustainable agriculture."

Industry analysts view the transaction as part of a broader wave of consolidation in the global crop protection industry, where companies are increasingly investing in biologicals, botanical pesticides and other lower-impact technologies to address evolving regulatory requirements and changing grower preferences.

By integrating Pyragro's regulatory portfolio, commercial capabilities and expertise in natural pyrethrin formulations, Sumitomo Chemical is positioning itself to capture growing demand for sustainable pest management solutions while reinforcing its long-term growth strategy in one of the world's most important agricultural markets.