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Bayer launches new biologicals brand, targets 17 product introductions in Latin America by 2030

05 November 2026 | News

The expansion includes eight planned launches in Brazil, a new soybean crop-performance solution and a biotechnology partnership with IdeeLab.



The global biological products sector is experiencing rapid expansion and is expected to grow by approximately 8% annually until 2035, reaching â?¬30 billion, according to estimates from DunhamTrimmer and Frost & Sullivan. In this scenario, Latin America stands out as one of the most strategic areas, with projected growth of 14% per year, driven by the search for tools that enable resilient productivity and protect the return on investment in the field, with Brazil playing a leading role in this expansion.

To meet this demand and mark a new stage in the evolution of its biologicals portfolio, Bayer is launching **the Bayer Biologicals umbrella brand** in Latin America, created to offer farmers a clear reference in the company's reliable biological solutions.

This initiative consolidates the company's trajectory in the segment spanning more than two decades, marked by pioneering solutions such as SonataÂ® and SerenadeÂ®, the latter a globally recognised biofungicide and bactericide for managing foliar and soil diseases. It also **foresees the launch of 17 new products by 2030 in Latin America, eight of them in Brazil** , in addition to expanding the reach of already established formulations to new crops.

For AntÃ´nio Soares, head of Biologicals at Bayer for Latin America, biological products have gone from being a promise to becoming an essential component of crop management. "Our ambition is not only to participate in this market, but to contribute to its evolution and expand the adoption of biologicals on a large scale, supporting more productive and regenerative agricultural systems. This represents an opportunity to generate consistent value for farmers and for the business," he explains.

"When we combine our high-performance chemical solutions with biological ones, we build more robust programs. This union not only enhances pest and disease control, but also makes plants physiologically more active and the agricultural system much more resilient to climatic stresses," explains AntÃ´nio Soares.

This systemic and integrated vision guides the new brand, whose objective is to facilitate decision-making in the field through a broad and scientifically validated catalog. "Latin America has proven to be a diverse and highly dynamic market and is expected to show one of the highest growth rates in the biologicals sector by the end of the decade. Brazil leads in the adoption and integration of biological and chemical solutions in extensive crops. In export crops, such as fruits and vegetables, in Chile, Mexico, and Peru, adoption and integration are very significant and driven by distinct needs and production systems," highlights Luis Offa, Senior Vice President of Crop Protection and Biologicals for Latin America.

Furthermore, the effects of climate change are increasing pressure on the region's production systems. Therefore, there is a growing demand for solutions that help plants better cope with adverse conditions and protect their productive potential throughout their cycle, which requires an increasing investment in science and technology. "With an annual investment of 2 billion euros in R&D globally, our strategy is to deliver innovation holistically, uniting genetics, biotechnology, crop protection, and the digital environment to prepare producers for the challenges of the future," adds Luis Offa.

Under the Bayer Biologicals brand, the solutions will be organized into two main agronomic purposes: biological control (precise bioinsecticides, biofungicides and bionematicides) and crop performance (options that activate plant physiology or contribute to improving soil health, helping production systems become more resilient to environmental stresses such as drought, salinity and high temperatures).

Cutting-edge innovation and the arrival of CurvetÂ®

The first product launch under the Bayer Biologicals brand, planned for the 2026/27 soybean crop season, is CurvetÂ®, whose formulation features plant-derived polyflavonoids, compounds known for their role in communication between the plant and soil microorganisms. The product contributes to better utilization of nitrogen and phosphorus already present in the system. The technology is from Sound Agriculture, an American company invested in by Leaps by Bayer, which supplies the product exclusively to Bayer in Brazil.

In tests conducted by Bayer and Sound with leading consulting firms, in 114 locations across eight states over four growing seasons, an average increase of three sacks per hectare in soybean yield was observed. With benefits associated with improved soil health, the solution reinforces the company's vision of scaling regenerative agriculture, combining gains in the field with environmental preservation.

Unprecedented R&D agreement for tropical agriculture

To strengthen its open innovation model, Bayer also announces a research and development (R&D) agreement with the Brazilian company IdeeLab Biotecnologia. This partnership marks the company's first initiative of its kind focused exclusively on the agronomic demands of Latin America, aiming to jointly create a new biological product customized to regional challenges.

The companies will work together on all stages of technology development, from validation and proof of efficacy to its commercialization in the market. The scope of the studies focuses on the development of a next-generation biofungicide with high potential for controlling foliar diseases in soybeans and other crops.

"Brazil has led the world in the adoption of biologicals over the past five years, which is driving progress across Latin America. This agreement with IdeeLab reflects precisely our commitment to the region, combining Bayer's global capabilities with the local innovation ecosystem to accelerate solutions specifically designed for the complexities of tropical agriculture," concludes Soares.