

# Asia Pacific Agricultural Equipment Industry Outlook to 2018 - Expanding Market for Large Sized Tractors

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## Abstracts

The industry research report titled, "Asia Pacific Agricultural Equipment Industry Outlook to 2018 – Expanding Market for Large Sized Tractors" provides comprehensive analysis of market size of agricultural equipments such as tractors (small and medium-large tractors), combine harvesters, rice transplanters, threshers, tillers, balers, rotavators and cotton processing machinery in Asia Pacific, India, China, Japan, Australia and other emerging countries such as South Korea, Thailand and Vietnam. The report provides market share analysis of major players in agricultural equipment industry in Japan, China, Australia and India along with the company profiles. The publication provides trends and development, future outlook and prospects of farm equipments production and sales along with the cause and effect relationship of several macro-economic and industry factors in several countries.

Mechanization of agricultural process is advancing steadily in Asia Pacific. In 2013, it was observed that Japan had the highest level of mechanization of 7 hp/ha, followed by South Korea, China, Thailand and Vietnam with 4.11 hp/ha, 4.10 hp/ha, 1.60 hp/ha and 1.56 hp/ha respectively. The moderately mechanized market was constituted by Pakistan and India with 1.02 hp/ha and 1.0 hp/ha. China, India, Japan and Australia contribute the largest to the development of the agricultural equipment market in Asia Pacific. From the total demand of agricultural equipments in the world, Asia accounts for nearly half of the requirement. The revenue generated by the agricultural equipment industry in Asia in 2013 was USD ~ million, registering a CAGR of 16.1% during 2008-2013.

Although Japan has the highest level of mechanization amongst the Asian countries, the regional market for agricultural equipments is largely driven by China and India due to their large area of agricultural land and low level of mechanization. China, the most

industrialized economy in Asia has achieved rapid strides in automation. The self-sufficiency drive in China has led the country into increasing domestic production of several commodities. The agricultural equipment market in the country is by far the largest contributor to the development of the overall Asian market for the same.

Australian farming practices are highly mechanized and the country is a developed market for agricultural machinery. Other countries such as Thailand and Vietnam also hold enormous potential for the farm machinery industry.

Tractors are the most important machinery from the several types of agricultural equipment being used today. Due to the varied functions, both in agricultural and non-agricultural purposes, tractors have become the most sought after machinery amongst farmers. Combine harvesters are also being increasingly regarded as significantly useful, although the high cost of the equipment inhibits its sales in Asia. Additionally, since rice is by far the most important crop throughout Asia, rice transplanters are a promising segment in the regional agricultural equipment market.

The existing and improving level of infrastructure in the Asian countries, together with political support, alternative sales channels and ease of access to different forms of credit, are creating stable and suitable conditions for equipment manufacturers to expand their investments in the farm machinery market in Asia.

John Deere, Case New Holland, AGCO Corporation are major companies in the Asia Pacific farm equipment industry with major market share in tractors, combine harvesters, cotton harvesters, balers, mechanical planters and others.

The future outlook for the agricultural equipment industry in Asia is exceedingly promising. The region will continue contributing the largest share to the global market for agricultural machinery in the future. While China and India will be the fastest growing markets, the demand for agricultural machinery in the developed markets of Japan and Australia will witness stagnancy. Smaller countries such as Thailand and Vietnam that are involved in intensive agriculture will also increase their usage of farm equipments in the near future. The Asian agricultural equipment industry is projected to reach revenue of USD 174 billion in 2018 at a CAGR of 14.6% during 2013-2018.

## **KEY TOPICS COVERED IN THE REPORT:**

The market size of Asia agricultural equipment industry in terms of revenue.

Asian market segmentation by geographies covering China, India, Japan and Australia.

Growth drivers and challenges in Asia agricultural equipment market.

Future outlook and projections of agricultural equipment market in Asia.

China agricultural equipment market size, segmentation, export import scenario, trends, growth drivers and issues, market share of major companies in the industry.

India agricultural equipment market size, segmentation, pricing scenario, trends and issues, market share of major companies in different types of equipment.

Government regulations and support schemes in China and India agricultural equipment industry.

Japan agricultural equipment market size, segmentation, drivers and issues, market share of major companies in the industry.

Australia agricultural equipment market size, segmentation, drivers and issues, market share of major companies in different types of equipment.

Competitive landscape of major companies operating in China, India and Japan agricultural equipment industry

Future Outlook and macroeconomic factors in agricultural equipment industry in China, India, Japan and Australia

Snapshot of other countries (Thailand, Vietnam, South Korea) in Asia agricultural equipment industry

## Contents

### **1. ASIA PACIFIC AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION**

- 1.1. Value Chain of the Agricultural Industry and Equipments Used for Different Applications
- 1.2. Asia Pacific Agricultural Equipment Market Size by Value, 2008-2013
- 1.3. Asia Pacific Agricultural Equipment Market Segmentation by Geography, 2008-2013
- 1.4. Growth Drivers and Opportunities in Asia Pacific Agricultural Equipment Industry
- 1.5. Issues and Challenges in Asia Pacific Agricultural Equipment Industry
- 1.6. Competitive Landscape of Major Companies in Asia Pacific Agricultural Equipment Industry
- 1.7. Asia Pacific Agricultural Equipment Industry Future Outlook and Projections, 2014-2018
  - 1.7.1. By Revenue, 2014-2018
  - 1.7.2. By Geography, 2014-2018

### **2. CHINA AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION**

- 2.1. China Agricultural Equipment Market Size by Production Value and Revenue, 2008-2013
- 2.2. China Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Rice Transplanters, Cotton Processing Machinery), 2008-2013
  - 2.2.1. By Production Volume, 2008-2013
  - 2.2.2. Greater Than 25HP Tractor Sales in China, 2008-2013
- 2.3. Total Power of Agricultural Equipments in China, 2008-2013
- 2.4. Mechanization Level of Agriculture in China, 2008-2013
  - 2.4.1. National Agricultural Mechanization, 2008-2013
  - 2.4.2. Mechanization Level of Agricultural Processes, 2008-2013
- 2.5. Export and Import of Agricultural Equipments in China, 2008-2013
- 2.6. Government Regulations and Support Schemes for Agricultural Equipment Industry in China
  - 2.6.1. Law on Promotion of Agricultural Mechanization in China
  - 2.6.2. Government Subsidies for Purchase of Agricultural Equipment, 2008-2013
- 2.7. Trends and Developments in China Agricultural Equipment Industry
- 2.8. Growth Drivers and Opportunities in China Agricultural Equipment Industry
- 2.9. Issues and Challenges in China Agricultural Equipment Industry
- 2.10. SWOT Analysis of China Agricultural Equipment Industry

- 2.11. Market Share of Major Companies in China Agricultural Equipment Industry
  - 2.11.1. Market Share of Major Companies in Greater Than 25HP Tractor Market in China, 2013
  - 2.11.2. Market Share of Major Companies in Low Powered (>25 HP) Tractor Market in China, 2011
- 2.12. Competitive Landscape of Major Companies in China Agricultural Equipment Industry
- 2.13. China Agricultural Equipment Industry Future Outlook and Projections, 2014-2018
  - 2.13.1. By Production Value and Revenue, 2014-2018
  - 2.13.2. By Segments, 2014-2018
  - 2.13.3. Cause and Effect Relationship Between Dependent And Independent Factors Prevailing in China Agricultural Equipment Industry
- 2.14. Macroeconomic Factors in China Agricultural Equipment Industry
  - 2.14.1. Farmers' Per Capita Income in China, 2008-2018
  - 2.14.2. Agricultural Land in China, 2008-2018
  - 2.14.3. Government Subsidies for Agricultural Equipments in China, 2008-2018
  - 2.14.4. Inflation Rate in China, 2008-2018
  - 2.14.5. Major Crop Production in China, 2008-2013
  - 2.14.6. Agricultural Workforce in China, 2008-2018

### **3. INDIA AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION**

- 3.1. India Agricultural Equipment Market Size by Value and Volume, FY'2008-FY'2013
- 3.2. India Agricultural Equipment Market Segmentation by Sales Volume and Value, FY'2008-FY'2013
  - 3.2.1. By Type of Products (Tractors, Rotavators, Combine Harvesters, Power Tillers, Threshers, Rice transplanters), FY'2008-FY'2013
- 3.3. India Tractors Introduction and Market Size by Sales Volume and Value, FY'2008-FY'2013
  - 3.3.1. India Tractors Market Segmentation by Horsepower (HP) by Sales Volume and Value, FY'2008-FY'2013
  - 3.3.2. Market Share of Major Companies in Indian Tractors Market, FY'2008-FY'2013
  - 3.3.3. India Tractors Market Company Profiles
    - 3.3.3.1. Mahindra & Mahindra (Farm Equipment Division)
      - Company Overview
      - Business Strategies
      - Financial Performance
    - 3.3.3.2. Tractors and Farm Equipment Limited (TAFE)
      - Company Overview

Business Strategies

3.3.3.3. Escorts

Company Overview

Business Strategies

3.3.4. India Tractors Market Future Outlook and Projections, FY'2014-FY'2018

3.4. India Rotavators Introduction and Market Size, by Sales Volume and Value, FY'2008-FY'2013

3.4.1. Market Share of Major Players in India Rotavators Market, FY'2013

3.4.2. India Rotavators Market Future Outlook and Projections, FY'2014-FY'2018

3.5. India Power Tillers Introduction and Market Size, by Sales Volume and Value, FY'2008-FY'2013

3.5.1. Market Share of Major Players in India Power Tillers Market, FY'2009–FY'2013

3.5.2. Company Profile of Major Players in India Power Tillers Market

3.5.2.1. VST Tillers Tractors Ltd

Company Overview

Business Strategies

Financial Performance

3.5.2.2. Kerela Agro Machinery Corporation Ltd, KAMCO

Company Overview

Business Strategies

3.5.3. India Power Tillers Market Future Outlook and Projections, FY'2014-FY'2018

3.6. India Combine Harvesters Introduction and Market Size by Sales Volume and Value, FY'2008-FY'2013

3.6.1. India Combine Harvester Market Segmentation, FY'2013

3.6.2. Market Share of Major Players in India Self-Propelled Combine Harvesters Market, FY'2013

3.6.2.1. By Wheel Type Self-Propelled Combine Harvester, FY'2013

3.6.2.2. By Track Type Self-propelled Combine Haeverster, FY'2013

3.6.3. India Combine Harvester Market Future Outlook and Projections, FY'2014-FY'2018

3.7. India Thresher Market Introduction and Size by Sales Volume and Value, FY'2008-FY'2013

3.7.1. Market Share of Major Players in India threshers Market, FY'2013

3.7.2. Company Profile of Major Players in India Thresher Market

3.7.2.1. Sonalika Agro Industries Corporation

Company Overview

Business Strategies

3.7.3. India Thresher Market Future Outlook, FY'2014-FY'2018

3.8. Rice Transplanters Introduction and Market Size by Sales Volume and Value,

## FY'2008-FY'2013

3.8.1. India Rice Transplanters Market Segmentation by Product Type by Volume, FY'2013

3.8.2. SWOT Analysis of India Rice Transplanters Market

3.8.3. Market Share of Major Players in India Rice Transplanters Market, FY'2013

3.8.4. India Rice Transplanters Market Future Outlook, FY'2014-FY'2018

3.9. Export Import Scenario in India Agricultural Equipment Industry

India Tractor Exports, FY'2008-FY'2009

India Combine Harvesters Export and Import, FY'2008-FY'2013

India Seeders, Planters and Transplanters Export and Import, FY'2008-FY'2013

3.10. Government Regulations and Support Schemes for Agricultural Equipment Industry in India

3.10.1. Custom Duty on Imported Agricultural Machinery

3.10.2. Budgetary Allocation (2014-15) for the Development of Agricultural Equipment Industry in India

3.10.3. Farm Machinery Training and Testing Institutes

3.11. Trends and Developments in India Agriculture Equipment Industry

3.12. Issues and Challenges in India Agriculture Equipment Industry

3.13. Pricing of Agricultural Equipment in India, FY'2008-FY'2013

3.14. India Agriculture Equipment Market Future Outlook and Projections

3.14.1. By Sales Volume and Value, FY'2014-FY'2018

3.14.2. By Segments, FY'2014-FY'2018

3.14.3. Cause and Effect Relationship Between Dependent And Independent Factors Prevailing in Indian Agricultural Equipment Industry

3.15. Macro-Economic Factors in India Agricultural Equipment Industry

3.15.1. India Agriculture Land Area, 2008-2018

3.15.2. India Direct Institutional Credit for Agriculture and Allied Activities, FY'2008-FY'2018

3.15.3. India Public Sector Expenditure under Agriculture and Allied Activities, FY'2008-FY'2018

3.15.4. Minimum Support Price for Wheat, FY'2008-FY'2018

3.15.5. India Arable Land Utilization, 2008-2013

3.15.6. India Major Crop Production, FY'2008-FY'2013

3.15.7. Agricultural Workforce in India, 2008-2018

## **4. JAPAN AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION**

4.1. Japan Agricultural Equipment Market Size, 2008-2013

4.1.1. By Production Volume and Value, 2008-2013

- 4.1.2. By Sales Volume and Value, 2008-2013
- 4.2. Japan Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Plant Protecting Machinery, Rice Transplanters and Others), 2008-2013
  - 4.2.1. By Production Volume and Value, 2008-2013
- 4.3. Japan Agricultural Equipment Export Scenario
- 4.4. Growth Drivers and Opportunities in Japan Agricultural Equipment Industry
- 4.5. Issues and Challenges in Japan Agricultural Equipment Industry
- 4.6. SWOT Analysis of Japan Agricultural Equipment Industry
- 4.7. Market Shares of Major Companies in Japan Agricultural Equipment Industry, 2013
- 4.8. Competitive Landscape in of Major Companies in Japan Agricultural Equipment Industry
- 4.9. Japan Agricultural Equipment Industry Future Outlook and Projections, 2014-2018
  - 4.9.1. Cause and Effect Relationship Between Dependent And Independent Factors Prevailing in Japan Agricultural Equipment Industry
- 4.10. Macroeconomic Factors in Japan Agricultural Equipment Industry
  - 4.10.1. Agricultural Land in Japan, 2008-2018
  - 4.10.2. Government Subsidies for Agricultural Sector in Japan, 2008-2018
  - 4.10.3. Agricultural Income of Farms in Japan, 2008-2018
  - 4.10.4. Inflation Rate in Japan, 2008-2018
  - 4.10.5. Arable Land Utilization in Japan, 2008-2018
  - 4.10.6. Major Crop Production in Japan, 2008-2013
  - 4.10.7. Agricultural Workforce in Japan, 2008-2018

## **5. AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION**

- 5.1. Australia Agricultural Equipment Market Size By Sales Volume and Value, 2008-2013
- 5.2. Australia Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Balers and Others), 2008-2013
  - 5.2.1. By Sales Volume and Value, 2008-2013
    - Australia Tractor Market Segmentation by Horsepower (HP)
- 5.3. Australia Agricultural Equipment Export and Import, FY'2008-FY'2013
- 5.4. Trends and Developments in Australia Agricultural Equipment Industry
- 5.5. Issues and Challenges in Australia Agricultural Equipment Industry
- 5.6. SWOT Analysis of Australia Agricultural Equipment Industry
- 5.7. Market Share of Major Companies in Australia Agricultural Equipment Industry
  - 5.7.1. Market Share of Major Companies in Australia Tractor Market, 2013
  - 5.7.2. Market Share of Major Companies in Australia Combine Harvester Market, 2013
  - 5.7.3. Market Share of Major Companies in Australia Balers Market, 2013



## 5.8. Australia Agricultural Equipment Market Future Outlook and Projections by Sales Volume and Value, 2014-2018

### 5.8.1. By Segments, 2014-2018

## 5.9. Macroeconomic Factors in Australia Agricultural Equipment Industry, 2008-2018

### 5.9.1. Gross Farm Income in Australia, 2008-2018

### 5.9.2. Agricultural Land in Australia, 2008-2018

### 5.9.3. Inflation Rate in Australia, 2008-2018

### 5.9.4. Arable Land Utilization in Australia, 2008-2018

### 5.9.5. Agricultural Workforce in Australia, 2008-2018

## **6. ASIA PACIFIC AGRICULTURAL EQUIPMENT INDUSTRY IN OTHER COUNTRIES: BRIEF DISCUSSION**

### 6.1. Thailand Agricultural Equipment Industry

#### 6.1.1. Introduction and Market Size, 2012

#### 6.1.2. Competitive Scenario in Thailand Agricultural Equipment Industry

#### 6.1.3. Future Prospects of Thailand Agricultural Equipment Industry

#### 6.1.4. Macroeconomic Factors in Thailand Agricultural Equipment Industry

##### 6.1.4.1. Agricultural Land in Thailand, 2008-2013

##### 6.1.4.2. Thailand Arable and Grazing Land, 2008-2013

##### 6.1.4.3. Thailand Agricultural Workforce, 2008-2013

### 6.2. Vietnam Agricultural Equipment Industry

#### 6.2.1. Introduction and Market Size, 2012

#### 6.2.2. Competitive Scenario in Vietnam Agricultural Equipment Industry

#### 6.2.3. Macroeconomic Factors in Vietnam Agricultural Equipment Industry

##### 6.2.3.1. Agricultural Land in Vietnam, 2008-2013

##### 6.2.3.2. Vietnam Arable Land and Grazing Land, 2008-2013

##### 6.2.3.3. Vietnam Agricultural Workforce, 2008-2013

### 6.3. South Korea Agricultural Equipment Industry

#### 6.3.1. Macro-Economic Factors in South Korea Agricultural Equipment Industry

##### 6.3.1.1. Agricultural Land in South Korea, 2008-2013

##### 6.3.1.2. South Korea Arable Land and Grazing Land, 2008-2013

##### 6.3.1.3. South Korea Agricultural Workforce, 2008-2013

## **7. APPENDIX**

### 7.1. Market Definitions

### 7.2. Abbreviations

### 7.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Final Conclusion

7.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Agricultural Industry Value Chain and Equipments Used

Figure 2: Asia Pacific Agricultural Equipment Market Size on the Basis of Sales Value in USD Million, 2008-2013

Figure 3: Asia Pacific Agricultural Equipment Market Segmentation on the Basis of Contribution to Revenue by Different Countries in Percentage (%), 2008-2013

Figure 4: Asia Pacific Agricultural Equipment Future Projection on the Basis of Revenue in USD Million, 2014-2018

Figure 5: Asia Pacific Agricultural Equipment Market Future Projection on the Basis of Revenue Contribution by Different Geographies in Percentage (%), 2014-2018

Figure 6: China Agricultural Equipment Market Size on the Basis of Production Value and Revenue in USD Million, 2008-2013

Figure 7: Greater Than 25HP Tractor Sales in China in Units, 2009-2013

Figure 8: Total Power of Agricultural Equipments in China in Million Kilowatts, 2008-2013

Figure 9: Level of Agricultural Mechanization in China in Percentage (%), 2008-2013

Figure 10: Level of Farm Mechanization by Ploughing, Planting and Harvesting in Percentage (%), 2008-2013

Figure 11: Export and Import of Agricultural Equipments in China in USD Million, 2008-2013

Figure 12: Government Subsidies for the Purchase of Agricultural Equipment in China in USD Million, 2008-2013

Figure 13: Proportion of Small and Medium-Large Tractors in the Overall Production of Tractors in China in Percentage (%), 2008-2013

Figure 14: Market Share of Major Companies in Greater Than 25 HP Tractor Market in China on the Basis of Sales Volume in Percentage (%), 2013

Figure 15: Greater Than 25 HP Tractor Sales of Major Companies in China in Units, 2013

Figure 16: Market Share of Major Companies in Low-Powered (>25 HP) Tractor Market in China on the Basis of Sales Volume in Percentage (%), 2011

Figure 17: China Agricultural Equipment Future Projection on the Basis of Production Value and Revenue in USD Million, 2014-2018

Figure 18: China Per Capita Farmers' Income in USD, 2008-2018

Figure 19: China Agricultural Land in Million Hectares, 2008-2018

Figure 20: Government Subsidies for Agricultural Equipments in China in USD Million, 2008-2018

Figure 21: Inflation Rate in China in Percentage (%), 2008-2018

Figure 22: China Agricultural Workforce in Million, 2008-2018

Figure 23: India Agricultural Equipment Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 24: India Tractors Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 25: India Tractors Market Segmentation by Horsepower (HP) on the Basis of Sales Volume in Percentage (%), FY'2008-FY'2013

Figure 26: India Tractors Market Segmentation by Horsepower (HP) on the Basis of Sales Value in Percentage (%), FY'2008-FY'2013

Figure 27: Market Share of Major Companies in India Tractors Market in Percentage (%), FY'2008-FY'2013

Figure 28 India Tractors Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 29: India Rotavators Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 30: Market Share of Major Companies in India Rotavators Market on the Basis of Contribution to Sales Volume in Percentage (%), FY'2013

Figure 31: India Rotavators Market Future Projections by Sales Value in USD Million and Sales Volume in Units, FY'2014- FY'2018

Figure 32: India Power Tillers Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 33: Market Share of Major Players in India Power Tillers Market in Percentage (%), FY'2009-FY'2013

Figure 34: VST Tillers Tractors Revenue in USD Million, FY'2009-FY'2013

Figure 35: India Power Tillers Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 36: India Combine Harvesters Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 37: India Combine Harvester Market Segmentation by Wheel Type Self-Propelled, Tractor-Mounted and Track Type Self-Propelled Combine Harvester on the Basis of Sales Volume in Percentage (%), FY'2013

Figure 38: Market Share of Major Companies in India Wheel Type Self-Propelled Combine Harvesters Market on the Basis of Sales Volume in Percentage (%), FY'2013

Figure 39: Market Share of Major Companies in India Track Type Self-Propelled Combine Harvesters Market on the Basis of Sales Volume in Percentage (%), FY'2013

Figure 40: India Combine Harvesters Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 41: India Threshers Market Size on the Basis of Sales Value in USD Million and

Sales Volume in Units, FY'2008-FY'2013

Figure 42: Market Share of Major Companies in India Threshers Market, FY'2013

Figure 43: India Threshers Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 44: India Rice Transplanters Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2008-FY'2013

Figure 45: India Rice Transplanters Market Segmentation by Product Type on the Basis of Contribution to Sales Volume in Percentage (%), FY'2013

Figure 46: Market Share of Major Companies in India Rice Transplanters Market, FY'2013

Figure 47: India Rice Transplanters Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 48: Tractor Exports from India in Units, FY'2008-FY'2013

Figure 49: India Combine Harvesters Export and Import in Units, FY'2008-FY'2013

Figure 50: India Seeders, Planters and Transplanters Export and Import in Units, FY'2008-FY'2013

Figure 51: Trend in Tractor Manufacturing Capacity Expansion by Key OEMs in Units, 2009-2012

Figure 52: India Tractor Exports in Units and Contribution to Total Tractor Sales in Percentage (%), FY'2008-FY'2012

Figure 53: India Agricultural Equipment Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, FY'2014-FY'2018

Figure 54: India Agricultural Land Area in Million Hectares, 2008-2018

Figure 55: India Direct Institutional Credit for Agriculture and Allied Activities in USD Million, FY'2008-FY'2018

Figure 56: India Public Sector Expenditure under Agriculture and Allied Activities in INR Million, FY'2008-FY'2018

Figure 57: India Minimum Support Price for Wheat in USD per Quintal, FY'2008-FY'2018

Figure 58: India Arable Land in Million Hectares and Net Planted Area in Million Hectares, 2008-2013

Figure 59: India Arable Land Utilization in Percentage (%), 2008-2013

Figure 60: India Agricultural Workforce in Million, 2008-2018

Figure 61: Japan Agricultural Equipment Market Size by Production Volume in Units and Production Value in USD Million, 2008-2013

Figure 62: Japan Agricultural Equipment Market Size by Sales Volume in Thousand Units and Sales Value in USD Million, 2008-2013

Figure 63: Export of Agricultural Equipment from Japan in USD Million, 2008-2013

Figure 64: Market Share of Major Companies in Japan Agricultural Equipment Industry

on the Basis of Revenue Contribution in Percentage (%), 2013

Figure 65: Japan Agricultural Equipment Market Future Projections by Production Value in USD Million and Production Volume in Units, 2014-2018

Figure 66: Japan Agricultural Land Area in Million Hectares, 2008-2018

Figure 67: Government Subsidies for Agriculture in Japan in USD Million, 2008-2018

Figure 68: Japan Agricultural Income of Individual Farms in USD, 2008-2018

Figure 69: Inflation Rate in Japan in Percentage (%), 2008-2018

Figure 70: Japan Arable Land in Million Hectares, Net Planted Area in Million Hectares and Arable Land Utilization in Percentage (%), 2008-2018

Figure 71: Japan Agricultural Workforce in Million, 2008-2018

Figure 72: Australia Agricultural Equipment Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, 2008-2013

Figure 73: Australia Agricultural Equipment Market Segmentation by Type of Equipments (Tractors, Combine Harvesters, Balers and Others) on the Basis of Volume Contribution in Percentage (%), 2008-2013

Figure 74: Australia Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Balers and Others) on the Basis of Revenue Contribution in Percentage (%), 2008-2013

Figure 75: Market Share of Major Companies in Australia Tractor Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 76: Market Share of Major Companies in Australia Combine Harvesters Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 77: Market Share of Major Companies in Australia Balers Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 78: Australia Agricultural Equipment Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, 2014-2018

Figure 79: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Revenue Contribution in Percentage (%), 2014-2018

Figure 80: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Contribution to Sales Volume in Percentage (%), 2014-2018

Figure 81: Gross Farm Income in Australia in USD Million, 2008-2018

Figure 82: Australia Agricultural Land Area in Million Hectares, 2008-2018

Figure 83: Inflation Rate in Australia in Percentage (%), 2008-2018

Figure 84: Australia Arable Land in Million Hectares and Net Planted Area in Million Hectares, 2008-2018

Figure 85: Australia Arable Land Utilization in Percentage (%), 2008-2018

Figure 86: Agricultural Workforce in Australia in Million, 2008-2018

Figure 87: Thailand Agricultural Land in Million Hectares, 2008-2013

Figure 88: Thailand Arable Land and Grazing Land as a Percentage (%) of Agricultural Land, 2008-2013

Figure 89: Thailand Agricultural Workforce in Million, 2008-2013

Figure 90: Vietnam Agricultural Land in Million Hectares, 2008-2013

Figure 91: Vietnam Arable Land and Grazing Land as a Percentage (%) of Agricultural Land, 2008-2013

Figure 92: Vietnam Agricultural Workforce in Million, 2008-2013

Figure 93: South Korea Agricultural Land in Million Hectares, 2008-2013

Figure 94: South Korea Arable Land and Grazing Land as a Percentage (%) of Agricultural Land, 2008-2013

Figure 95: South Korea Agricultural Workforce in Million, 2008-2013

## List Of Tables

### LIST OF TABLES

Table 1: Asia Pacific Agricultural Equipment Market Segmentation on the Basis of Revenue of Different Geographies in USD Million, 2008-2013

Table 2: Competitive Landscape of Major International Players in Asia Pacific Agricultural Equipment Industry

Table 3: Asia Pacific Agricultural Equipment Market Future Projection on the Basis of Revenue by Different Geographies in USD Million, 2014-2018

Table 4: China Agricultural Equipments Market Segmentation on the Basis of Production of Types of Equipments in Units, 2008-2013

Table 5: Mechanization Level of Major Crops in China in Percentage (%), 2012

Table 6: China Agricultural Equipment Industry SWOT Analysis

Table 7: Competitive Landscape of Major Domestic Companies in China Agricultural Equipment Industry

Table 8: China Agricultural Equipments Market Future Projections on the Basis of Production of Types of Equipments in Units, 2014-2018

Table 9: Cause and Effect Relationship Analysis between Industry Factors and Expected Agricultural Equipment Market Prospects

Table 10: Major Crops Production in China in 10,000 Tons, 2008-2013

Table 11: India Agriculture Equipment Market Segmentation by Product Type (Tractors, Rotavators, Threshers, Power Tillers, Combine Harvesters and Rice Transplanters) on the Basis of Contribution to Unit Sales in Percentage (%), FY'2008-FY'2013

Table 12: India Agriculture Equipment Market Segmentation by Product Type (Tractors, Rotavators, Threshers, Power Tillers, Combine Harvesters and Rice Transplanters) in Unit Sales, FY'2008-FY'2013

Table 13: India Agriculture Equipment Market Segmentation by Product Type (Tractors, Rotavators, Threshers, Power Tillers, Combine Harvesters and Rice Transplanters) on the Basis of Contribution to Sales Value in Percentage (%), FY'2008-FY'2013

Table 14: India Agriculture Equipment Market Segmentation by Product Type (Tractors, Rotavators, Threshers, Power Tillers, Combine Harvesters and Rice Transplanters) on the Basis of Sales Value in USD Million, FY'2008-FY'2013

Table 15: India State-wise Sales of Tractors in Percentage (%), 2008-2013

Table 16: India Tractor Institutional Sales in Units, FY'2008-FY'2012

Table 17: India Tractors Market Segmentation by Horsepower on the Basis of Sales Volume in Units, FY'2008-FY'2013

Table 18: India Tractors Market Segmentation by Horsepower on the Basis of Sales Value in USD Million, FY'2008-FY'2013



Table 19: Sales Volume of Tractors of Leading Manufacturers in India in Units, FY'2008-FY'2013

Table 20: Rotavators Sales by Major Companies in India in Units, FY'2013

Table 21: Sales Volume of Power Tillers of Leading Companies in Units, FY'2009-FY'2013

Table 22: Price of Locally Manufactured and Imported Combine Harvester in India in USD

Table 23: India Combine Harvester Market Segmentation by Wheel Type Self-Propelled, Tractor-Mounted and Track Type Self-Propelled Combine Harvester on the Basis of Sales Volume in Units, FY'2013

Table 24: Wheel Type Self-Propelled Combine Harvester Sales by Major Companies in Units, FY'2013

Table 25: Track Type Self-Propelled Combine Harvester Sales by Major Companies in Units, FY'2013

Table 26: India Rice Transplanters Market Segmentation by Product Type (Chinese Design, Walk Behind, Ride on Type) on the Basis of Sales Volume in Units, FY'2013

Table 27: Rice Transplanter Sales by Major Companies in India in Units, FY'2013

Table 28: India Custom Duty on Imported Agricultural Equipment

Table 29: Test Fee for Farm Equipments

Table 30: Capacity Expansion Projects by Key OEMs

Table 31: Factors Showcasing the Tractors Market Potential in India

Table 32: Average Price of Types of Agricultural Equipment in India in INR and USD, FY'2013

Table 33: India Agricultural Equipment Industry Future Projections by Different Equipments (Tractors, Rotavators, Power Tillers, Threshers, Combine Harvesters and Rice Transplanters) on the Basis of Sales Volume in Percentage (%), FY'2014-FY'2018

Table 34: India Agricultural Equipment Industry Future Projections by Different Equipments (Tractors, Rotavators, Power Tillers, Threshers, Combine Harvesters and Rice Transplanters) on the Basis of Sales Volume in Units, FY'2014-FY'2018

Table 35: India Agricultural Equipment Industry Future Projections by Different Equipments (Tractors, Rotavators, Power Tillers, Threshers, Combine Harvesters and Rice Transplanters) on the Basis of Sales Value in Percentage (%), FY'2014-FY'2018

Table 36: India Agricultural Equipment Industry Future Projections by Different Equipments (Tractors, Rotavators, Power Tillers, Threshers, Combine Harvesters and Rice Transplanters) on the Basis of Sales Value in USD Million, FY'2014-FY'2018

Table 37: Cause and Effect Relationship Analysis between Industry Factors and Expected Agricultural Equipment Market Prospects

Table 38: Major Crop Production in India in Million Tons, FY'2008-FY'2013

Table 39: Japan Agricultural Equipment Market Segmentation by Type of Equipments on the Basis of Production Volume in Units, 2008-2013

Table 40: Japan Agricultural Equipment Market Segmentation by Type of Equipments on the Basis of Contribution to Production Volume in Percentage (%), 2008-2013

Table 41: Japan Agricultural Equipment Market Segmentation by Type of Equipments on the Basis of Production Value in USD Million, 2008-2013

Table 42: Japan Agricultural Equipment Market Segmentation by Type of Equipments on the Basis of Contribution to Production Value in Percentage (%), 2008-2013

Table 43: Japan Agricultural Equipment Industry SWOT Analysis

Table 44: Revenue of Major Companies in Japan Agricultural Equipment Industry in USD Million, 2013

Table 45: Competitive Landscape of Major Companies in Japan Agricultural Equipment Industry

Table 46: Cause and Effect Relationship Analysis between Industry Factors and Expected Agricultural Equipment Market Prospects

Table 47: Major Crop Production in Japan in 1,000 Tons, 2008-2013

Table 48: Australia Agricultural Equipment Market Segmentation by Type of Equipments (Tractors, Combine Harvesters, Balers and Others) on the Basis of Volume in Units, 2008-2013

Table 49: Average Price of Tractors, Combine Harvesters and Balers in USD, 2013

Table 50: Australia Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Balers and Others) on the Basis of Revenue in USD Million, 2008-2013

Table 51: Australia Tractor Market Segmentation by Horsepower (HP) on the Basis of Sales Volume in Units and Contribution to Sales Volume in Percentage (%), 2013

Table 52: Australia Export of Agricultural Equipment in USD Million, FY'2008-FY'2013

Table 53: Australia Import of Agricultural Equipment in USD Million, FY'2008-FY'2013

Table 54: Australia Agricultural Equipment Industry SWOT Analysis

Table 55: Tractors Sold by Major Companies in Australia in Units, 2013

Table 56: Combine Harvesters Sold by Major Companies in Australia in Units, 2013

Table 57: Balers Sold by Major Companies in Australia in Units, 2013

Table 58: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Revenue in USD Million, 2014-2018

Table 59: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Sales Volume in Units, 2014-2018

Table 60: Growth Drivers and Issues and Challenges in Thailand Agricultural Equipments Industry

Table 61: Thailand Arable Land and Grazing Land in Million Hectares, 2008-2013

Table 62: Growth Drivers and Issues and Challenges in Thailand Agricultural

## Equipments Industry

Table 63: Vietnam Arable Land and Grazing Land in Million Hectares, 2008-2013

Table 64: South Korea Arable Land and Grazing Land in Million Hectares, 2008-2013

Table 65: Correlation Matrix of the India Agricultural Equipment Industry

Table 66: Regression Coefficients Output

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