

Australia Agricultural Equipment Industry Outlook to 2018 - Transition from Single Outlet to Group Dealerships

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Abstracts

The industry research report titled, "Australia Agricultural Equipment Industry Outlook to 2018 - Transition from Single Outlet to Group Dealerships" provides comprehensive analysis of market size of farm equipments such as tractors, combine harvesters and balers in Australia. The report provides market share analysis of major players in Australia's agricultural equipment industry along with the competitive landscape. The publication provides future outlook and prospects of farm equipments sales volume and value along with several macro-economic and industry factors.

Agriculture is vital to Australia's industrial sector. Adding nearly 3% to the GDP of the country, the gross value of Australian farm production in 2012-13 was USD 47.3 billion. From the total output of the agricultural sector, while 60.0% is annually exported around the world, 64.0% of the same is supplied to the Asian countries. Agriculture in Australia is at a developed and mature state. As a result, the country enjoys a significant surplus of food. It is estimated that Australian agriculture daily feeds 40 million people in addition to the country's existing population.

Australia's agriculture has achieved significant strides irrespective of the fact that the farmers deal with harsh environmental conditions and a highly unsubsidized industry. The other challenge faced by the agricultural sector in Australia is that of decrease in the scale of operations due to competition from mining, urban growth, declining infrastructure and environmental restructuring. Nonetheless, high levels of productivity have been on account of a combination of factors including innovative farming techniques, scientific developments in areas such as plant and animal breeding, and improvements in management of crops, livestock, land, water and pests. Supporting these innovations is the increased availability and use of sophisticated machinery and

information technology that allow timely production of agricultural commodities.

The important crops in Australia are wheat, sugarcane, followed by barley, oat, cotton, rice and pasture. Around the year of 1970, wheat, rice, barley, oat and pasture became mechanized and have been maintaining a high mechanization level ever since. Sugarcane is Australia's most mechanized crop and has achieved more than 90.0% mechanization degree. Harvesting of sugarcane is 99.0% done by way of machinery. Since agricultural products are expensive in Australia, farmers try to achieve economies of scale in production for becoming competitive in the market. This is largely possible through the adaptation of large scale mechanization, irrigation practices, and grain handling storage systems.

Tractors are the most vital farm machinery in Australia and occupy more than ~% of the agricultural equipment market of the country. Tractors are the most viable equipment for large scale farming and are heavily employed in various agricultural processes.

Leading companies operating in the Australian agricultural machinery industry are largely the subsidiaries of foreign multinationals. Global equipment majors including John Deere, Case New Holland, AGCO, Kubota and CLAAS play a dominant role in the market.

KEY TOPICS COVERED IN THE REPORT

Australia agricultural equipment market size in terms of sales value and volume

Market segmentation of agricultural equipment market in Australia

Market Analysis of Tractors (from less than 30HP to greater than 300HP),
Combine Harvesters and Balers

Export and import scenario of the agricultural equipment market in Australia

Australia agricultural equipment industry trends and issues

SWOT analysis of Australia agricultural equipment industry

Market share of major companies operating across different agricultural
equipment

Macro economic factors in the agricultural equipment market in Australia

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