

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

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. AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY INTRODUCTION

3. AUSTRALIA AGRICULTURAL EQUIPMENT MARKET SIZE BY SALES VOLUME AND VALUE, 2008-2013

4. AUSTRALIA AGRICULTURAL EQUIPMENT MARKET SEGMENTATION (TRACTORS, COMBINE HARVESTERS, BALERS AND OTHERS), 2008-2013

4.1. By Sales Volume and Value, 2008-2013

Australia Tractor Market Segmentation by Horsepower (HP)

5. AUSTRALIA AGRICULTURAL EQUIPMENT EXPORT AND IMPORT, FY'2008-FY'2013

6. TRENDS AND DEVELOPMENTS IN AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY

7. ISSUES AND CHALLENGES IN AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY

8. SWOT ANALYSIS OF AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY

9. MARKET SHARE OF MAJOR COMPANIES IN AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY

- 9.1. Market Share of Major Companies in Australia Tractor Market, 2013
- 9.2. Market Share of Major Companies in Australia Combine Harvester Market, 2013
- 9.3. Market Share of Major Companies in Australia Balers Market, 2013

10. AUSTRALIA AGRICULTURAL EQUIPMENT MARKET FUTURE OUTLOOK AND PROJECTIONS BY SALES VOLUME AND VALUE, 2014-2018

- 10.1. By Segments, 2014-2018

11. MACROECONOMIC FACTORS IN AUSTRALIA AGRICULTURAL EQUIPMENT INDUSTRY, 2008-2018

- 11.1. Gross Farm Income in Australia, 2008-2018
- 11.2. Agricultural Land in Australia, 2008-2018
- 11.3. Inflation Rate in Australia, 2008-2018
- 11.4. Arable Land Utilization in Australia, 2008-2018
- 11.5. Agricultural Workforce in Australia, 2008-2018

12. APPENDIX

- 12.1. Market Definitions
- 12.2. Abbreviations
- 12.3. Research Methodology
 - Data Collection Methods
 - Approach
 - Variables (Dependent and Independent)
 - Final Conclusion
- 12.4. 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: Australia Agricultural Equipment Market Size on the Basis of Sales Value in USD Million and Sales Volume in Units, 2008-2013

Figure 7: 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 8: Australia Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Balers and Others) on the Basis of Revenue Contribution in Percentage (%), 2008-2013

Figure 9: Market Share of Major Companies in Australia Tractor Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 10: Market Share of Major Companies in Australia Combine Harvesters Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 11: Market Share of Major Companies in Australia Balers Market on the Basis of Sales Volume Contribution in Percentage (%), 2013

Figure 12: Australia Agricultural Equipment Market Future Projections on the Basis of Sales Value in USD Million and Sales Volume in Units, 2014-2018

Figure 13: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Revenue Contribution in Percentage (%), 2014-2018

Figure 14: 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 15: Gross Farm Income in Australia in USD Million, 2008-2018

Figure 16: Australia Agricultural Land Area in Million Hectares, 2008-2018

Figure 17: Inflation Rate in Australia in Percentage (%), 2008-2018

Figure 18: Australia Arable Land in Million Hectares and Net Planted Area in Million

Hectares, 2008-2018

Figure 19: Australia Arable Land Utilization in Percentage (%), 2008-2018

Figure 20: Agricultural Workforce in Australia, 2008-2018

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

Table 6: Australia Agricultural Equipment Market Segmentation (Tractors, Combine Harvesters, Balers and Others) on the Basis of Revenue in USD Million, 2008-2013

Table 7: Australia Tractor Market Segmentation by Horsepower (HP) on the Basis of Sales Volume in Units and Contribution to Sales Volume in Percentage (%), 2013

Table 8: Australia Export of Agricultural Equipment in USD Million, FY'2008-FY'2013

Table 9: Australia Import of Agricultural Equipment in USD Million, FY'2008-FY'2013

Table 10: Australia Agricultural Equipment Industry SWOT Analysis

Table 11: Tractors Sold by Major Companies in Australia in Units, 2013

Table 12: Combine Harvesters Sold by Major Companies in Australia in Units, 2013

Table 13: Balers Sold by Major Companies in Australia in Units, 2013

Table 14: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Revenue in USD Million, 2014-2018

Table 15: Australia Agricultural Equipment Market Future Projections by Tractors, Combine Harvesters, Balers and Others on the Basis of Sales Volume in Units, 2014-2018

Table 16: Correlation Matrix of the Australia Agricultural Equipment Industry

Table 17: Regression Coefficients Output

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