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Japan Agricultural Equipment Industry Outlook to 2018 - Consolidation of Farmlands to Steer Growth

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Abstracts

The industry research report titled, “Japan Agricultural Equipment Industry Outlook to 2018 - Consolidation of Farmlands to Steer Growth” provides comprehensive analysis of market size of farm equipments such as tractors (small and medium-large tractors), combine harvesters, rice transplanters and plant processing machinery in Japan. The report provides market share analysis of major players in Japan’s agricultural equipment industry along with the competitive landscape. The publication provides future outlook and prospects of farm equipments production and sales along with the cause and effect relationship of several macro-economic and industry factors.

Japan's industrialized, free-market economy is the third-largest in the world. While the country is highly efficient and competitive in terms of international trade, it has few natural resources and trade helps it earn the foreign exchange needed to purchase raw materials for its economy. Productivity related to agriculture, distribution and services is considerably low in Japan. Furthermore, the country is characteristic of repeated events of earthquakes and tsunamis that damage the economy frequently.

The Japanese agricultural sector contributes about 1.4% annually to the country's GDP. With only about 12.0% of the country’s land suited for agriculture, a system of terraces is used to farm in small areas, making Japan’s agricultural output attain one of the world’s highest levels of crop yields per unit area. The rate of agricultural self-sufficiency of the country is nearly half of its overall requirement, while the rest is met by way of imports. However, Japan’s agricultural sector is highly subsidized and protected, and the government favors small-scale cultivation over large-scale.

In a highly industrialized country such as Japan, the farm machinery industry is quite developed. Japan is accredited of being the most agriculturally mechanized nation in

Asia Pacific. In order to sustain its population, compiled with a low level of arable land, Japan strives towards utilizing its agricultural land to its fullest. In recent years, Japan is also facing difficulties relating to increasing area of abandoned farmland. Farm machinery assists the country's farmers in increasing productivity with its limited resources. Furthermore, the farming population in Japan is ageing rapidly therefore, the country faces a challenge of finding successors for carrying out agricultural processes in the future. Thus, for substituting farm labor, mechanization of agriculture has become a necessity for Japan.

Rice is Japan's major crop, the production of which accounts for nearly 47% of the output value of farming annually. Therefore, rice is the most mechanized crop in the country, indicating the immense scope of the agricultural equipments used for rice farming. The nation imports other staple crops in vast quantities. In Japan, agriculture is being increasingly carried out in urban areas across the nation. Urban agricultural output contributes approximately one-third to the total agricultural output while the number of farmers in urban Japan make up to one-fourth of the overall farmer in the country. In Tokyo itself, urban agricultural output provides food grains for more than 700,000 residents. It also helps in reducing transport time for agricultural output from rural areas and maintains a balanced ecosystem. As a result, with increasing urban agriculture, the demand for agricultural equipment is on the rise, thereby contributing to the growth of farm machinery market in Japan.

Japan's agriculture is significantly mechanized and the tractor power per hectare of agricultural land is at par with that of the US, Britain and France. The agricultural mechanization level of Japan is by far the largest amongst the other Asian countries. However, the demand for farm machinery in the country has dwindled in the recent past. The market for agricultural equipments in Japan has been witnessing a declining trend since 2008 and observed slight growth in 2013. The market grew in 2013 owing to brisk demand attributable to greater purchasing power among farmers as rice prices remained high and individual allowance as part of the support system operated by the government.

The agricultural equipment market in Japan is majorly dominated by domestic companies consisting of Kubota Corporation, Yanmar Co. Ltd., Iseki Co. Ltd. and Mitsubishi Agricultural Machinery Co. Ltd. Since agriculture in Japan has attained near complete mechanization, demand for agricultural equipments is projected to grow at a slow pace.

KEY TOPICS COVERED IN THE REPORT

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Japan agricultural equipment market size in terms of production value and volume and sales value and volume

Market segmentation of agricultural equipment market in Japan

Export scenario of the agricultural equipment market in Japan

Government regulations and support schemes

Japan agricultural equipment industry growth drivers and issues

SWOT analysis of Japan agricultural equipment industry

Market share of major companies operating in the industry

Macro economic factors in the agricultural equipment market in Japan

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