

# **The US Farm Equipment Industry Outlook to 2017 - Smart Technology Solutions Driving the Demand**

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## **Abstracts**

The report titled “The US Farm Equipment Industry Outlook to 2017 – Smart Technology Solutions Driving the Demand” provides a comprehensive analysis of the market size of the US Farm Equipment Industry on the basis of total manufacturers shipment and revenue generated from consumption in the US. The report provides a brief overview of agricultural equipment and machinery production in the US covered in terms of various segments such as tractors, harvesting machinery, turf, haying machinery, planting machinery and others. The report examines export-import situation of the industry, through the period 2006 to 2012. The analysis has been further extended to cover the competitive picture of the industry, thereby detailing the market share and company profiles of major players operating in the farm equipment business in the US. The report also provides the major trends and developments driving the growth of farm equipment market in the US observed over the last few years. Future outlook of the market in the country has been provided on the basis of revenue from both consumption and production over the next five years.

Farm income, economic conditions, technological advancement, weather, agricultural productivity, inflation and others are some of the major factors upon which the consumption and production of farm equipment market rests in the US.

The US farm equipment market has registered a moderate surge with an overall value of shipments reaching to USD ~ million in 2012, grown at CAGR of 4.8% since the year 2006. In 2012, the industry observed a major slump in its value of shipments, clocking growth at a negative rate of 12.2%. This decline in the value of shipments has been primarily attributed to severe drought conditions that prevailed during the year thereby, resulting in the poor level of productivity. However, the situation is expected to recover owing to various measures taken by the government towards improving the harvest

conditions in the country.

Agricultural equipments market is comprised of broad ranging machines and tools which gives support to various types of farming activities, thereby enhancing both quantity and the quality of the produce. In the entire farm equipment industry in the US, the market share of tractors was registered to be the highest, commanding more than ~% of the market space in terms production value. In 2012, the total value of tractor shipments stood at around USD ~ million. The US tractor market has witnessed growth at a relatively healthier CAGR of 9.4%, as recorded since 2006. Although, 2WD tractor types have long dominated the US tractor market, the demand for 4WD tractors has been gaining a strong foothold as reflected by its growing market share observed over the last few years. The harvesting machinery commanded the second largest share in the overall farm equipment market in the US in 2012. The segment of 'commercial turf and ground care equipment' registered a substantial decline in its shipment value at a negative CAGR of 6.2% since 2006, yet maintaining the third position in the overall farm equipment market in the country in terms of the shipment value as observed in 2012. While the lowest growth was witnessed in the turf segment of the market, the highest growth was recorded in the 'plows, harrows and cultivators' segment that registered stimulation at a comparatively higher CAGR of ~% from 2006-2012.

The industry's future is expected to be driven by exports, with increased demand arising from the emerging nations of Asia and other regions of the globe. Additionally, the farm equipments are likely to witness technological advancements and innovation in machinery application. There has been a constant incline registered in the country's population particularly owing to an increased level of immigration taking place from the several nations of the world. This effect has in turn resulted in increased demand for food in the country. Further, in order to cater to this growing demand for food, farmers are under the pressure to increase farm productivity, thereby leading to a high consumption of farm equipments. The market for farm equipments in the US has been further estimated to grow at a reasonable CAGR of 7.7%, thus clocking shipments worth USD 34,294.1 million by 2017.

The US farm equipments market continues to be highly concentrated with only a few major players dominating the market space. In 2011, the companies including John Deere, CNH, and AGCO together constituted around ~% of the agricultural equipment market space in the country. John Deere continued its leadership as the country's largest farm equipment player contributing nearly ~% of the market share as observed in 2011. Some other players operating in the country's farm equipment business include Caterpillar, Lindsay Corp., Kubota, Mahindra and others.

## KEY TOPICS COVERED IN THE REPORT

Market Size of the US Farm Equipment Market by total value of Manufacturers' Shipment and Revenue Generated from Domestic Consumption, 2006-2012.

Market Segmentation of the US Farm Equipment Market by, Different Types of Machinery, 2006-2012.

Market Segmentation of Tractors on the Basis of Horsepower, 2WD and 4WD, 2006-2012.

The US Farm Equipment Market Performance on the Basis of Exports and Imports, 2006-2012.

Market Share of Major Players in the US Farm Equipment Industry, 2011

Trends and Developments of the US Farm Equipment Market.

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