

# Low HP Tractor Market - Global Outlook and Forecast 2018-2023

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## Abstracts

This market research report on global low HP tractor market offers analysis on market size & forecast, market share, industry trends, growth drivers, and vendor analysis. The market study also includes insights on segmentation by horsepower type (Below 40 HP and 40-100 HP) and by geography (North America, Europe, APAC, Latin America, and MEA).

### Low HP Tractor Market - Overview

The economic prosperity of developed countries the US, the UK, and Japan are contributed by the exponential growth of the agricultural industry resulting in increased demand in the global low HP tractor market. The contribution of the secondary and tertiary sector across emerging countries in India, China, and the Sub-Saharan African region will boost the GDP of economies and sales in the global market. Climatic shifts due to rapid urbanization and deforestation are impacting the agricultural yield and promoting the development of innovative agriculture equipment in the global market. The introduction of smart tech solutions will aid to mitigate the negative effects of agriculture and meet the rising demand for food in the market. The farmers are leveraging advanced technology such as GPS and telematics in their tractors to enhance the agricultural productivity in the global market. The implementation of advanced technology in agriculture machines will help increase the productivity and efficiency resulting in a higher yield in the market. Furthermore, the increasing the incidences of droughts, flash floods, unpredictable rainfall, and temperature fluctuations will contribute to the adoption of these machines in the global market. Government initiatives to promote farm mechanization will propel the development of the global low HP tractor market over the next few years.

The integration of precision farming that manages the plantation of crops takes place as

per soil specification will help in the evolution of the market. The increasing penetration of low HP machines in countries such as Thailand, Indonesia, Bangladesh, and Africa will contribute to the revenues in the global market. The global low HP tractor market is anticipated to produce volumes of over 2550 thousand units by 2023, growing at a CAGR of approximately 5% during 2017-2023.

#### Low HP Tractor Market - Dynamics

The growing emergence of custom hiring center model is boosting the adoption of new machines in the global low HP tractor market. The custom hiring of farm machinery refers to renting out of farm machinery such as tractors for a defined period. It is a “pay as per use” model that enables small-scale farmers to use innovative machines at affordable rates in the global market. The establishment of custom hiring centers augments the increase farm mechanization across the world market. These centers are helping in the adoption of climate-resilient practices and technologies across farms and are offering cost saving on cultivation by providing employment to skill labors in the global market. Moreover, the subsidies and funding initiatives established by government agencies will result in the evolution of the global low HP tractor market. For instance, in India, custom hiring centers for farm implements were established in 100 National Innovations on Climate Resilient Agriculture villages that will successfully empower small farmers to improve agriculture operations.

#### Low HP Tractor Market - Segmentation

This market research report includes a detailed segmentation of the market by products and by geography.

#### Low HP Tractor Market – By Horsepower Type

Introduction of semi-professional machines of 40 HP will boost demand in the global low HP tractor market during the forecast period

The global low HP tractor market by horsepower type is categorized into 40 HP and 40-100 HP. The below 40 HP segment dominated the majority of the market share in 2017, growing at a CAGR of around 5% during the forecast period. The growing demand for 40 HP machines across emerging countries and developed nations such as the US will drive the growth of this segment in the global market. The introduction of semi-professional tractors has attracted a large customer base in small-scale agriculture farms and hobby farmers in the global market. The adoption of intensive farming practices in regions of India, China, and Europe will boost the demand for machines of the power segment between 40 to 50 HP in the global market. The adoption of row-crop farming structure and horticulture will help in the growth of this segment in the

market. The rising number of small-scale farmers in countries in APAC and Africa that are the smallest users of precision farming equipment and highly use the traditional and basic equipment to plow their fields will help in the development of this segment. The continuous government support and investments from foreign countries in the Middle East region will have a positive impact on the global low HP tractor market.

### Low HP Tractor Market – By Geography

Demand for connected technology systems in North America to drive the global low HP tractor market during the forecast period

The geographical segment is divided into North America, Europe, APAC, Latin America, and MEA. North America occupied the largest market share in 2017, growing at a CAGR of more than 3% during the forecast period. The growing adoption of farm mechanization across the US and Canada will fuel the growth of the market in North America. The availability of easy credit loans on the purchase of agriculture machinery will drive sales in the North American market. The increasing focus of the government on sustainable farm practices and technology integrated agricultural models will create lucrative opportunities for leading vendors operating in this region in the global market. Some of the top players in the North American market include AGCO, CNH, Deere, Kubota, and Mahindra. The emergence of small farmers holding land between 1–2 ha is pumping up the demand for low horsepower machiner in the US and Canada. Such factors will help companies gain a larger market share in North America during the forecast period. Furthermore, the dynamic food consumption habits driven by demographic changes and loss in natural productivity of agricultural land will contribute to the demand in the global low HP tractor market.

### Key Countries Profiled

The key countries profiled in the report are:

US

Canada

UK

Germany

France

Russia

Italy

Belgium

Poland

Turkey

The Netherlands

Spain

Australia

China

India

Japan

Brazil

Mexico

Argentina

## Key Vendor Analysis

The global low HP tractor market is controlled and driven by three major players operating in the space. These companies occupy around 75% of the market share in 2017. The increasing investment in innovative technology for precision farming and machine automation will help vendors sustain the competition in the market. The players are focusing on the implementation of technology such as GPS to attract a maximum number of consumers in the global market. The leading manufacturers are entering the India and China through joint ventures to tap the potential opportunities in

the low HP tractor market. The influx of investments in the farming sector will financially benefit the farmers and boost demand in the global market.

The major vendors in the global low HP tractor market are:

Mahindra & Mahindra

Deere & Company

TAFE

CNH Industrial

AGCO

Kubota

Other prominent vendors include SDF, CLAAS, Argo, Lovol Heavy Industry, Carraro, Tumosan, ACE, Changzhou Dongfeng Agricultural Machinery Group, Daedong Industrial, The Escorts Group, LS Corp., Agrale, Zetor, Sonalika Group, and Agrinar.

Key market insights include

1. The analysis of global low HP tractor market provides market size and growth rate for the forecast period 2018-2023.
2. It offers comprehensive insights into current industry trends, trend forecast, and growth drivers about the global low HP tractor market.
3. The report provides the latest analysis of market share, growth drivers, challenges, and investment opportunities.
4. It offers a complete overview of market segments and the regional outlook of global low HP tractor market.
5. The report offers a detailed overview of the vendor landscape, competitive analysis, and key market strategies to gain competitive advantage.

#### Report Snapshot

The global low HP tractor market is estimated to produce volumes of around 2,550 thousand units by 2023, growing at a CAGR of approximately 5% during 2018-2023.

The global low HP tractor market is driven by the adoption of precision agriculture equipment and growing demand for technically advanced machines. The steady growth of low power segment machines that ensures good business turnover among hobby farmers and livestock farmers is one of the factors attributing to the growth of the global market. The market research report provides in-depth market analysis and segmental analysis of the global low HP tractor market by HP type and by geography.

Base Year: 2017

Forecast Year: 2018–2023

The report considers the present scenario of the low hp (less than 100 hp or sub 100 hp) global tractor market and its market dynamics for the period 2018–2023. The report considers all sub-segments of power ranges which are less than 100 hp, for example, 40 – 50 hp or 30 – 50 hp as low hp tractors. It covers a detailed overview of various market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes the leading companies and various other prominent companies operating in the global low HP tractor market.

#### Major Vendors in the Global Low HP Tractor Market

Mahindra & Mahindra

Business Overview

Mahindra in the Global Low HP Tractor Market

Major Product Offerings

Key Strategies

Key Strengths

Key Opportunities

Deere & Company

TAFE

CNH Industrial

AGCO

Kubota

## Prominent Players in the Global Low HP Tractor Market

SDF

Business Overview

CLAAS

Argo

Lovol Heavy Industry

Carraro

Tumosan

ACE

Changzhou Dongfeng Agricultural Machinery Group

Daedong Industrial

The Escorts Group

LS Corp.

Agrale

Zetor

Sonalika Group

Agrinar

## Market Segmentation by HP Type

40 HP

40-100 HP

## Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

France

Russia

Italy

Belgium

Poland

Turkey

The Netherlands

Spain

APAC

Australia

China

India

Japan

Latin America

Brazil

Mexico

Argentina

MEA

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