

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

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 REPORT COVERAGE

4.1 Market Definition

4.2 Base Year

4.3 Scope of Study

4.3.1 Market Segmentation by Horsepower (HP) Type

4.3.2 Market Segmentation by Geography

5 REPORT ASSUMPTIONS AND CAVEATS

5.1 Key Caveats

5.2 Inclusions

5.3 Exclusions

5.4 Currency Conversion

5.5 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

8 MARKET DYNAMICS

8.1 Market Growth Enablers

8.1.1 High Prevalence of Small-sized Farms and Small-scale Farmers across the world

8.1.2 Increased Food Consumption and Rapid Population Growth

8.1.3 Farmers Adopting Mechanization in Farms to Increase Yield

8.1.4 Increased Financial Assistance to Farmers through Loans and Subsidies

8.1.5 Lack of Skilled Labors in Farms

- 8.1.6 YOY Impact of Market Growth Enablers
- 8.1.7 YOY Impact of Market Growth Enablers on Regions
- 8.2 Market Growth Restraints
 - 8.2.1 Climate Changes Adversely Impacting Agriculture Activities
 - 8.2.2 Weakening of Global Commodity Prices
 - 8.2.3 Increasing Demand for Used and Rental Tractors
 - 8.2.4 Farmers Unaware about Latest Development in Agricultural Technologies
 - 8.2.5 Volatility in Cost of Raw Materials
 - 8.2.6 YOY Impact of Market Growth Restraints
 - 8.2.7 YOY Impact of Market Growth Restraints on Regions
- 8.3 Market Opportunities and Trends
 - 8.3.1 Increasing Adoption of Precision Farming
 - 8.3.2 Development of Smart and Autonomous Tractors
 - 8.3.3 Emergence of Custom Hiring Center Model
 - 8.3.4 Increasing Use of Non-conventional Fuel in Tractors
 - 8.3.5 YOY Impact of Market Opportunities and Trends
 - 8.3.6 YOY Impact of Market Opportunities and Trends on Regions

9 GLOBAL LOW HP TRACTOR MARKET

- 9.1 Market Overview
 - 9.1.1 Historical Market Size & Forecast 2010-2016
 - 9.1.2 Market Size and Forecast 2017–2023
- 9.2 Porter's Five Forces Analysis
 - 9.2.1 Threat of New Entrants
 - 9.2.2 Bargaining Power of Suppliers
 - 9.2.3 Bargaining Power of Buyers
 - 9.2.4 Threat of Substitutes
 - 9.2.5 Competitive Rivalry

10 GLOBAL LOW HP TRACTOR MARKET BY HP

- 10.1 Market Overview
- 10.2 Less Than 40 HP
 - 10.2.1 Market Size and Forecast
- 10.3 40 - 100 HP
 - 10.3.1 Market Size and Forecast

11 GLOBAL LOW HP TRACTOR MARKET BY GEOGRAPHY

11.1 Geographical Overview

12 NORTH AMERICA: LOW HP TRACTOR MARKET

12.1 Market Overview

12.2 Market Size and Forecast

12.3 Segmentation by HP

12.4 Less Than 40 HP

12.4.1 Market Size and Forecast

12.5 40-100 HP

12.5.1 Market Size and Forecast

12.6 Key Countries

12.7 US: Market Size and Forecast

12.7.1 Market Overview

12.7.2 Market Size and Forecast

12.7.3 Segmentation by HP

12.7.4 Less Than 40 HP Tractor: Market Size and Forecast

12.7.5 40-100 HP Tractor: Market Size and Forecast

12.7.6 Market Share Analysis

12.8 Canada: Market Size and Forecast

12.8.1 Market Overview

12.8.2 Market Size and Forecast

12.8.3 Segmentation by HP

12.8.4 Less Than 40 HP Tractor: Market Size and Forecast

12.8.5 40-100 HP Tractor: Market Size and Forecast

12.8.6 Market Share Analysis

13 EUROPE: LOW HP TRACTOR MARKET

13.1 Market Overview

13.2 Market Size and Forecast

13.3 Type-Approval (Mother) Regulations in Europe

13.4 Segmentation by HP

13.5 Less Than 40 HP

13.5.1 Market Size and Forecast

13.6 40 - 100 HP

13.6.1 Market Size and Forecast

13.7 Key Countries

- 13.8 UK: Market Size and Forecast
 - 13.8.1 Market Overview
 - 13.8.2 Market Size and Forecast
 - 13.8.3 Segmentation by HP
 - 13.8.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.8.5 40-100 HP Tractor: Market Size and Forecast
 - 13.8.6 Market Share Analysis
- 13.9 Germany: Market Size and Forecast
 - 13.9.1 Market Overview
 - 13.9.2 Market Size and Forecast
 - 13.9.3 Segmentation by HP
 - 13.9.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.9.5 40-100 HP Tractor: Market Size and Forecast
 - 13.9.6 Market Share Analysis
- 13.1 France: Market Size and Forecast
 - 13.10.1 Market Overview
 - 13.10.2 Market Size and Forecast
 - 13.10.3 Segmentation by HP
 - 13.10.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.10.5 40-100 HP Tractor: Market Size and Forecast
 - 13.10.6 Market Share Analysis
- 13.11 Russia: Market Size and Forecast
 - 13.11.1 Market Overview
 - 13.11.2 Market Size and Forecast
 - 13.11.3 Segmentation by HP
 - 13.11.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.11.5 40-100 HP Tractor: Market Size and Forecast
 - 13.11.6 Market Share Analysis
- 13.12 Italy: Market Size and Forecast
 - 13.12.1 Market Overview
 - 13.12.2 Market Size and Forecast
 - 13.12.3 Segmentation by HP
 - 13.12.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.12.5 40-100 HP Tractor: Market Size and Forecast
 - 13.12.6 Market Share Analysis
- 13.13 Belgium: Market Size and Forecast
 - 13.13.1 Market Overview
 - 13.13.2 Market Size and Forecast
 - 13.13.3 Segmentation by HP

- 13.13.4 Less Than 40 HP Tractor: Market Size and Forecast
- 13.13.5 40-100 HP Tractor: Market Size and Forecast
- 13.13.6 Market Share Analysis
- 13.14 Poland: Market Size and Forecast
 - 13.14.1 Market Overview
 - 13.14.2 Market Size and Forecast
 - 13.14.3 Segmentation by HP
 - 13.14.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.14.5 40-100 HP Tractor: Market Size and Forecast
 - 13.14.6 Market Share Analysis
- 13.15 Turkey: Market Size and Forecast
 - 13.15.1 Market Share
 - 13.15.2 Market Size and Forecast
 - 13.15.3 Segmentation by HP
 - 13.15.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.15.5 40-100 HP Tractor: Market Size and Forecast
 - 13.15.6 Market Share Analysis
- 13.16 The Netherlands: Market Size and Forecast
 - 13.16.1 Market Overview
 - 13.16.2 Market Size and Forecast
 - 13.16.3 Segmentation by HP
 - 13.16.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.16.5 40-100 HP Tractor: Market Size and Forecast
 - 13.16.6 Market Share Analysis
- 13.17 Spain: Market Size and Forecast
 - 13.17.1 Market Overview
 - 13.17.2 Market Size and Forecast
 - 13.17.3 Segmentation by HP
 - 13.17.4 Less Than 40 HP Tractor: Market Size and Forecast
 - 13.17.5 40-100 HP Tractor: Market Size and Forecast
 - 13.17.6 Market Share Analysis

14 APAC: TRACTOR MARKET

- 14.1 Market Overview
- 14.2 Market Size and Forecast
- 14.3 Segmentation by HP
- 14.4 Less Than 40 HP
 - 14.4.1 Market Size and Forecast

14.5 40 - 100 HP

14.5.1 Market Size and Forecast

14.6 Key Countries

14.7 Australia: Market Size and Forecast

14.7.1 Market Overview

14.7.2 Market Size and Forecast

14.7.3 Segmentation by HP

14.7.4 Less Than 40 HP Tractor: Market Size and Forecast

14.7.5 40-100 HP Tractor: Market Size and Forecast

14.7.6 Market Share Analysis

14.8 China: Market Size and Forecast

14.8.1 Market Overview

14.8.2 Market Size and Forecast

14.8.3 Segmentation by HP

14.8.4 Less Than 40 HP Tractor: Market Size and Forecast

14.8.5 40-100 HP Tractor: Market Size and Forecast

14.8.6 Market Share Analysis

14.9 India: Market Size and Forecast

14.9.1 Market Overview

14.9.2 Market Size and Forecast

14.9.3 Segmentation by HP

14.9.4 Less Than 40 HP Tractor: Market Size and Forecast

14.9.5 40-100 HP Tractor: Market Size and Forecast

14.9.6 Market Share Analysis

14.1 Japan: Market Size and Forecast

14.10.1 Market Overview

14.10.2 Market Size and Forecast

14.10.3 Segmentation by HP

14.10.4 Less Than 40 HP Tractor: Market Size and Forecast

14.10.5 40-100 HP Tractor: Market Size and Forecast

14.10.6 Market Share Analysis

15 LATIN AMERICA: TRACTOR MARKET

15.1 Market Overview

15.2 Market Size and Forecast

15.3 Segmentation by HP

15.4 Less Than 40 HP

15.4.1 Market Size and Forecast

15.5 40 - 100 HP

15.5.1 Market Size and Forecast

15.6 Key Countries

15.7 Brazil: Market Size and Forecast

15.7.1 Market Overview

15.7.2 Market Size and Forecast

15.7.3 Segmentation by HP

15.7.4 Less than 40 HP Tractor: Market Size and Forecast

15.7.5 40-100 HP Tractor: Market Size and Forecast

15.7.6 Market Share Analysis

15.8 Mexico: Market Size and Forecast

15.8.1 Market Overview

15.8.2 Market Size and Forecast

15.8.3 Segmentation by HP

15.8.4 Less Than 40 HP Tractor: Market Size and Forecast

15.8.5 40-100 HP Tractor: Market Size and Forecast

15.8.6 Market Share Analysis

15.9 Argentina: Market Size and Forecast

15.9.1 Market Overview

15.9.2 Market Size and Forecast

15.9.3 Segmentation by HP

15.9.4 Less Than 40 HP Tractor: Market Size and Forecast

15.9.5 40-100 HP Tractor: Market Size and Forecast

15.9.6 Market Share Analysis

16 MEA: LOW HP TRACTOR MARKET

16.1 Market Overview

16.2 Market Size and Forecast

16.3 Segmentation by HP

16.4 Less Than 40 HP

16.4.1 Market Size and Forecast

16.5 40 - 100 HP

16.5.1 Market Size and Forecast

16.6 Market Share Analysis

17 COMPETITIVE LANDSCAPE

18 KEY COMPANY PROFILES

18.1 Mahindra

18.1.1 Business Overview

18.1.2 Mahindra in Less Than 100 HP Tractor Market

18.1.3 Major Product Offerings

18.1.4 Key Strategies

18.1.5 Key Strengths

18.1.6 Key Opportunities

18.2 Deere and Company

18.2.1 Business Overview

18.2.2 Deere and Company in Global Tractor Market

18.2.3 Major Product Offerings

18.2.4 Key strategies

18.2.5 Key Strengths

18.2.6 Key Opportunities

18.3 TAFE

18.3.1 Business Overview

18.3.2 TAFE in Global Tractor Market

18.3.3 Major Product Offerings

18.3.4 Key Strategies

18.3.5 Key Strengths

18.3.6 Key Opportunities

18.4 CNH

18.4.1 Business Overview

18.4.2 CNH in Global Tractor Market

18.4.3 Major Product Offerings

18.4.4 Key Strategies

18.4.5 Key Strengths

18.4.6 Key Opportunities

18.5 AGCO

18.5.1 Business Overview

18.5.2 AGCO in Global Tractor Market

18.5.3 Major Product Offerings

18.5.4 Key Strategies

18.5.5 Key Strengths

18.5.6 Key Opportunities

18.6 Kubota

18.6.1 Business Overview

18.6.2 Kubota in Global Tractor Market

- 18.6.3 Major Product Offerings
- 18.6.4 Key Strategies
- 18.6.5 Key Strengths
- 18.6.6 Key Opportunities

19 OTHER PROMINENT VENDORS

- 19.1 SDF
 - 19.1.1 Business Overview
- 19.2 CLAAS
 - 19.2.1 Business Overview
- 19.3 Argo TRACTORS
 - 19.3.1 Business Overview
- 19.4 LOVOL
 - 19.4.1 Business Overview
- 19.5 Carraro
 - 19.5.1 Business Overview
- 19.6 Tumosan
 - 19.6.1 Business Overview
 - 19.6.2 Product Offerings
- 19.7 ACE Tractors
 - 19.7.1 Business Overview
- 19.8 Changzhou Dongfeng Agricultural Machinery Group
 - 19.8.1 Business Overview
- 19.9 Daedong Industrial
 - 19.9.1 Business Overview
- 19.1 Escorts
 - 19.10.1 Business Overview
- 19.11 LS Corp.
 - 19.11.1 Business Overview
- 19.12 AGRALE
 - 19.12.1 Business Overview
- 19.13 Zetor TRACTORS
 - 19.13.1 Business Overview
- 19.14 Sonalika
 - 19.14.1 Business Overview
- 19.15 AGRINAR
 - 19.15.1 Business Overview

20 REPORT SUMMARY

20.1 Key Takeaways

20.2 Qualitative Summary: Global Tractor Market

20.3 Quantitative Summary: Global Low HP Tractor Market

20.3.1 Market by Geography

20.3.2 Market by HP

21 APPENDIX

21.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Low HP Tractor Market
- Exhibit 2 Market Size Calculation Approach 2017
- Exhibit 3 Market Overview and Analysis of Major Countries 2017
- Exhibit 4 Global Real GDP Growth and Value Added by Agriculture 2010-2016
- Exhibit 5 Global Low-power Market by HP 2017
- Exhibit 6 Share of Farms by Regions 2017 (%)
- Exhibit 7 Share of Farms by Land Size 2017 (%)
- Exhibit 8 Global Population Forecast 2020-2050 (billion)
- Exhibit 9 Farm Mechanization Level of Major Geographies (%)
- Exhibit 10 Average Age of Farmers in Select Countries 2017
- Exhibit 11 Average Price of Commodities Worldwide (\$ per metric ton)
- Exhibit 12 Global Iron Ore and Aluminum Prices 2008-2017 (\$ per metric ton)
- Exhibit 13 US Steel and Rubber Prices (\$ per metric ton)
- Exhibit 14 Global Fertilizer Prices by Type (\$ per metric ton)
- Exhibit 15 Global Autonomous Market 2017-2023 (thousand units)
- Exhibit 16 Volatile Nature of Diesel Price Change 2016-2018 (\$ per gallon)
- Exhibit 17 Global Market 2010-2016 (thousand units)
- Exhibit 18 Global Low HP Tractor Market 2017-2023 (thousand units)
- Exhibit 19 Global Low HP Tractor Market by Geography 2017 (%)
- Exhibit 20 Five Forces Analysis 2017
- Exhibit 21 Global Low HP Tractor Market by HP 2017 and 2023 (thousand units)
- Exhibit 22 Global Low HP Tractor Market by HP 2017-2023 (%share)
- Exhibit 23 Less Than 40 HP Market 2017-2023 (thousand units)
- Exhibit 24 40-100 HP Market 2017-2023 (thousand units)
- Exhibit 25 Global Low HP Tractor Market by Geographies 2017 and 2023 (thousand units)
- Exhibit 26 Global Low HP Tractor Market by Geography
- Exhibit 27 Growth Rate of Different Geographies 2017-2023 (%)
- Exhibit 28 North America: Low HP Tractor Market 2017-2023 (thousand units)
- Exhibit 29 North America: Market by HP 2017-2023
- Exhibit 30 North America: Less Than 40 HP Market 2017-2023 (thousand units)
- Exhibit 31 North America: 40-100 HP Market 2017-2023 (thousand units)
- Exhibit 32 North America: Low HP Market by Key Countries 2017 and 2023 (thousand units)
- Exhibit 33 US: Market 2017-2023 (thousand units)

- Exhibit 34 US: Market by HP 2017–2023 (% share)
- Exhibit 35 US: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 36 US: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 37 US: Market by Leading Brands 2017
- Exhibit 38 Canada: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 39 Canada: Market by HP 2017–2023 (% share)
- Exhibit 40 Canada: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 41 Canada: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 42 Canada: Market by Leading Brands 2017
- Exhibit 43 Europe: Low HP Tractor Market 2017 (Overview) (thousand units)
- Exhibit 44 Europe: Low HP Tractor Market 2017?2023 (thousand units)
- Exhibit 45 Europe: Agriculture and Crop Output by Country 2017 (% of Total Agriculture and Crop Output)
- Exhibit 46 Europe: Market by HP 2017–2023 (% share)
- Exhibit 47 Europe: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 48 Europe: 40 - 100 HP Market 2017–2023 (thousand units)
- Exhibit 49 Europe: Low HP Tractor Market by Major Countries 2017 and 2023 (thousand units)
- Exhibit 50 UK: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 51 Tractors Registration Growth by Region 2017/2016 (more than 51 HP)
- Exhibit 52 UK: Market by HP 2017?2023 (thousand units)
- Exhibit 53 UK: Less than 40 HP Market 2017 – 2023 (thousand units)
- Exhibit 54 UK: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 55 UK: Market by Leading Brands 2017
- Exhibit 56 Germany: Market 2017?2023 (thousand units)
- Exhibit 57 Germany: Market by HP 2017?2023 (thousand units)
- Exhibit 58 Germany: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 59 Germany: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 60 Germany: Market by Leading Players 2017
- Exhibit 61 France: Market 2017–2023 (thousand units)
- Exhibit 62 France: Market by HP 2017–2023 (thousand units)
- Exhibit 63 France: Less than 40 HP Market 2017–2023 (thousand units)
- Exhibit 64 France: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 65 France: Market by Leading Brands 2017
- Exhibit 66 Russia: Market 2017–2023 (thousand units)
- Exhibit 67 Russia: Market by HP 2017–2023 (thousand units)
- Exhibit 68 Russia: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 69 Russia: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 70 Russia: Market by Leading Brands 2017?2023 (%)

- Exhibit 71 Italy: GDP Growth Rate 2011–2017 (%)
- Exhibit 72 Italy: Market 2017–2023 (thousand units)
- Exhibit 73 Italy: Market by HP 2017–2023(thousand units)
- Exhibit 74 Italy: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 75 Italy: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 76 Italy: Market by Leading Brands 2017
- Exhibit 78 Belgium: Market 2017–2023 (thousand units)
- Exhibit 79 Belgium: Market by HP 2017–2023 (thousand units)
- Exhibit 80 Belgium: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 81 Belgium: Market by Leading Brands 2017
- Exhibit 82 Poland: Market 2017–2023 (thousand units)
- Exhibit 83 Poland: Market by HP 2017–2023 (thousand units)
- Exhibit 84 Poland: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 85 Poland: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 86 Poland: Market by Leading Brands 2017
- Exhibit 87 Turkey: Market 2017–2023 (thousand units)
- Exhibit 88 Turkey: Market by HP 2017–2023 (thousand units)
- Exhibit 89 Turkey: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 90 Turkey: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 91 Turkey: Market by Leading Brands 2017
- Exhibit 92 Netherlands: Market 2017–2023 (thousand units)
- Exhibit 93 Netherlands: Market by HP 2017–2023 (thousand units)
- Exhibit 94 Netherlands: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 95 Netherlands: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 96 Netherlands: Market by Leading Brands 2017
- Exhibit 97 Spain: GDP Growth Rate 2011–2017 (%)
- Exhibit 98 Spain: Market 2017–2023 (thousand units)
- Exhibit 99 Agricultural Land Holding Structure 2017
- Exhibit 100 Spain: Market by Segmentation 2017?2023 (thousand units)
- Exhibit 101 Spain: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 102 Spain: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 103 Spain: Market by Leading Brands 2017
- Exhibit 104 APAC: Market 2017–2023 (thousand units)
- Exhibit 105 APAC: Market by HP 2017–2023 (thousand units)
- Exhibit 106 APAC: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 107 APAC: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 108 APAC: Low HP Tractor Market by Key Countries 2017 and 2023 (thousand units)
- Exhibit 109 Australia: Low HP Tractor Market 2017–2023 (thousand units)

- Exhibit 110 Australia: Market by HP 2017–2023 (thousand units)
- Exhibit 111 Australia: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 112 Australia: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 113 China: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 114 China: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 115 China: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 116 China: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 117 Production of Major Crops in India 2010–2017 (million tons)
- Exhibit 118 India: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 119 India: Low HP Tractor Market by HP 2017–2023 (thousand units)
- Exhibit 120 India: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 121 India: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 122 India: Low HP Tractor Market by Leading Brands 2017
- Exhibit 123 Japan: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 124 Japan: Market by HP 2017–2023 (thousand units)
- Exhibit 125 Japan: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 126 Japan: 40-100 HP Market in Japan 2017–2023 (thousand units)
- Exhibit 127 Latin America: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 128 Latin America: Market by HP 2017–2023 (thousand units)
- Exhibit 129 Latin America: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 130 Latin America: 40 -100 HP Market 2017–2023 (thousand units)
- Exhibit 131 Latin America: Low HP Tractor Market by Key Countries 2017 and 2023 (thousand units)
- Exhibit 132 Brazil: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 133 Brazil: Low HP Tractor Market by HP 2017–2023 (thousand units)
- Exhibit 134 Brazil: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 135 Brazil: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 136 Brazil: Low HP Tractor Market by Leading Brands 2017
- Exhibit 137 Mexico: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 138 Mexico: Market by HP 2017–2023 (thousand units)
- Exhibit 139 Mexico: Less Than 40 HP Market 2017–2023 (thousand units)
- Exhibit 140 Mexico: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 141 Mexico: Low HP Tractor Market by Leading Brand 2017 (%)
- Exhibit 142 Argentina: Low HP Tractor Market 2017–2023 (thousand units)
- Exhibit 143 Argentina: Market by HP 2017–2023 (thousand units)
- Exhibit 144 Argentina: Less Than 40 HP Market 2017 –2023 (thousand units)
- Exhibit 145 Argentina: 40-100 HP Market 2017–2023 (thousand units)
- Exhibit 146 Argentina: Low HP Tractor Market by Leading Brands 2017
- Exhibit 147 MEA: Low HP Tractor Market 2017–2023 (thousand units)

Exhibit 148 Share of Power Provided to Fields 2017

Exhibit 149 MEA: Market by HP 2017-2023

Exhibit 150 MEA: Less Than 40 HP Market 2017-2023 (thousand units)

Exhibit 151 MEA: 40 - 100 HP Market 2017 - 2023 (thousand units)

Exhibit 152 MEA: Low HP Tractor Market by Leading Brands 2017

List Of Tables

Table 1 Key Geographies Definition

Table 2 Key Caveats

Table 3 Currency Conversion 2013-2017

Table 4 YOY Impact of Low HP Tractor Market Growth Enablers 2017-2023

Table 5 YOY Impact of Market Growth Enablers on Regions 2017

Table 6 YOY Impact of Low HP Tractor Market Growth Restraints 2017-2023

Table 7 YOY Impact of Market Growth Restraints on Regions 2017

Table 8 YOY Impact of Market Opportunities and Trends 2017-2023

Table 9 YOY Impact of Low HP Tractor Market Opportunities and Trends on Regions 2017

Table 10 Global Low HP Market by HP 2017 and 2023 (thousand units)

Table 11 Less Than 40 HP Market 2017-2023 (thousand units)

Table 12 Less Than 40 HP Market 2017-2023 (% share)

Table 13 40-100 HP Market by Sales 2017-2023 (thousand units)

Table 14 40-100 HP Market by Sales 2017-2023 (% Share)

Table 15 North America: Low HP Sales by HP in Major Countries 2017-2023

Table 16 North America: Less Than 40 HP by Major Countries 2017-2023 (thousand units)

Table 17 North America: 40-100 HP Sales by Major Countries 2017-2023 (thousand units)

Table 18 US: Low HP Tractor Market 2017-2023 (thousand units)

Table 19 Canada: Low HP Tractor Market 2017-2023 (thousand units)

Table 20 Europe: Percentage Share of Tractors by Power by Countries 2017

Table 21 Europe: Sales by HP in Major Countries 2017-2023 (thousand units)

Table 22 Europe: Less Than 40 HP Market by Major Countries 2017-2023 (thousand units)

Table 23 Europe: Less Than 40 HP by Major Countries 2017-2023 (% share)

Table 24 Europe: 40-100 HP Sales in Major Countries 2017-2023 (thousand units)

Table 25 Europe: 40-100 HP Sales in Major Countries 2017 - 2023 (Market Share)

Table 26 UK: Market 2017-2023 (thousand units)

Table 27 Germany: Low HP Tractor Market 2017-2023 (thousand units)

Table 28 France: Market 2017-2023 (thousand units)

Table 29 Russia: Market 2017-2023 (thousand units)

Table 30 Italy Rice Area (Hectare)

Table 31 Italy: Market 2017–2023 (thousand units)

Table 32 Belgium: Low HP Tractor Market 2017–2023 (thousand units)

Table 33 Poland: Low HP Tractor Market 2017–2023 (thousand units)

Table 34 Turkey: Market 2017–2023 (thousand units)

Table 35 Number of Farms in Netherlands 2000, 2005, 2010, 2015, 2016, and 2017 (ha)

Table 36 Netherlands: Low HP Tractor Market 2017–2023 (thousand units)

Table 37 Spain: Market 2017–2023 (thousand units)

Table 38 APAC: by Power by Countries 2017 (thousand units)

Table 39 APAC: Sales by HP in Major Countries 2017–2023

Table 40 APAC: Less Than 40 HP Market by Major Countries 2017–2023 (thousand units)

Table 41 APAC: Less Than 40 HP Market by Major Countries 2017–2023 (% Share)

Table 42 APAC: 40-100 HP Sales by Major Countries 2017–2023 (thousand units)

Table 43 APAC: 40-100 HP Sales by Major Countries 2017–2023 (% Share)

Table 44 Top Ten Manufacturers by Brand Popularity in Australia 2017

Table 45 Australia: Market 2017?2023 (thousand units)

Table 46 Top Ten Manufacturers by Brand Popularity in China 2017

Table 47 China: Low HP Tractor Market 2017?2023 (thousand units)

Table 48 India: Market 2017?2023 (thousand units)

Table 49 Top Five Manufacturers by Brand Popularity in Japan 2017

Table 50 Japan: Low HP Tractor Market 2017?2023 (thousand units)

Table 51 Latin America: Percentage Share by Power by Countries 2017

Table 52 Latin America: Sales by HP in Major Countries 2017–2023 (thousand units)

Table 53 Latin America: Less Than 40 HP by Major Countries 2017–2023 (thousand units)

Table 54 Latin America: Less Than 40 HP by Major Countries 2017–2023 (% share)

Table 55 Latin America: 40-100 HP Sales in Major Countries 2017–2023 (thousand units)

Table 56 Latin America: 40-100 HP Sales by Major Countries 2017–2023 (% share)

Table 57 Brazil: Low HP Tractor Market 2017?2023 (thousand units)

Table 58 Mexico: Market 2017?2023 (thousand units)

Table 59 Argentina: Market 2017?2023 (thousand units)

Table 60 Share of Agriculture Sector in Economy of Select MEA Countries

Table 61 MEA: Market 2017– 2023 (thousand units)

Table 62 Mahindra: Product Offerings

Table 63 Deere and Company: Product Offerings

Table 64 Mahindra: Product Offerings

Table 65 CNH: Product Offerings

Table 66 AGCO: Product Offerings

Table 67 Kubota: Product Offerings

Table 68 Qualitative Summary of Global Low HP Tractor Market

Table 69 Quantitative Summary of Low HP Tractor Market by Geographies (thousand units)

Table 70 Quantitative Summary of Less Than 40 HP Market by Geographies (thousand units)

Table 71 Quantitative Summary of 40-100 HP Market by Geographies (thousand units)

Table 72 Quantitative Summary of Market by HP 2017–2023 (thousand units)

Table 73 North America: 40HP Sales in Major Countries 2017–2023 (thousand units)

Table 74 North America: 40-100 HP Sales in Major Countries 2017–2023 (thousand units)

Table 75 Europe: 40 HP Sales in Major Countries 2017–2023 (thousand units)

Table 76 Europe: 40-100 HP Sales in Major Countries 2017–2023 (thousand units)

Table 77 APAC: 40 HP Sales in Major Countries 2017–2023 (thousand units)

Table 78 APAC: 40-100 HP Sales in Major Countries 2017–2023 (thousand units)

Table 79 Latin America: 40 HP Sales in Major Countries 2017–2023 (thousand units)

Table 80 Latin America: 40-100 HP Sales in Major Countries 2017–2023 (thousand units)

Table 81 MEA: Low HP Sales in Major Countries 2017–2023 (thousand units)

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