

# Machinery in Australia - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

Machinery in Australia - Market Summary, Competitive Analysis and Forecast to 2025

### SUMMARY

Machinery in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The machinery market includes agricultural machinery, mining equipment, and construction equipment.

The Australian machinery market had total revenues of \$2.0bn in 2020, representing a compound annual growth rate (CAGR) of 5.7% between 2016 and 2020.

The Agricultural Machinery segment was the market's most lucrative in 2020, with total revenues of \$0.7bn, equivalent to 37.4% of the market's overall value.

Disruption related to the COVID-19 pandemic left most industries in decline in 2020 but the Australian market continued to grow, albeit at a decelerated rate.

### SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the machinery market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the machinery market in Australia

Leading company profiles reveal details of key machinery market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia machinery market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Australia media market by value in 2020?

What will be the size of the Australia media market in 2025?

What factors are affecting the strength of competition in the Australia media market?

How has the market performed over the last five years?

Who are the top competitors in Australia's media market?

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