

# Pre-Harvest Market: By Types(Primary Tillage Equipments, Secondary Tillage Equipments, Planting Equipments, Irrigation Equipments, Plant Protection and Fertilizing Equipments, Others), By Geography: Trends & Forecasts To 2018

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## Abstracts

The practice of agriculture around the world showed a significant change owing to the developments made in farm equipment industry. Mechanization in agriculture increasingly proved important and played a key role in agricultural production globally. The inclusion of mechanization not only influenced and reduced the workload, but changed the characteristics of labor in agricultural practices. Agriculture mechanization improved the timeliness of operation and increased the capacity of production. But this also resulted in the need of bigger and heavier machinery, and also for higher speeds. Conservation and proper utilization of natural resources and reduction in the overall cost of production is also possible if the agricultural machinery is used efficiently. Farm operations are performed on time and better quality of agricultural commodities are produced by usage of machinery. The global pre-harvest market is estimated to grow at a CAGR of 5.7% from 2013 to 2018, reaching to revenue of \$55,696.6 million by 2018.

The global pre-harvest market has grown exponentially in the last few years and a similar trend is expected to continue for the next 7 to 8 years. Leading companies are focusing on launching of new products for expansion of the business in local as well as foreign markets. Investment and expansion is the second most preferred growth strategy after new products launch.

Asia-Pacific and Europe are the leading consumers of pre-harvest agri equipment – together accounting for more than 60% of the consumption on a global scale. Asia-Pacific is estimated to be the fastest growing region in terms of revenue. Growth is

particularly high in countries such as China, India, Japan, Turkey, and Thailand. The pre-harvest agri equipment market consists mainly of the equipments such as Primary Tillage Equipments, Secondary Tillage Equipments, Irrigation Equipments, Plant protection & Fertilizing Equipments and Planting. The Planting Equipment accounts for 30% of the total market share.

The global pre-harvest agri equipment market is driven by many factors such as growth in population growth and the increasing demand for food, increasing net farm income due to farm mechanization and government subsidies in Asia-Pacific region. The main obstacles are the lack of awareness of farm mechanisation among the farmers. Other reason which restricts the growth of this industry is small and fragmented land holdings.

We have used various secondary sources such as directories, and databases to identify and collect information useful for this extensive commercial study of pre-harvest agri equipment market. The primary sources – experts from related industries and suppliers have been interviewed to obtain and verify critical information as well as to assess the future prospects of agricultural equipments.

To capitalize on the growth trend in the global pre-harvest market, several leading agricultural equipment companies are making efforts towards research and development and manufacturing of farm equipments and implements. Furthermore, agriculture equipment companies are gradually expanding their product offerings within this product line to meet the growing demand of them. We have profiled leading players which operate within this industry, and have presented an overview of their recent developments and other strategic initiatives. Some of these companies include: Deere & Co (U.S.), CNH Global (Netherlands), Bucher Industries (Switzerland), Kubota Corp. Ltd (Japan), Alamo Group Incorporated (U.S.A), and Valmont (U.S.A).

Pre-harvest agri equipment: Market revenue, by geography, 2012-2018, (\$Million)

Pre-harvest Agri Equipment Market

**Source:** MarketsandMarkets Analysis

### **Scope of the report**

This research report categorizes the global market for pre-harvest agri equipment on the basis of types, sub-types and geography and analyzing the trends in each of the submarkets:

*Pre-Harvest Market: By Types(Primary Tillage Equipments, Secondary Tillage Equipments, Planting Equipments, Ir...*

## **On the basis of Types**

Primary Tillage Equipment (Moldboard Plough, Disc Plough, Rotary Plough, Chisel Plough, Sub Soil Plough and Others)

Secondary Tillage Equipment(Disc harrows, Cultivators, Rollers and Pulverizers)

Planting Equipment (Seed Drill, Planters, Transplanters, Air Seeders and Others)

Irrigation Equipment (Pumps, Filters, Pipes, Valves, Emitters and Others)

Plant Protection and Fertilizing Equipment (Hand Operated Sprayers, Motorized Sprayers, Boom Sprayers, Airblast Sprayers, Granular Applicators, Aerial Applicators and Others)

Others

## **On the basis of Geography**

North America

Europe

Asia-Pacific

ROW

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## About

The report "Pre-harvest Equipment Market By Type (Primary Tillage Equipment, Secondary Tillage Equipment, Planting Equipment, Irrigation Equipment, Plant Protection & Fertilizing and Others), By Geography: Trends & Forecasts To 2018" defines and segments the pre-harvest agri equipment market with analysis of current demand and forecasted consumption in terms of revenue.

Leading Market Players in the Pre-harvest Market are:

Deere & Company (U.S.)

CNH Global (The Netherlands)

Bucher Industries (Switzerland)

Kubota Corp Ltd. (Japan)

The agriculture industry is currently facing many challenges: producing more food to feed the growing population with a diminishing labor force. Without the use of agricultural equipment it will become very difficult to sustain this growing population. However, recently there was innovation in chemicals, fertilizers, and seeds which enabled the agricultural producers to meet the ever-growing demands of the world population. But in spite of such innovations and recent development in agricultural productivity, the challenge for the agricultural industry to supply the expanding global economy with sufficient supplies of agriculture are greater than ever before.

The pre-harvest market is driven by the associated advantages such as increased farm yield and reduction in labor requirement. Other positive factors driving the demand of the industry include increased consumption of food due to the population growth, increased farm mechanization level and increasing income of middle class farmers in developing nations. However, the lack of awareness and high cost of farm equipment, are the major obstacle in the growth of the market. One of the key restraining factors for agricultural equipment market is the small and fragmented land holding in various parts

of the world. Growth is particularly high in countries such as China, India, Japan and Thailand because of the growing awareness about increasing farm yield and high efficiency of equipments which result in high-quality produce.

The global pre-harvest market was estimated to be worth around \$40,118.2 million in 2012 and is expected to reach \$55,696.6 million by 2018, growing at the CAGR of 5.7% from 2013 to 2018. Leading manufacturers are focusing on expansion of the respective businesses across regions and setting up new manufacturing plants to ramp up production capacities and broaden overall product line. Major industry participants are involved in new product launches and collaborations to penetrate the untapped markets of Asia and Latin America.

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