

# **Annual Strategy Dossier - 2018 - World's 6 Leading Agriculture Equipment Manufacturers - Strategic Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook - John Deere, CNH, AGCO, CLAAS, SDF, Kubota**

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## **Abstracts**

The Global agriculture equipment market is gaining traction marked by steady improvement in demand as agriculture commodity prices gain strength with the global grain demand and supply levels nearing the much anticipated equilibrium for the 2017-18 farming season after a long time with a marginal increase in global grain supplies. The demand for agriculture equipment had been rattled by an oversupply driven market scenario over the past 4 consecutive years with the demand having bottomed out in 2017, as confirmed by most industry OEMs, who are gearing up for the upswing after a prolonged period of operating at sub optimal pace with focus on ramping up production rates and fine tuning supply chains to efficiently meet increasing demand levels and avoid logistical gaps. The OEMs are also renewing their product portfolios in alignment with the market upturn through new product introductions incorporating cutting edge technologies and features focused on enhanced performance as well as productivity while optimizing the total cost of ownership.

The improving market scenario is encouraging replacement of agriculture equipment, in-line with improving farm incomes. The outlook for the agriculture sector through 2020, thus, is bullish with low plantation intent in North America for 2018, difficult weather conditions in South America translating into crop reductions and the resurgence of global crude oil prices which are likely to stimulate demand for food stock based biofuels which have seen sluggish growth over the recent years. Consequently, the Agriculture price index and grain prices are projected to go up in 2018 and 2019 with a tight supply side dynamics likely to drive prices over near term. However, increasing

energy costs with the surge in crude oil prices; projected to be sustained through 2018; are likely to impact cost of production directly (energy) as well as indirectly (chemicals & fertilizers) pushing the agriculture commodity prices upward. Additionally, China's potential imposition of countervailing duty on agricultural imports from the U.S. may hamper global commodity prices going forward.

Against this backdrop, this annual 2018 edition of the report series analyses the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's 6 leading Agriculture Equipment Manufacturers for the near to medium term horizon as they gear up to meet the inflection in global demand for agriculture equipment. The initial sections of the report provide a snapshot & overview on the market positioning & financial performance of each industry OEM while the SWOT Analysis framework analyses the core Strengths & Weaknesses and identifies potential Growth Opportunities & avenues and imminent/emerging Threats for each OEM. The middle sections of the report provide comprehensive analysis of the overall Strategy Focus as well as Insights into the Key Strategies and Plans for the OEMs. The concluding sections of the report provide analysis of key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Agriculture Equipment Market and assessing the medium term Demand Outlook along-with Inputs on Market Evolution & Growth Projections.

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections

Analysis of Emerging Market, Sector-specific & Technology Trends

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

For Whom:

The report will be extremely useful for Key Decision-Makers, Program & Procurement Managers, Top Management of Industry Players & Other Companies, Suppliers, Vendors & Associated Equipment Manufacturers, Technology Solutions & Other Services Providers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Researchers and all those associated with the industry and those with strategic interest & stakes in the Global Agriculture Equipment Market.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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