

# **Annual Strategy Dossier - 2021 - Global Top 6 Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SDF, Kubota**

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## **Abstracts**

The 2021 annual edition of the Strategy Dossier report analyses the overall Strategy Focus and provides Key Insights into the Strategies & Plans being conceptualized & pursued by the Global Top 6 Agriculture Equipment Manufacturers for the near to medium term horizon. The net farm income in the U.S. is projected to grow by 43% year on year for 2020 to reach \$119 billion despite the disruptions & fallout from the outbreak of COVID-19 pandemic and is projected to be heading towards the peak levels of 2013 once again following four consecutive years of steady improvements & increases. For 2021, the agriculture equipment sales are projected to grow by 5%+ across North America, Europe and South America while the sales in Asia are projected to contract marginally.

The demand for agriculture equipment is projected to head upwards going forward with the last equipment sales peak witnessed almost 7 years ago. However, the planned pursuit of CAP reforms & consummation of BREXIT in the EU, the direction of U.S. policy posture towards Trump-initiated global trade wars under a new administration, the recovery in global crude oil prices having a direct bearing on demand for agriculture sources-based feedstock for bio-fuel production and the pace of global macroeconomic recovery from COVID-19 & commodity prices in 2021 will have a direct & significant bearing on the shape of things to come for the industry going forward. The long term fundamentals for agriculture, however, remain robust with the global agricultural output required to double itself by 2050 to meet the rate of world's population growth.

Against this rapidly evolving industry and market backdrop; the report provides a comprehensive analysis on the agriculture equipment manufacturers starting with a detailed business and financial snapshot, incorporating charts, tables and analysis

based on latest financial statements. An insightful & comprehensive SWOT framework analysis is also provided. The report also incorporates analysis of key industry trends, issues & challenges and risk factors besides identifying key driving & restraining forces & assessing their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive market outlook for the global agriculture equipment market for the medium term.

#### Relevance & Usefulness:

The report provides insights & inputs to be incorporated into the broader strategic planning & decision making processes and will be essential from a competitive analysis standpoint as well.

The report will be useful for:

Strategic Planning & Decision-Making process

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

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Programs

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

Analysis of Key Industry Trends, Issues & Challenges, Risk Factors & Market Outlook for 2021

#### For Whom:-

The report would be quintessential for those having strategic interest in the Company and all those with interest & stakes in the Global Agriculture Equipment market and/or the Agriculture Industry. The report will be extremely useful for Key Decision-Makers,

Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers 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, Financing & Leasing Companies, Researchers and all those associated with the industry. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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