

Annual Strategy Dossier - 2023 - World's Top 6 Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SDF, Kubota

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Abstracts

The Global Agriculture Equipment market is witnessing strong demand for new equipment owing to strong farm incomes & favourable farm economics while battling supply side disruptions & challenges emanating from supply chain disruptions, bottlenecks & shortages creating production capacity constraints in an overall complex, difficult & highly challenging market environment marked by rising inflation & interest rates, tectonic geopolitical shifts and climate change challenges across most key markets & regions globally. The ongoing Russia-Ukraine war has been the latest variable added to the overall market equation & dynamics for agriculture commodities with constraints on Ukraine's agriculture exports from Black Sea based ports since early 2022 having created supply shortfalls globally for grains & other key agriculture commodities which has, in turn, driven up commodity prices and bolstered farm incomes globally. Favourable farm economics, with strong farm incomes & agriculture commodity prices, along with the ongoing energy transition, with imminent shift towards sustainable sources of energy & sustainability, have collectively been driving up replacement demand for new agriculture equipment across most markets & regions as of late.

Precision agriculture has witnessed a substantial growth since its foray into mainstream agriculture since early part of the previous decade with most industry OEMs having rapidly built-up technological capabilities, scale and broadened products & services portfolios significantly with focus on digital transformation via the inorganic route through bolt-on acquisitions, while also harnessing tech potential of start-ups. The technology focus currently for the industry OEMs is on connectivity, autonomous capabilities and sustainability through rapid development of sustainable fuels-based drive-trains, including, electric, both battery electric & hydrogen fuel cells based apart from CNG &

LNG for agriculture machinery.

The long term market fundamentals for agriculture, however, remain robust and firmly in place with the global agriculture output needed to double itself by 2050 to sustain the projected population growth rate with a crucial role likely to be played by mechanization & technological evolution by the industry with focus on sustainability which is likely to be supported & further accelerated by key initiatives, like the H2Accelerate program by the industry in EU to accelerate the uptake of green hydrogen, and the creation of First Movers Coalition; geared towards jumpstarting the scalability of sustainable technologies through the end of current decade.

Against this backdrop, the report analyzes and provides critical insights into the overall strategy focus and key strategies & plans for the World's Top 6 Agriculture Equipment producing OEMs. The report also outlines the key industry, market & technology trends which are likely to shape the future of the Global Agriculture Equipment market over medium term followed by outlining emerging, potential growth opportunities for the industry.

Relevance & Usefulness: The report will be useful for:

Strategic Planning & Decision-Making process

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 2023

For Whom:

The report, with its unique disposition & strategy focus, is a niche, key & vital information resource on the Global Agriculture Equipment Market. The report would be quintessential & a must have for those having interest, stakes or investments in the covered OEMs or having presence in the industry value chain at any stage or level of production. 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, Equipment Rental Operators & Companies, 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 Global Agriculture Industry.

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