

# Comparative SWOT Analysis & Business Outlook - 2019 - World's Top 6 Agriculture Equipment Manufacturers - John Deere, CNH, AGCO, CLAAS, SDF, Kubota

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## Abstracts

The report provides a comprehensive Comparative SWOT framework analysis & Near Term Business Outlook on the World's Top 6 Agriculture Equipment manufacturers. The report analyzes as to how the key industry OEMs are positioned, based on their Strengths & Weaknesses, and are gearing up for the highly dynamic & rapidly evolving agriculture market landscape with reference to the emerging Opportunities and potential Threats. The report also provides an analysis of key trends, issues & challenges likely to shape the industry's future, outlining potential growth opportunities & projecting market outlook as well as demand growth projections for the near to medium horizon.

The demand for agriculture equipment remains on a difficult trajectory across most key markets with challenging farm economics prevailing across most parts of the world further exacerbated by aberrant weather conditions and the onset of U.S.-China trade war creating pressures & uncertainty for the near term outlook for farm incomes. However, the long term industry fundamentals remain robust with the global agricultural output required to double itself by 2050 in order to match the rate of global population growth. The global agriculture equipment industry is in the midst of a technology-driven evolution phase led by connectivity, autonomous and alternate fuel based powertrain technologies aimed at efficiency and sustainability. The current phase of agriculture industry's development and its likely evolution over medium term quintessentially is going to be defined and shaped by technology which has been rapidly evolving and is poised to disrupt markets at a lightning pace. The industry OEMs & players; which are able to adopt, invest in & incorporate right technologies for right applications to deliver overall value to customers, end users & stakeholders while creating significant

competitive advantages for themselves, by leveraging this technology led differentiation; will be at the forefront of the one of the most disruptive phases for the industry going forward which is likely to be marked by the introduction of a number of technology enabled entirely new business models, concepts & solutions.

For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors, Sales & Distribution Channels and other Key Players in the Industry Value Chain

Fleet Operators, Logistics Solutions Providers, Associated Equipment Manufacturers & Technology Solutions Providers

Existing & potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability backed by over a decade of Research and Coverage of the Industry

Detailed Analysis on Industry OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

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John Deere Inc.  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

### **SECTION – 5**

## Comparative Analysis of Weaknesses

John Deere Inc.  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

### **SECTION – 6**

## Business Outlook Analysis – 2019

John Deere Inc.  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

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