

# **Comparative SWOT & Strategy Focus - 2024-2027 - World's Top 6 Farm Equipment Manufacturers - John Deere, CNH, AGCO, CLASS, SDF, Kubota**

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## **Abstracts**

The Global Farm Equipment Market is projected to cool down further in 2024; trudging in normalization mode, which began in earnest in 2023, following the record highs of 2022; which witnessed demand for new equipment peaking and net farm incomes surging to levels not witnessed since a long time. The high cost of capital owing to a sustained high interest rate credit environment is impacting & deferring fleet replacement decisions while higher projected cost of production and lower agriculture commodity prices are likely to put significant pressure on farm incomes amid a difficult, challenging & uncertain global macroeconomic environment which is likely to collectively ensure a lackluster 2024 for agriculture and farm equipment manufacturers. The industry OEMs and retailers have actively been working towards adjusting production output and inventory levels in accordance with the emerging market environment as they brace-up for an imminent market slump while actively promoting technology intensive precision agtech equipment, featuring digitalization, especially precision & automated crop sprayers, as farmers seek to leverage technology-driven increase in efficiency and productivity in a difficult, overall market environment. The same is also likely to provide an uptick to the used equipment and equipment rental segments over near term.

The global economy is projected to be heading towards a slowdown in 2024, following continued monetary policy tightening by central banks globally over the recent years to check inflation, in turn, creating a tight credit environment. It comes as a double whammy for the global economy amid sustained geopolitical instability with ongoing Israeli military operations in Gaza causing tensions and keeping the entire Middle East region & the world on the edge and the ongoing Russia-Ukraine war, which enters its third year in 2024.

The farm equipment industry also continues to make active & steady progress towards required energy transition geared towards sustainability for the long term with electrification & utilization of sustainable technologies being duly underway across industry OEMs. Further, ongoing integration of Connectivity-based services, Autonomous and Electrification technologies continues with steady progress being made towards ramping up production and roll out of electric and autonomous trucks across industry OEMs. The global economic growth, however, is projected to return to its range-bound average movement of under 3% annually over near term with a high predisposition to critical events and catastrophes with any further, major potential shocks at this time could simply send the global economy spiraling down into a full-blown recessionary cycle.

Against this backdrop, the report provides a Comparative SWOT and Strategy Focus Analysis on the World's Top 6 OEMs in the Global Farm Equipment Market with focus on a blend of quantitative & qualitative analysis. The report provides a detailed, comparative analysis on the Farm Equipment manufacturers and their ability to navigate prevailing internal and external challenges as well as market turbulence by developing appropriate strategies & plans. The analysis includes:-

1 Comprehensive, Comparative Analysis of Product portfolios and Strategic Market Positioning across Key Traditional and Emerging Markets

2 Analysis of Overall Strategy Focus across Trucking OEMs

3 Analysis of Key Strategies & Plans being pursued by the Industry OEMs for the Near to Medium Term Horizon

4 A Detailed Comparative SWOT Analysis on Farming Equipment OEMs

5 Outlining of Key Industry, Market & Technology Trends and Emerging Growth Opportunities

6 Analysis of Emerging & Game Changer Technologies

7 Projections and Deliveries Forecast for the Global Farm Equipment Market for the Near to Medium Term Horizon

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential & a key resource for those associated with and having strategic interest in the Global Farm Equipment Market. The report will be especially useful for:-

Key Decision-Makers across the Farming Industry

Product and Program Managers

Top Management of Industry OEMs, Players across Industry Value Chain & Other Companies

Suppliers, Vendors, Technology & Services Providers and other Key Players across the Industry Value Chain

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

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3. AGCO Inc.
4. CLAAS Group
5. SDF Group
6. Kubota Corporation

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1. Deere & Co.
2. CNH Industrial N.V.
3. AGCO Inc.
4. CLAAS Group
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1. Deere & Co.
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