

# **Deere & Co. - Construction Segment - 2025 - Strategy Playbook - Strategy Focus, Key Strategies & Plans, SWOT, Trends & Growth Opportunities, Market Outlook**

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## **Abstracts**

The Strategy Playbook report for 2025 analyses the overall Strategy Focus and provides insights into the overall Strategy Focus and decrypts the key Strategies & Plans being pursued by the construction equipment business of Deere & Co. for the near to medium term horizon amid a complex, difficult & challenging global macroeconomic environment marked by challenging conditions across most markets, rising geopolitical tensions, tightening environmental regulations, tight credit environment and impact of renewed trade wars under Trump Administration 2.0. The Global Construction Equipment market has been facing challenging market conditions with equipment sales declining after the record high levels witnessed in 2024 amid fluctuating commodity prices, geopolitical conflicts across key growing regions, industry's massive push for transition towards sustainability and raging trade wars initiated by Trump disrupting international trade.

The global construction equipment market is likely to remain flat or register very slight growth across most key markets in 2025 with subdued demand for new construction equipment across segments and categories as market headwinds continue to impact production rates across industry OEMs and the limited inventory levels maintained by them across their respective dealer networks. The equipment sales registered significant decreases across most key markets in 2024 and are likely to remain on the softer side through 2025 due to continued pressure from the demand side and a relatively low average age for the in-service fleet across traditional markets. The industry, however, continues to facilitate transition towards sustainability with the ramped-up production of electric and other, sustainable fuels-powered equipment

integrated with digital, connected, autonomous and intelligent capabilities delivering significantly enhanced operating efficiencies.

The taming of inflation, monetary policy easing and the relative easing of supply chain woes globally have come as welcome news for the world economy in 2025 while continuing military conflicts across Ukraine & the Middle East, looming specter of upcoming trade wars under Trump Administration and rising debt levels along with the need to sustain substantial defense spending levels amid slowing economic growth pose a serious challenge to it over near term. Overall, the world economic growth is projected to remain at the 3.2% level for 2025 which is almost 400 bps below the average GDP growth rate for the average pre-pandemic growth rate registered through the 2010s decade. Against this backdrop, the report provides a comprehensive analysis on the company starting with a detailed business and financial snapshot incorporating charts, tables and comprehensive analysis. An insightful & comprehensive SWOT framework analysis is also included providing a comprehensive assessment & analysis of the prevailing internal as well as external business environment of the company. The framework outlines the company's core, inherent strengths & weaknesses as part of the internal environment assessment and outlines potential growth opportunities as well as threats as part of the external environment assessment.

The report also incorporates analysis & review of key market, technology & industry trends along with issues & challenges which are likely to impact and shape industry's future over near to medium term. The report also identifies key driving & restraining forces for the industry & assesses their potential degree of impact through a force field analysis. The report concludes by providing a comprehensive outlook & demand forecast on the Global Construction Equipment market for the near to 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.

**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 Construction Equipment Market. The report will be especially useful for

**Key Decision-Makers**

Fleet Owners, Operators and Managers

Top Management of Industry Players & Other Companies

Industry OEMs

Suppliers, Vendors, Technology & MRO Services Providers and other Key  
Players in 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, Industry Analysts and all those associated with the industry in  
general

Educators, B-School Students and Other Academicians

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