

Global Agriculture Equipment Market - 2015-2020 - Key Trends, Strategic Insights, Growth Opportunities, Force Field Analysis, Strategic Outlook

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Abstracts

The Global Agriculture Equipment market is driven by robust fundamentals & strong, long - term demand & growth drivers linked directly to a rapidly growing global population besides growing demand from the bio - fuel industry for agriculture sources based feedstock. The global agricultural output is required to double itself by 2050 as against the present level, in order, to match the rate of global population growth, as per projections, amid diminishing natural resources, thus, highlighting & underscoring the imminent & urgent need for tremendously enhancing efficiency & productivity through precision farming.

Additionally, the global agriculture equipment industry is in the midst of a technology - driven evolution phase involving incorporation & integration of a host of ICT technologies onto product platforms that has augmented the capabilities of these machines tremendously by delivering enhanced operating efficiency through detailed performance monitoring & assessment, improved operating economics, focus on prognostics and remote machinery tracking as well as diagnostics. Further, new product development efforts underway across key global OEMs have a significant focus as well as emphasis on technological innovations capable of delivering & translating into performance & productivity enhancements.

The current & near term view of the industry is, however, dominated by continued, significant pressures on farm incomes & profitability emanating from an altered supply side economics with record crop production for 2014 across key geographic regions impacting crop prices & farm incomes directly & significantly which is likely to have a significant bearing on agriculture machinery sales over near term. The multitude of pressures on top line growth have necessitated & rendered competitiveness as crucial

to protecting profitability across industry OEMs which have been working towards optimizing & aligning their cost base & industrial footprint with emerging demand scenario.

Against this backdrop, the report provides strategic analysis into the global agriculture equipment market with Section 1 of the report analyzing Key Market & Technology trends. Subsequent sections provide strategic insights into latest market developments and emerging growth opportunities which could be leveraged by the industry value chain followed by an insightful force field framework analysis providing a fluid & succinct analysis of driving & restraining forces & their overall dynamics. The report concludes by analyzing market evolution likely over medium term and projecting demand outlook for agriculture over near to medium term.

Relevance & Usefulness: The report will be useful for

Strategic Planning & Decision - Making process

Identification of & Insights into Potential Growth Opportunities & Avenues

Inputs on Market Evolution & Demand Projection over Medium Term

Mapping the convergence between Industry & Company growth trajectories

Assessing potential impact of emerging Market Trends & Developments

Contingency planning for current Strategies & Product Programs

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

For Whom: Key Decision - Makers across Industry Value Chain

The report will be essential for those associated with and having interest in the Global Agriculture Equipment market. The report will be especially useful for Key Decision - Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists & all those associated with the industry.

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