

Global Agriculture Equipment Market - 2016-2020 - Key Trends, Strategic Insights, Growth Opportunities, Market Outlook

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Abstracts

The Global Agriculture Equipment market continues to be impacted significantly by the continued, significant pressures on farm incomes & profitability emanating from an altered supply side economics with record crop production across key geographic regions driving down crop prices & impacting farm incomes directly and significantly which is likely to continue to have a significant bearing on agriculture machinery sales over near term. 2016 is likely to be the third successive year in which farm incomes in the U.S. are projected to witness a decline with record crop output likely across most key farming regions globally. Further, the current downturn in global energy markets with sustained downward trend in global crude oil prices has impacted the demand as well as production of agriculture feedstock based biofuels severely across North America & Western Europe, thereby, further compounding the complexity of the challenges for the industry, especially, with a significant increase in corn planting acreages across these markets over the recent years. 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 production output, cost base & industrial footprint with current as well as emerging demand scenario. Additionally, the economic conditions across key geographic markets & regions remain disparate with traditional markets, led by North America, witnessing steady growth while emerging markets, led by Brazil, China & Russia, face a host of complex economic challenges & pressures against the backdrop of a difficult global macroeconomic environment marked by financial markets volatility, continued weakness in commodity prices, plummeting of crude oil prices and continued geo-political conflict.

The long term fundamentals & demand drivers for the industry, however, remain strong

& well in place linked directly to a rapidly growing global population besides the cyclical demand from the bio-fuel industry for agriculture sources based feedstock linked directly to prevailing crude oil prices & policy framework. 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, especially, across developing nations & least developed countries where the population explosion is actually projected to take place.

Overall, agriculture output growth over medium term across North America, Europe & Asia is likely to be driven, primarily, by efforts aimed at improving crop yield & productivity. Additionally, the Chinese Government's strong focus & push for development of Chinese rural agriculture sector over the next decade are likely to generate potential growth opportunities for regional as well as global OEMs with deep roots in China. Also, growing animal protein consumption trend across developing nations driven by rise in disposable incomes & growing urbanization is likely to drive growth for livestock, poultry & dairy sectors across these markets.

Against this backdrop, the report analyzes the evolving global market scenario for agriculture equipment through 2020 with focus on analysis of latest market developments and key market & technology trends which are likely to shape the industry's future. Analysis covers emerging technologies being developed by the industry players. This is followed by the identification & analysis of potential growth opportunities & avenues which could be capitalized upon by key industry OEMs as well as the value chain. The report concludes by analyzing likely market evolution over medium term and projecting demand outlook for agriculture equipment over medium term.

Relevance & Usefulness: The report will be useful for

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Inputs on Market Evolution & Demand Projection over Medium Term

Analysis of Emerging Market & Technology Trends

Contingency planning for current Strategies & Programs

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

Analysis of Forces Driving as well as restraining the Industry & their overall
Dynamics

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Agriculture and/or the Agriculture Equipment Industry. The report will be especially useful for Key Decision-Makers, Program Managers, Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Sales & Distribution Channels, Technology & Other Services Solutions Providers 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 industry or any of these companies.

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Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

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