

Global Agriculture Equipment Market - Annual Review - 2021 - Key Trends, Issues & Challenges, Growth Opportunities, Force Field Analysis, Market Outlook

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Abstracts

The Global Agriculture Equipment market has been impacted significantly by the outbreak of COVID-19 in early 2020 marked by production and supply chain disruptions and anemic market demand amid the global macroeconomic challenges & uncertainty. The industry, however, remains focused on restructuring to optimize the cost & production base aligned with prevailing market scenario while continuing to focus on long term trends & growth opportunities. The net farm income in the U.S. is projected to grow by 43% year on year for 2020 to reach \$119 billion despite the disruptions & fallout from the outbreak of COVID-19 pandemic and is projected to be heading towards the peak levels of 2013 once again following four consecutive years of steady improvements & increases. For 2021, the agricultural equipment sales are projected to grow by 5%+ across North America, Europe and South America while the sales in Asia are projected to contract marginally. The demand for agricultural equipment is projected to be heading upwards going forward with the last equipment sales peak witnessed almost 7 years ago.

The industry remains focused on developing & incorporating the quartet of Connectivity, Automation, Sustainability & Autonomous technologies into the next generation equipment & machinery in-line with the emerging market demand. The long term market fundamentals for agriculture remain robust and firmly in place with the global agriculture output needed to double itself by 2050 to sustain the projected population growth rate & trend with a crucial role likely to be played by mechanization & technological evolution. However, the planned pursuit of CAP reforms & consummation of BREXIT in the EU, the direction of U.S. policy posture towards Trump initiated global trade wars under a new administration, the recovery in global crude oil prices having a direct bearing on demand for agriculture sources based feedstock for bio-fuel production and the pace of

global macroeconomic recovery from COVID-19 & commodity prices in 2021 will have a direct & significant bearing on the shape of things to come for the industry going forward.

Against this backdrop, the report analyzes and provides insights into key industry, market & technology trends likely to shape the future of the global agriculture equipment market over near to medium term followed by outlining emerging, potential growth opportunities.

Relevance & Usefulness: The report will be useful for:

Strategic Planning & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Market Evolution & Demand Growth Projections over Next Decade

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

Overview of Key, Emerging Technologies that are likely to Shape the future

For Whom: Key Decision-Makers across Industry Value Chain

The report will be extremely useful for Key Decision-Makers, Program Managers, Global Procurement Managers, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, Associated Equipment Manufacturers 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. The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

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