

# **Global Agriculture Equipment Market - Top 6 OEMs - Strategy Brief - 2021-2023 - John Deere, CNH, AGCO, CLAAS, SDF, Kubota**

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## **Abstracts**

### **1. Introduction & Backdrop**

This Strategy Brief report analyses & provides comprehensive insights into the Strategic Positioning, Priorities, Responsiveness and Key Strategies & Plans for the Top 6 OEMs in the Global Agriculture Equipment market based on a holistic assessment & comprehensive analysis of Strategic Initiatives, Business Developments and Strategic Moves & Measures being undertaken by them against the backdrop of an rapidly evolving market landscape & shifting global dynamics.

The agriculture equipment demand & sales have fared well for 2020 despite serious production & supply chain disruptions & challenges posed by the outbreak of COVID-19 pandemic with the net farm income in the U.S. reaching the second-highest level of all time of \$120 billion in 2020. The net farm income in the U.S. is projected to decline by 8% year-on-year for 2021 to reach \$111.4 billion. For 2021, the agriculture 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 long-term industry fundamentals, however, remain robust with the global agricultural output required to double itself by 2050 in order to match the rate of global population growth. The global agriculture equipment industry is in the midst of a technology-driven evolution phase led by connectivity, autonomous and alternate fuel based powertrain technologies aimed at efficiency and sustainability. The current phase of agriculture industry's development and its likely evolution over medium term quintessentially is going to be defined and shaped by technology which has been rapidly evolving and is poised to disrupt markets at a lightning pace.

Another growth catalyst for Agriculture Equipment makers over medium term is likely to be technology-driven and is likely to come in form of the transition towards Connected, Autonomous & Electric Technologies which are likely to witness rapid commercialization over medium term. These next-generation technologies are likely to stimulate as well as accelerate replacement demand for existing agriculture equipment across both traditional as well as emerging markets with their way superior & unmatched capabilities, operating efficiencies and total cost of ownership.

## 2. Relevance & Usefulness: Strategic Planning, Analysis & Decision-Making Process

The report analyses & provides key insights into the key strategies & plans being drafted & pursued by the agriculture equipment manufacturers to navigate their way through the present macro-environmental uncertainty & difficult global economic conditions necessitating extreme strategic nimbleness & deftness in the post pandemic world. The analysis includes:-

1. Key Product Segments & Programs being focused upon by the OEMs
2. Strategies & Plans being developed to Drive Medium-term Growth
3. New Equipment Development & Introductions
4. R&D Focus & Key Technologies being focused upon
5. Key Growth Opportunities from the Medium Term Perspective

## 3. For Whom: Key Decision-Makers across Industry Value Chain

Key Decision-Makers

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors and other Key Players in the Industry Value Chain

Associated Equipment Manufacturers & Technology Solutions Providers

Existing & Potential Investors

Industry & Company Analysts

M&A Advisory Firms

Strategy & Management Consulting Firms

Researchers and all those associated with the Agriculture industry

#### 4. Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability

Detailed Analysis on OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

Superior & Enriched User Experience with Incorporation of Relevant Images, Graphs & Infographics

## Contents

### SECTION -1

Deere & Company

- 1.1 Strategy Focus – Medium Term
- 1.2 Analysis of Key Strategies & Plans
- 1.3 New Product Development & Introductions
- 1.4 R&D Focus and Technologies being focused upon
- 1.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 2

CNH Industrial Inc.

- 2.1 Strategy Focus – Medium Term
- 2.2 Analysis of Key Strategies & Plans
- 2.3 New Product Development & Introductions
- 2.4 R&D Focus and Technologies being focused upon
- 2.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 3

AGCO Corporation

- 3.1 Strategy Focus – Medium Term
- 3.2 Analysis of Key Strategies & Plans
- 3.3 New Product Development & Introductions
- 3.4 R&D Focus and Technologies being focused upon
- 3.5 Growth Opportunities from the Medium Term Perspective

### SECTION – 4

CLAAS Group

- 4.1 Strategy Focus – Medium Term
- 4.2 Analysis of Key Strategies & Plans
- 4.3 New Product Development & Introductions
- 4.4 R&D Focus and Technologies being focused upon
- 4.5 Key Growth Opportunities from the Medium Term Perspective

### SECTION – 5

## SDF Group

5.1 Strategy Focus – Medium Term

5.2 Analysis of Key Strategies & Plans

5.3 New Product Development & Introductions

5.4 R&D Focus and Technologies being focused upon

5.5 Key Growth Opportunities from the Medium Term Perspective

## **SECTION – 6**

## Kubota Corporation

6.1 Business Strategy Focus – Medium Term

6.2 Analysis of Key Strategies & Plans

6.3 New Product Development & Introductions

6.4 R&D Focus and Technologies being focused upon

6.5 Key Growth Opportunities from the Medium Term Perspective

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