

# **Comparative SWOT & Strategy Focus - 2019-2023 - Global Top 6 Agriculture Equipment Manufacturers - John Deere, CNH Industrial, AGCO, CLAAS, SDF, Kubota Corporation**

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## **Abstracts**

The 2019 annual edition of this report provides a comprehensive Comparative SWOT framework & Strategy Focus Analysis on the World's Top 6 Agriculture Equipment Manufacturers. The report analyzes the overall, Near to Medium Term Strategy Focus and provides insights into the Key Strategies & Plans being developed by the leading global Agriculture Equipment manufacturers for the near to medium term horizon. The framework analyzes the Strengths & Weaknesses of the Industry OEMs from a standalone as well as comparative perspective based on a comprehensive analysis of:-

Product Portfolio & its Strategic Positioning

Breadth & Depth of Presence across Key Markets, Segments & Programs

Analysis of overall Cost Base, Structure & its Management

Analysis of Revenue streams, Resource Base & Key Competencies

Profitability, Key Profit Sources, Growth & Trend Analysis

Capital & Ownership Structure and Financial Strength

Key Competitor Analysis across Market Segments & Degree of Competitive Intensity

## Competitive Market Positioning across Key Global Markets, Segments & Market Share

## Overall Strategy Focus, R&D Strategy, Technological Strength & Capabilities

### Report Excerpts:-

1. The demand for agriculture equipment remains on a difficult trajectory with challenging farm economics prevailing across most parts of the world further exacerbated by aberrant weather conditions prevailing across North America and Europe
2. Further flaring up of U.S.-China trade war creating pressures & uncertainty for the near term outlook for farm incomes with persisting & increasing challenges for commodity exports
3. Lower Agriculture output projections for North America & Europe for 2019 are likely to drive up commodity prices and improve global farm income going forward
4. Complex & challenging global macroeconomic environment marked by ongoing wave of protectionism and slowing down of world economy, posing serious challenges for agriculture equipment demand over near term
5. Flat sales growth projections for Agriculture Equipment for most key regions globally for 2019 with industry OEMs reducing production output while aligning it with market demand
6. Long term industry fundamentals remain robust with the global agricultural output required to double itself by 2050 in order to match the rate of global population growth

Relevance & Usefulness: The report will be useful for:-

Strategic Planning, Assessment & Decision-Making Processes

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Identification of & Insights into Potential Growth Opportunities & Avenues

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans for all OEMs

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

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 Agriculture Equipment Market. The report will be especially useful for

Key Decision-Makers

Program & Procurement 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 and all those associated with the industry in general

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Deere & Company  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

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Deere & Company  
CNH Industrial N.V.  
AGCO Corporation  
CLAAS Group  
SDF Group  
Kubota Corporation

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CNH Industrial N.V.  
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