

World's Top 6 Agriculture Equipment Manufacturers - Annual Strategy Dossier - 2019 - John Deere, CNH, AGCO, CLAAS, SDF, Kubota

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Abstracts

This annual 2019 edition of the report analyses the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 6 Agriculture Equipment Manufacturers for the near to medium term horizon as the industry faces headwinds with demand for agriculture equipment on a sluggish recovery path after a long phase of demand downturn.

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 and the onset of U.S.-China trade war creating pressures & uncertainty for the near term outlook for farm incomes. However, the 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. The global agriculture equipment industry is also 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. The industry OEMs & players; which are able to adopt, invest in & incorporate right technologies for right applications to deliver overall value to customers, end users & stakeholders while creating significant competitive advantages for themselves, by leveraging this technology led differentiation; will be at the forefront of the one of the most disruptive phases for the industry going forward which is likely to be marked by the

introduction of a number of technology enabled entirely new business models, concepts & solutions.

The report analyzes as to how the industry OEMs are positioned and are gearing up for the highly dynamic & rapidly evolving agriculture landscape based on a comprehensive analysis of their strategies & plans. The initial sections of the report provide a snapshot & overview on the market positioning & financial performance of each industry OEM. The middle sections of the report provide comprehensive analysis of the overall Strategy Focus as well as Insights into the Key Strategies and Plans for the OEMs. The report concludes by analyzing key trends, issues & challenges likely to shape the future, outlining potential growth opportunities & projecting market outlook as well as demand growth projections for the near to medium horizon.

For Whom: Key Decision-Makers across Industry Value Chain

Program & Procurement Managers

Top Management of Industry Players & Other Companies

Industry OEMs & Technology/Other Solutions Providers

Suppliers, Vendors, Sales & Distribution Channels 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

PE Firms, Venture Capitalists and Financing & Leasing Companies

Researchers and all those associated with the industry in general

Features, Benefits & Reasons to Procure:-

Quick Macro View and Big Picture Analysis

Blend of Quantitative & Qualitative Analysis for Strategic Planning Process

Quality & Reliability backed by over a decade of Research and Coverage of the Industry

Detailed, Strategic Analysis on Market & Industry OEMs

Visual Representation enabling Easy Comprehension

Meetings & Presentation Ready Format for Quick Application

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

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