

# Haying Machines Market Outlook 2025-2034: Market Share, and Growth Analysis By Machine Type (Mowers, Tedders And Rakes, Balers, Other Machine Types), By Sales Channel (Original Equipment Manufacturer (OEM), Aftermarket), By Application

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## Abstracts

The Haying Machines Market is valued at USD 24 billion in 2025 and is projected to grow at a CAGR of 8.1% to reach USD 48.4 billion by 2034. The haying machines market has evolved into a vital component of modern agricultural practices, driven by the increasing demand for efficient forage harvesting and livestock feed management. Haying machines such as mowers, tedders, rakes, and balers are widely adopted across small to large-scale farms to streamline the process of cutting, drying, and collecting hay. The market is expanding due to the mechanization of farming and the need to maximize productivity and labor efficiency. Increasing global dairy and meat consumption is directly influencing the demand for hay as animal feed, thus pushing the sales of haying equipment. Furthermore, technological advancements in automation, precision agriculture, and GPS-based systems are enhancing operational efficiency, reducing labor dependency, and promoting timely harvesting. Manufacturers are also investing in compact, multi-functional, and energy-efficient designs to cater to both small-scale and commercial farming needs. The haying machines market witnessed notable developments, primarily centered around product innovation and strategic partnerships. Key manufacturers introduced hybrid and electric haying machines to align with sustainable farming practices and rising environmental concerns. In North America and Europe, government subsidies supporting agricultural equipment purchases further accelerated market penetration. Meanwhile, emerging markets in Asia-Pacific observed increased equipment adoption due to rising mechanization efforts and the growth of dairy cooperatives. Furthermore, digital integration in haying equipment gained traction, allowing real-time data collection and performance monitoring through IoT-enabled

systems. The competitive landscape also shifted as several players expanded their product portfolios with smart balers and self-propelled mowers that minimize crop loss and improve drying time. As farmers focused on improving fodder quality to support livestock health, the demand for technologically enhanced haying machinery saw significant growth across regions. The haying machines market is expected to experience continued growth fueled by precision agriculture and data-driven farm operations. The integration of AI and machine learning will transform haying practices by enabling predictive maintenance, automated adjustments, and yield optimization. Manufacturers are likely to prioritize autonomous haying solutions that reduce human involvement and enhance productivity under varying field conditions. In addition, demand will increase for compact and mobile haying systems designed for fragmented land holdings, particularly in developing regions. The market is also anticipated to benefit from the growing trend of custom hiring centers and cooperative farming models, which lower the entry cost for small-scale farmers. With climate variability affecting harvest timing and crop moisture levels, future machines will feature advanced sensing and adaptive controls for optimal hay quality. Overall, the haying machines market will evolve towards smarter, sustainable, and region-specific solutions as agriculture continues to modernize globally.

### Key Insights Haying Machines Market

Manufacturers are integrating GPS and IoT technology in haying machines to enable precision operations, track field performance, and monitor equipment efficiency in real time.

There is a rising trend of electric-powered and hybrid haying machines as part of eco-friendly farming and emission reduction goals globally.

Demand is growing for compact, multi-functional haying machines designed specifically for small farms and narrow field access, particularly in developing countries.

Smart balers with automated density control, moisture sensors, and bale wrapping systems are becoming more popular among commercial farmers.

Subscription-based equipment leasing and pay-per-use models are emerging, allowing access to advanced haying machinery without high capital investments.

Global increases in dairy and meat consumption are driving the demand for high-

quality animal feed, boosting the need for efficient haying equipment.

Government incentives and subsidies on agricultural mechanization are encouraging farmers to invest in modern haying machinery.

Labor shortages and rising labor costs in agriculture are prompting the adoption of automated and semi-automated haying solutions.

Technological innovations in sensors, telematics, and machine automation are making haying operations more productive and cost-efficient.

High initial investment costs and maintenance expenses of advanced haying machines remain a significant barrier for small and marginal farmers, limiting widespread adoption.

## Haying Machines Market Segmentation

### By Machine Type

Mowers

Tedders And Rakes

Balers

Other Machine Types

### By Sales Channel

Original Equipment Manufacturer (OEM)

Aftermarket

### By Application

Large Farm

## Small and Medium Farm

### Key Companies Analysed

AGCO Corporation

Buhler Industries Inc.

Kuhn Group

Kubota Corporation

Deere & Company

CLAAS KGaA mbH

CNH Industrial N.V.

IHI Corporation

Pottinger Landtechnik GmbH

Iseki & Co. Ltd.

Bernard Krone Holding SE & Co. KG

Bernard Krone Holding GmbH & Co. KG

Kverneland Group GmbH

Lely Industries N.V.

Vermeer Corporation

LOVOL Heavy Industry Co. Ltd.

Alois Pttinger Maschinenfabrik Ges.m.b.H.

Alamo Group Inc.

Anderson Group Co. Inc.

CNH Industrial America LLC

Enorossi S.r.l.

Fella-Werke GmbH

Goweil Maschinenbau GmbH

Hesston Corporation

JF-Stoll Ltd.

Daedong-USA Inc.

Kuhn North America Inc.

Massey Ferguson Ltd.

## Haying Machines Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

## Haying Machines Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

### Countries Covered

North America — Haying Machines market data and outlook to 2034

United States

Canada

Mexico

Europe — Haying Machines market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Haying Machines market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Haying Machines market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Haying Machines market data and outlook to 2034

Brazil

Argentina

Chile

Peru

*\* We can include data and analysis of additional countries on demand.*

## Research Methodology

This study combines primary inputs from industry experts across the Haying Machines value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

## Key Questions Addressed

What is the current and forecast market size of the Haying Machines industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

## Your Key Takeaways from the Haying Machines Market Report

Global Haying Machines market size and growth projections (CAGR),  
2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Haying Machines trade, costs, and supply chains

Haying Machines market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Haying Machines market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Haying Machines market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Haying Machines supply chain analysis

Haying Machines trade analysis, Haying Machines market price analysis, and Haying Machines supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Haying Machines market news and developments

## Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

*\* The updated report will be delivered within 3 working days*

## Contents

### **1. TABLE OF CONTENTS**

- 1.1 List of Tables
- 1.2 List of Figures

### **2. GLOBAL HAYING MACHINES MARKET SUMMARY, 2025**

- 2.1 Haying Machines Industry Overview
  - 2.1.1 Global Haying Machines Market Revenues (In US\$ billion)
- 2.2 Haying Machines Market Scope
- 2.3 Research Methodology

### **3. HAYING MACHINES MARKET INSIGHTS, 2024-2034**

- 3.1 Haying Machines Market Drivers
- 3.2 Haying Machines Market Restraints
- 3.3 Haying Machines Market Opportunities
- 3.4 Haying Machines Market Challenges
- 3.5 Tariff Impact on Global Haying Machines Supply Chain Patterns

### **4. HAYING MACHINES MARKET ANALYTICS**

- 4.1 Haying Machines Market Size and Share, Key Products, 2025 Vs 2034
- 4.2 Haying Machines Market Size and Share, Dominant Applications, 2025 Vs 2034
- 4.3 Haying Machines Market Size and Share, Leading End Uses, 2025 Vs 2034
- 4.4 Haying Machines Market Size and Share, High Growth Countries, 2025 Vs 2034
- 4.5 Five Forces Analysis for Global Haying Machines Market
  - 4.5.1 Haying Machines Industry Attractiveness Index, 2025
  - 4.5.2 Haying Machines Supplier Intelligence
  - 4.5.3 Haying Machines Buyer Intelligence
  - 4.5.4 Haying Machines Competition Intelligence
  - 4.5.5 Haying Machines Product Alternatives and Substitutes Intelligence
  - 4.5.6 Haying Machines Market Entry Intelligence

### **5. GLOBAL HAYING MACHINES MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034**

5.1 World Haying Machines Market Size, Potential and Growth Outlook, 2024- 2034 (\$ billion)

5.1 Global Haying Machines Sales Outlook and CAGR Growth By Machine Type, 2024-2034 (\$ billion)

5.2 Global Haying Machines Sales Outlook and CAGR Growth By Sales Channel, 2024-2034 (\$ billion)

5.3 Global Haying Machines Sales Outlook and CAGR Growth By Application, 2024-2034 (\$ billion)

5.4 Global Haying Machines Market Sales Outlook and Growth by Region, 2024- 2034 (\$ billion)

## **6. ASIA PACIFIC HAYING MACHINES INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK**

6.1 Asia Pacific Haying Machines Market Insights, 2025

6.2 Asia Pacific Haying Machines Market Revenue Forecast By Machine Type, 2024-2034 (USD billion)

6.3 Asia Pacific Haying Machines Market Revenue Forecast By Sales Channel, 2024-2034 (USD billion)

6.4 Asia Pacific Haying Machines Market Revenue Forecast By Application, 2024- 2034 (USD billion)

6.5 Asia Pacific Haying Machines Market Revenue Forecast by Country, 2024- 2034 (USD billion)

6.5.1 China Haying Machines Market Size, Opportunities, Growth 2024- 2034

6.5.2 India Haying Machines Market Size, Opportunities, Growth 2024- 2034

6.5.3 Japan Haying Machines Market Size, Opportunities, Growth 2024- 2034

6.5.4 Australia Haying Machines Market Size, Opportunities, Growth 2024- 2034

## **7. EUROPE HAYING MACHINES MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034**

7.1 Europe Haying Machines Market Key Findings, 2025

7.2 Europe Haying Machines Market Size and Percentage Breakdown By Machine Type, 2024- 2034 (USD billion)

7.3 Europe Haying Machines Market Size and Percentage Breakdown By Sales Channel, 2024- 2034 (USD billion)

7.4 Europe Haying Machines Market Size and Percentage Breakdown By Application, 2024- 2034 (USD billion)

7.5 Europe Haying Machines Market Size and Percentage Breakdown by Country,

2024- 2034 (USD billion)

7.5.1 Germany Haying Machines Market Size, Trends, Growth Outlook to 2034

7.5.2 United Kingdom Haying Machines Market Size, Trends, Growth Outlook to 2034

7.5.2 France Haying Machines Market Size, Trends, Growth Outlook to 2034

7.5.2 Italy Haying Machines Market Size, Trends, Growth Outlook to 2034

7.5.2 Spain Haying Machines Market Size, Trends, Growth Outlook to 2034

## **8. NORTH AMERICA HAYING MACHINES MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034**

8.1 North America Snapshot, 2025

8.2 North America Haying Machines Market Analysis and Outlook By Machine Type, 2024- 2034 (\$ billion)

8.3 North America Haying Machines Market Analysis and Outlook By Sales Channel, 2024- 2034 (\$ billion)

8.4 North America Haying Machines Market Analysis and Outlook By Application, 2024- 2034 (\$ billion)

8.5 North America Haying Machines Market Analysis and Outlook by Country, 2024- 2034 (\$ billion)

8.5.1 United States Haying Machines Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Canada Haying Machines Market Size, Share, Growth Trends and Forecast, 2024- 2034

8.5.1 Mexico Haying Machines Market Size, Share, Growth Trends and Forecast, 2024- 2034

## **9. SOUTH AND CENTRAL AMERICA HAYING MACHINES MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS**

9.1 Latin America Haying Machines Market Data, 2025

9.2 Latin America Haying Machines Market Future By Machine Type, 2024- 2034 (\$ billion)

9.3 Latin America Haying Machines Market Future By Sales Channel, 2024- 2034 (\$ billion)

9.4 Latin America Haying Machines Market Future By Application, 2024- 2034 (\$ billion)

9.5 Latin America Haying Machines Market Future by Country, 2024- 2034 (\$ billion)

9.5.1 Brazil Haying Machines Market Size, Share and Opportunities to 2034

9.5.2 Argentina Haying Machines Market Size, Share and Opportunities to 2034

## **10. MIDDLE EAST AFRICA HAYING MACHINES MARKET OUTLOOK AND GROWTH PROSPECTS**

10.1 Middle East Africa Overview, 2025

10.2 Middle East Africa Haying Machines Market Statistics By Machine Type, 2024-2034 (USD billion)

10.3 Middle East Africa Haying Machines Market Statistics By Sales Channel, 2024-2034 (USD billion)

10.4 Middle East Africa Haying Machines Market Statistics By Application, 2024- 2034 (USD billion)

10.5 Middle East Africa Haying Machines Market Statistics by Country, 2024- 2034 (USD billion)

10.5.1 Middle East Haying Machines Market Value, Trends, Growth Forecasts to 2034

10.5.2 Africa Haying Machines Market Value, Trends, Growth Forecasts to 2034

## **11. HAYING MACHINES MARKET STRUCTURE AND COMPETITIVE LANDSCAPE**

11.1 Key Companies in Haying Machines Industry

11.2 Haying Machines Business Overview

11.3 Haying Machines Product Portfolio Analysis

11.4 Financial Analysis

11.5 SWOT Analysis

## **12 APPENDIX**

12.1 Global Haying Machines Market Volume (Tons)

12.1 Global Haying Machines Trade and Price Analysis

12.2 Haying Machines Parent Market and Other Relevant Analysis

12.3 Publisher Expertise

12.2 Haying Machines Industry Report Sources and Methodology

## I would like to order

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