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Harvester Market Forecasts to 2030 – Global Analysis By Product Type (Combine Harvesters, Self-Propelled Harvesters, Tractor-Driven Harvesters, Forage Harvesters, Cotton Harvesters and Other Product Types), Drive Type, Technology, Application, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Harvester Market is accounted for $39.0 billion in 2024 and is expected to reach $63.7 billion by 2030 growing at a CAGR of 8.5% during the forecast period. A harvester is a machine or device used in agriculture to collect mature crops from the field. It can refer to a variety of equipment designed for different harvesting tasks, such as combine harvesters for grain crops like wheat, corn, and barley, or forage harvesters for crops like hay, silage, and grass. Harvesters automate the process of cutting, threshing, and separating the crop from unwanted materials, significantly improving efficiency and reducing manual labor. The use of harvesters plays a crucial role in modern farming, allowing for faster and more cost-effective harvesting.

According to the United Nations, the world population is expected to reach nearly 10 billion by 2050, requiring a 60% increase in food production, which necessitates a significant boost in agricultural output.

Market Dynamics:

Driver:

Rising mechanization in agriculture

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The rise of mechanization in agriculture has significantly impacted the market. With the increasing demand for efficiency and higher crop yields, farmers are adopting advanced harvesting machines like combine harvesters, which reduce labor costs and time. These machines also minimize crop loss, contributing to higher productivity. The growth of agricultural mechanization is driven by technological advancements, favorable government policies, and the need to meet the growing global food demand.

Restraint:

Maintenance and repair expenses

Maintenance and repair expenses in the market can have a negative impact on farmers' profitability. High costs for parts, labor, and downtime can significantly reduce the financial benefits of using advanced harvesting equipment. Small-scale farmers, in particular, may struggle with the ongoing expenses, leading to decreased adoption of modern harvesters. Frequent breakdowns or costly repairs can also affect the efficiency of farming operations, resulting in lower yields and delayed harvests, further burdening the agricultural sector.

Opportunity:

Growing demand for food

The growing global demand for food is driving significant growth in the market. As populations rise and urbanization increases, the need for efficient, large-scale agricultural production becomes more crucial. Harvesters, such as combine harvesters, are essential in meeting this demand by improving crop yield, reducing labor costs, and ensuring timely harvests. The push for greater productivity in the face of limited arable land is further accelerating the adoption of advanced harvesting equipment worldwide.

Threat:

Lack of skilled operators

The lack of skilled operators in the market poses a significant challenge. Without proper training, operators may struggle to use advanced harvesting equipment efficiently, leading to increased downtime, lower productivity, and potential damage to machinery. Inadequate skills can also result in safety risks and higher maintenance costs. For many

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farmers, especially in rural areas, the shortage of trained personnel limits the effective use of harvesters, hindering overall agricultural output and diminishing the return on investment in modern equipment.

Covid-19 Impact:

The COVID-19 pandemic disrupted the market by causing delays in production, supply chain issues, and labor shortages. Manufacturing plants were temporarily shut down, leading to a shortage of harvesters and essential parts. Additionally, transportation restrictions hindered the timely delivery of equipment. The economic uncertainty also caused farmers to delay or reconsider investments in new machinery. However, the pandemic highlighted the need for mechanization to reduce reliance on manual labor, leading to increased interest in automation post-crisis.

The combine harvesters segment is expected to be the largest market share during the forecast period

The combine harvesters segment is expected to account for the largest market share during the forecast period. These versatile machines increase productivity by reducing labor costs and minimizing crop loss, making them essential for large-scale farming. With advancements in technology, modern combine harvesters are equipped with GPS, automation, and improved fuel efficiency. As demand for high yields and efficiency grows, combine harvesters remain a key driver in the agricultural mechanization market.

The agriculture segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the agriculture segment is predicted to witness the highest growth rate. As farming practices evolve, mechanization becomes essential for improving productivity and meeting rising food demands. With technological advancements like GPS and automation, modern harvesters are more efficient and cost-effective. The increasing need for large-scale, high-yield agriculture to support global food security continues to boost the demand for advanced harvesting equipment.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. With large-scale farming operations, the region has a high adoption rate of modern harvesters, such as combine harvesters, which improve productivity and

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reduce labor costs. Technological innovations like automation, GPS, and data analytics are gaining traction. Government incentives and a growing focus on sustainable farming also contribute to the expanding demand for harvesters across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR owing to increasing demand for harvesters that can operate with minimal environmental impact. With a rising population and the need for higher agricultural output, countries in Asia Pacific are turning to mechanization to increase efficiency and reduce labor costs. There's a significant trend toward smart harvesters that incorporate technology like GPS, precision farming tools, and automation for higher efficiency and better yield.

Key players in the market

Some of the key players in Harvester market include John Deere, CNH Industrial, AGCO Corporation, Kubota Corporation, Sampo Rosenlew, Mahindra & Mahindra, Sonalika Tractors, Implements AG, Krone, Horsch Maschinen GmbH, Furukawa Company, JCB, Iseki & Co., Kuhn Group and SDF.

Key Developments:

In February 2024, John Deere Power & Technology has introduced 5D GearPro tractors, features that we get to see in GearPro tractors, the technological advancements that John Deere Tractor offers, and the W70 Power Pro Combined Harvester.

In January 2024, CNH Industrial N.V. announced investment of around USD 167 million (EUR 150 million) for expanding its production facility and R&D capabilities at the New Holland Harvesting Center of Excellence located in Belgium. Through the investment, the company redesigned the assembly line and logistics area to streamline the manufacturing of CR11.

Product Types Covered:

Combine Harvesters

Self-Propelled Harvesters

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- Tractor-Driven Harvesters
- Forage Harvesters
- Cotton Harvesters
- Other Product Types

Drive Types Covered:

- Diesel
- Electric
- Hybrid

Technologies Covered:

- Manual
- Automated
- Robotics

Applications Covered:

- Cereal Crops
- Fruits & Vegetables
- Oilseeds
- Root Crops
- Sugarcane

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Other Applications

End Users Covered:

Agriculture

Commercial Agricultural Enterprises

Contract Farmers

Government

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

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- Rest of Europe
- Asia Pacific
  - Japan
  - China
  - India
  - Australia
  - New Zealand
  - South Korea
  - Rest of Asia Pacific
- South America
  - Argentina
  - Brazil
  - Chile
  - Rest of South America
- Middle East & Africa
  - Saudi Arabia
  - UAE
  - Qatar
  - South Africa
  - Rest of Middle East & Africa

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What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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