

# Harvesting Machinery Market Size, Share, and Outlook, 2025 Report- By Type (Spraying and handling equipment, Irrigation and crop processing equipment, Tractors, Others), Application (Cropping and threshing, Land Development, Agro-processing), and Companies, 2021-2032

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## Abstracts

### Harvesting Machinery Market Outlook

The global Harvesting Machinery market is expected to register a growth rate of 5.8% during the forecast period from \$34.5 Billion in 2024 to \$54.2 Billion in 2032. The Harvesting Machinery market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Harvesting Machinery segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Spraying and handling equipment, Irrigation and crop processing equipment, Tractors, Others), Application (Cropping and threshing, Land Development, Agro-processing). Over 70 tables and charts showcase findings from our latest survey report on Harvesting Machinery markets.

### Harvesting Machinery Market Insights, 2025

The harvesting machinery market is expanding due to the dual forces of farm mechanization in developing countries and technological upgrades in established agricultural economies. As labor shortages persist and rural-to-urban migration accelerates in countries like India, China, and Brazil, governments and private

stakeholders are investing in modern harvesters, reapers, and combine units to boost productivity. Simultaneously, in developed regions, precision agriculture is driving demand for advanced machinery equipped with GPS, AI-driven yield mapping, autonomous steering, and IoT-enabled diagnostics. Leading players like John Deere, CNH Industrial, and Kubota are rolling out connected, energy-efficient models with variable rate technology (VRT) and real-time telematics. Additionally, climate volatility is influencing design shifts toward adaptable, multi-crop, and smaller-scale machinery suitable for fragmented land holdings. Government subsidies, financing programs, and shared-equipment models (such as FPOs and custom hiring centers in India) are also supporting widespread adoption, making harvesting machinery a cornerstone of next-gen agri-innovation and food security strategy.

## Five Trends that will define global Harvesting Machinery market in 2025 and Beyond

A closer look at the multi-million global market for Harvesting Machinery identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Harvesting Machinery companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Harvesting Machinery industry?

The Harvesting Machinery sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Harvesting Machinery Market Segment Insights

The Harvesting Machinery industry presents strong offers across categories. The analytical report offers forecasts of Harvesting Machinery industry performance across segments and countries. Key segments in the industry include By Type (Spraying and handling equipment, Irrigation and crop processing equipment, Tractors, Others), Application (Cropping and threshing, Land Development, Agro-processing). The largest

types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Harvesting Machinery market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Harvesting Machinery industry ecosystem. It assists decision-makers in evaluating global Harvesting Machinery market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Harvesting Machinery industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Harvesting Machinery Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Harvesting Machinery Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic

recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Harvesting Machinery with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Harvesting Machinery market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Harvesting Machinery market Insights Executives are most excited about opportunities for the US Harvesting Machinery industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Harvesting Machinery companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Harvesting Machinery market.

Latin American Harvesting Machinery market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Harvesting Machinery Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Harvesting Machinery markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Harvesting Machinery markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Harvesting Machinery companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Deere and Company, AGCO Corporation, CNH Industrial N.V, Mahindra and Mahindra Ltd., CLAAS KGaA mbH, CNH Industrial N.V, Exel Industries, AgXeed B.V., Kubota Corporation.

## Harvesting Machinery Market Scope

### Leading Segments

#### By Type

Spraying and handling equipment

Irrigation and crop processing equipment

Tractors

Others

#### By Application

Cropping and threshing

Land Development

Agro-processing

## Leading Companies

Deere and Company

AGCO Corporation

CNH Industrial N.V

Mahindra and Mahindra Ltd.

CLAAS KGaA mbH

CNH Industrial N.V

Exel Industries

AgXeed B.V.

Kubota Corporation

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

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