

## **France Agricultural Machinery Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 105 pages | Mordor Intelligence

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### **Report description:**

The France agricultural machinery market is expected to register a CAGR of 3.2% during the forecast period.

#### Key Highlights

Agricultural machinery has been growing steadily in France over the study period. Rising mechanization in the France agriculture sector, coupled with the surge in farmers' income, is likely to be a primary factor driving the growth. Further, the extensive pressure to improve agricultural land productivity is expected to foster over the forecast period, which will directly promote the tendency of farmers or land operators toward incorporating automation technologies in this equipment.

Additionally, technologically advanced agricultural robotics, like autonomous tractors, plowing and cultivating machinery, planting machinery, harvesting machinery, haying, and forage machinery, as well as irrigation machinery, help France farmers produce food at low costs to fulfill the growing demand for food, are anticipated to be better prospects for market growth during the coming year. Furthermore, with the increased focus on food security, the agricultural machinery used on farms, especially tractors and power tillers, has grown considerably over recent years. According to sales statistics released by the Conveyor Equipment Manufacturers Association (CEMA) in 2021, registrations of standard tractors increased by 2.7% in 2021, reaching 24,543 units. Moreover, the French Government has framed programs to support and finance the purchase of agricultural machinery and equipment and training for the operators of agricultural machinery. For instance, in 2020, the Chinese Ministry of Finance issued more than USD 2.8 billion in subsidies for agricultural machinery purchases. All these factors are driving the market in France. However, the slow adoption rate of mechanization by small and marginal farmers, high maintenance costs, and the reliability of traditional implements owing to small land holdings hinders the market's growth.

#### France Agricultural Machinery Market Trends

##### Large-scale Agricultural Production is Driving Mechanization

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Farming is one of France's most important industries. The country is self-sufficient in all food supplies, such as cereal crops, meat, fruit, and vegetables. The major agricultural crops grown in France include sugar beet, wheat, maize, barley, rice, oats, and potatoes. According to Crop Trust (France), in 2020, nearly 93% of the farms, out of 500,000 farms in France, were middle-range and large-scale projects.

This rapid urbanization would lead to increased market demand for agricultural products such as crops, cereals, pulses, etc., which require more labor than other crops. In turn, this would eventually increase the demand for machinery. The heavy demand for food crops would result in the increased production of beet, wheat, maize, barley, rice, oats, and potatoes, which require machine tillage for effective productivity. According to Food and Agriculture Organization Corporate Statistical Database (FAOSTAT), the production volume of Maize increased by 13.42 million metric tons in 2020 from 12.85 million metric tons in 2019. In accordance with the recent approval by the French parliament, a new large-scale reform was framed regarding the country's agriculture and food policy. The reform's primary focus is on improving France's agriculture and food policies, focused primarily on improving agricultural production. The trends shifted toward using a smaller number of higher-powered machines, with an increased focus on the country's export potential. Thus, improved government support, increased interest in improving agricultural productivity, and improved farm structures boosted the demand for agricultural machinery in France.

### Tractors Lead the French Agricultural Machinery Market

Tractors accounted for nearly 30% of the French agricultural machinery market. Factors like scarce human resources for farm labor, easy credit availability and fund access, moderate penetration, and shortening replacement cycles are encouraging indicators of the demand for tractors and farm equipment. In 2020, around 89,105 tractors were registered across Europe. Among these, 68,831 are agricultural tractors, the rest being quads, telehandlers, or other equipment. In France, after a satisfactory year in 2020, despite line stoppages and partial factory closures, 2021 saw renewed growth with an increase of 9.9% (+3,256) in new tractors registered. The green space tractor category is the one that has progressed the most, with a growth of 47.1% (+2,136). Registrations of standard tractors increased by 2.7% in 2021, reaching 24,543 units. Furthermore, the increasing trend of the use of tractors in the fields by France people instead of manual labor or animals has led to increased sales of tractors in this country. To expand agricultural production in this country and improve food security, the French government is also framing policies to modernize agriculture to fight against climate change. All these factors have specified mechanization in agriculture as a very vital measure. Tractor, which forms the base of farm mechanization, is the most important segment in the agri-equipment market. All these factors are driving the tractor market in France.

### France Agricultural Machinery Market Competitor Analysis

The France agricultural machinery market is highly consolidated, with key players like CLAAS Group, John Deere SAS, CNH Industrial Osterreich GmbH, Kubota Europe SAS, AGCO DistributionSAS, Yanmar Co. Ltd, Lely France, Netafim Ltd. Companies operating in the French agricultural machinery market are focusing on increasing their market shares, primarily through acquisitions and investments in R&D, along with optimization of the supply chain.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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