

France Tractor Market - Industry Analysis & Forecast 2023-2028

Market Report | 2023-08-08 | 165 pages | Arizton Advisory & Intelligence

AVAILABLE LICENSES:

- Single User License \$2990.00
- Team License \$3500.00
- Enterprisewide \$4500.00

Report description:

The France tractor market is expected to reach 44,387 units by 2028.

KEY HIGHLIGHTS

- France has over 68.5 million food consumers. The region witnessed a massive increase in farm mechanization in terms of agricultural and industrial productivity.
- The France tractor industry is highly concentrated, with the top players controlling most of the market. Domestic and global brands, on the other hand, are equally represented in the industry.
- France's government plans schemes and initiatives to facilitate credit and improve agriculture-related operations, which will contribute to the growth of the overall value chain of the industry.
- The France tractor market slightly decreased by 0.5% in 2022 from 2021. The decrease in crop production and tractor sales was due to unfavorable climate conditions.

MARKET TRENDS & OPPORTUNITIES

Increasing Use of Bioenergy in Agricultural Tractors

Conventionally, farmers used diesel engine tractors known for their high power. Tractors are now more efficient and can complete tasks with fewer power requirements due to advances in machine technologies and engines. The volatility in diesel prices hampers the budget management of farmers. Thus, the agricultural tractor industry witnesses a considerable demand for tractors that run on different fuels, such as plant-oil and biogas-powered tractors.

The Technological Advances in Tractor Technology

A new frontier of innovation emerged as agriculture met digital technology, opening various paths to a smart agricultural future.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tractor manufacturers are competitive, and companies constantly strive to innovate and ensure product differentiation at affordable prices. State-of-the-art technology-based tractors are currently available in the industry. GPS and remote sensing make farming more accurate and productive.

SEGMENTATION INSIGHTS

INSIGHTS BY HORSEPOWER

The 50-100 HP segment recorded a high France tractor market share in 2022. Medium-scale farmers in the region mostly rely on 50-100 HP tractors. These farmers generally own 10 to 20 acres of land. The increased use of 50-100 HP tractors is due to their ability to effectively carry out all tasks in the field, including soil preparation, irrigation, weeding, harvesting, and haulage. Farmers use these tractors to carry equipment and crops from fields to the marketplace. The major factor for the steady growth of the medium-power range of tractors is the increased business turnover among hobby and livestock farmers.

Segmentation by Horsepower

- Less Than 50 HP
- 50-100 HP
- 101-150 HP
- 151-200 HP
- 201-300 HP
- 301-400 HP
- Above 400 HP

INSIGHTS BY DRIVE TYPE

The France tractor market is dominated by low-range HP 2WD tractors. 2WD tractors are the most favored by farmers. The low relative cost of ownership, the sufficiency of features and haulage power, and convention make 2WD tractors more popular among farmers. Ease of driving and flexibility with light loads and in plain fields are major factors that boost the demand for two-wheel-drive tractors. John Deere, New Holland, and Fendt hold most of the 2-wheel drive tractors segment shares.

Segmentation by Drive Type

- 2-Wheel-Drive
- 4-Wheel-Drive

REGIONAL ANALYSIS

The north zone leads the France tractor industry in adopting and penetrating farm mechanization practices. The agriculture and food industry in the north zone is strong and well-established. The Hauts-de-France region is known for its agriculture, which is highly developed, productive, and diverse. Further, in terms of region, the northern and eastern states have reportedly shown a higher demand for agriculture tractors than the western and southern parts of the country.

Segmentation by Geography

- North
- South

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- East
- West

COMPETITIVE LANDSCAPE

John Deere, New Holland, and Fendt dominated France tractor market with a collective market share of over 40% in 2022. These brands have adopted several strategies to gain traction in the industry. They invest in developing advanced agriculture tractor technology for precision farming and machine automation. Further, vendors must incorporate the machinery that can assist and help in farming. This provides customers a one-stop-shop solution for their needs and builds brand recognition among potential buyers.

Key Company Profiles

- John Deere
- CNH Industrial
- AGCO
- Kubota

Other Prominent Vendors

- Claas
- DEUTZ-FAHR
- Branson
- TYM Corporation
- LS Tractor
- KIOTI
- Yanmar

Recent Developments in the France Tractor Market

- In March 2023, John Deere announced MY24 updates for its 7, 8, and 9 Series Tractors lineup that will help prepare them for the future of precision agriculture.
- In March 2022, John Deere launched the new electric variable transmission (EVT) for select 8 Series Tractors and a new JD14X engine for 9 Series.
- Massey Ferguson launched the MF 6S series tractors in February 2022. This machine provides up to 180 HP with advanced technology.

WHY SHOULD YOU BUY THIS REPORT?

This report is among the few in the market that offer outlook and opportunity analyses forecast in terms of:

- Market Size & Forecast Volume (Units) 2020-2028
- I.□Segmentation by Horsepower
- II.□Segmentation by Wheel Drive
- III.□Segmentation by Geography
- Production and trade values
- Major current and upcoming projects and investments
- Competitive intelligence about the economic scenario, advantages in France, industry dynamics, and market shares

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- Latest and innovative technologies
- The COVID-19 impact analysis of the industry.
- Company profiles of major and other prominent vendors
- France's tractor industry shares major vendors.

KEY QUESTIONS ANSWERED:

- 1.□What are the expected units sold in the France tractor market by 2028?
- 2.□What is the growth rate of the France tractor market?
- 3.□How big is the France tractor market?
- 4.□Which region holds the largest France tractor market share?
- 5.□Who are the key companies in the France tractor market?

Table of Contents:

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 MARKET DEFINITION

4.1.1 INCLUSIONS

4.1.2 EXCLUSIONS

4.1.3 MARKET ESTIMATION CAVEATS

4.2 BASE YEAR

4.3 SCOPE OF THE STUDY

5 REPORT ASSUMPTIONS & CAVEATS

5.1 KEY CAVEATS

5.2 CURRENCY CONVERSION

5.3 MARKET DERIVATION

6 PREMIUM INSIGHTS

7 MARKET AT A GLANCE

8 INTRODUCTION

8.1 OVERVIEW

8.2 FRANCE AGRICULTURAL INCENTIVES

8.3 VALUE CHAIN ANALYSIS

8.4 IMPORT AND EXPORT ANALYSIS

8.5 FRANCE RELIANCE

8.6 AGRICULTURAL LAND HOLDING STRUCTURES

8.7 TECHNOLOGICAL ADVANCES

9 MARKET OPPORTUNITIES & TRENDS

9.1 INCREASED FOCUS ON SMART & AUTONOMOUS TRACTORS

9.1.1 SWATH CONTROL AND VARIABLE RATE TECHNOLOGY (VRT)

9.1.2 HIGH DEMAND FOR AUTONOMOUS EQUIPMENT

9.2 SHORTAGE OF AGRICULTURAL LABORERS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

9.3 INCREASING USE OF BIOENERGY IN AGRICULTURAL MACHINERY

10 MARKET GROWTH ENABLERS

- 10.1 GOVERNMENT SUBSIDIES & CREDIT SUPPORT SYSTEMS
- 10.2 GROWTH IN AGRICULTURAL PRODUCTIVITY AND EXPORTS
- 10.3 GROWING FARM MECHANIZATION

11 MARKET RESTRAINTS

- 11.1 HIGH DEMAND FOR USED & RENTAL TRACTORS
- 11.2 UNFAVORABLE WEATHER CONDITIONS
- 11.3 LACK OF AWARENESS OF LATEST INNOVATIONS IN AGRICULTURAL TRACTORS

12 MARKET LANDSCAPE

- 12.1 MARKET OVERVIEW
- 12.2 MARKET SIZE & FORECAST
- 12.3 FIVE FORCES ANALYSIS
 - 12.3.1 THREAT OF NEW ENTRANTS
 - 12.3.2 BARGAINING POWER OF SUPPLIERS
 - 12.3.3 BARGAINING POWER OF BUYERS
 - 12.3.4 THREAT OF SUBSTITUTES
 - 12.3.5 COMPETITIVE RIVALRY

13 HORSEPOWER

- 13.1 MARKET SNAPSHOT & GROWTH ENGINE
- 13.2 MARKET OVERVIEW
- 13.3 LESS THAN 50 HP
 - 13.3.1 MARKET OVERVIEW
 - 13.3.2 MARKET SIZE & FORECAST
 - 13.3.3 MARKET BY REGION
- 13.4 50-100 HP
 - 13.4.1 MARKET OVERVIEW
 - 13.4.2 MARKET SIZE & FORECAST
 - 13.4.3 MARKET BY REGION
- 13.5 101-150 HP
 - 13.5.1 MARKET OVERVIEW
 - 13.5.2 MARKET SIZE & FORECAST
 - 13.5.3 MARKET BY REGION
- 13.6 151-200 HP
 - 13.6.1 MARKET OVERVIEW
 - 13.6.2 MARKET SIZE & FORECAST
 - 13.6.3 MARKET BY REGION
- 13.7 201-300 HP
 - 13.7.1 MARKET OVERVIEW
 - 13.7.2 MARKET SIZE & FORECAST
 - 13.7.3 MARKET BY REGION
- 13.8 301-400 HP
 - 13.8.1 MARKET OVERVIEW

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

13.8.2 MARKET SIZE & FORECAST

13.8.3 MARKET BY REGION

13.9 ABOVE 400 HP

13.9.1 MARKET OVERVIEW

13.9.2 MARKET SIZE & FORECAST

13.9.3 MARKET BY REGION

14 DRIVE TYPE

14.1 MARKET SNAPSHOT & GROWTH ENGINE

14.2 MARKET OVERVIEW

14.3 2-WHEEL DRIVE

14.3.1 MARKET OVERVIEW

14.3.2 MARKET SIZE & FORECAST

14.3.3 MARKET BY REGION

14.4 4-WHEEL DRIVE

14.4.1 MARKET OVERVIEW

14.4.2 MARKET SIZE & FORECAST

14.4.3 MARKET BY REGION

15 REGION

15.1 MARKET SNAPSHOT & GROWTH ENGINE

15.2 MARKET OVERVIEW

15.3 NORTH

15.3.1 MARKET OVERVIEW

15.3.2 MARKET SIZE & FORECAST

15.3.3 MARKET BY HORSEPOWER

15.3.4 MARKET BY DRIVE TYPE

15.4 SOUTH

15.4.1 MARKET OVERVIEW

15.4.2 MARKET SIZE & FORECAST

15.4.3 MARKET BY HORSEPOWER

15.4.4 MARKET BY DRIVE TYPE

15.5 EAST

15.5.1 MARKET OVERVIEW

15.5.2 MARKET SIZE & FORECAST

15.5.3 MARKET BY HORSEPOWER

15.5.4 MARKET BY DRIVE TYPE

15.6 WEST

15.6.1 MARKET OVERVIEW

15.6.2 MARKET SIZE & FORECAST

15.6.3 MARKET BY HORSEPOWER

15.6.4 MARKET BY DRIVE TYPE

16 COMPETITIVE LANDSCAPE

16.1 COMPETITION OVERVIEW

16.1.1 RECENT DEVELOPMENTS BY TOP BRANDS

16.1.2 BRAND LOYALTY

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

17 KEY COMPANY PROFILES

17.1 JOHN DEERE

17.1.1 BUSINESS OVERVIEW

17.1.2 PRODUCT OFFERINGS

17.1.3 KEY STRATEGIES

17.1.4 KEY STRENGTHS

17.1.5 KEY OPPORTUNITIES

17.2 CNH INDUSTRIAL

17.2.1 BUSINESS OVERVIEW

17.2.2 PRODUCT OFFERINGS

17.2.3 KEY STRATEGIES

17.2.4 KEY STRENGTHS

17.2.5 KEY OPPORTUNITIES

17.3 AGCO

17.3.1 BUSINESS OVERVIEW

17.3.2 PRODUCT OFFERINGS

17.3.3 KEY STRATEGIES

17.3.4 KEY STRENGTHS

17.3.5 KEY OPPORTUNITIES

17.4 KUBOTA

17.4.1 BUSINESS OVERVIEW

17.4.2 PRODUCT OFFERINGS

17.4.3 KEY STRATEGIES

17.4.4 KEY STRENGTHS

17.4.5 KEY OPPORTUNITIES

18 OTHER PROMINENT VENDORS

18.1 CLAAS

18.1.1 BUSINESS OVERVIEW

18.1.2 PRODUCT OFFERINGS

18.1 DEUTZ-FAHR

18.1.1 BUSINESS OVERVIEW

18.1.2 PRODUCT OFFERINGS

18.2 BRANSON

18.2.1 BUSINESS OVERVIEW

18.2.2 PRODUCT OFFERINGS

18.3 TYM CORP.

18.3.1 BUSINESS OVERVIEW

18.3.2 PRODUCT OFFERINGS

18.4 LS TRACTOR

18.4.1 BUSINESS OVERVIEW

18.4.2 PRODUCT OFFERINGS

18.5 KIOTI

18.5.1 BUSINESS OVERVIEW

18.5.2 PRODUCT OFFERINGS

18.6 YANMAR

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

18.6.1 BUSINESS OVERVIEW
18.6.2 PRODUCT OFFERINGS

19 REPORT SUMMARY
19.1 KEY TAKEAWAYS
19.2 STRATEGIC RECOMMENDATIONS

20 QUANTITATIVE SUMMARY
20.1 MARKET BY REGION
20.2 MARKET BY HORSEPOWER
20.3 MARKET BY DRIVE TYPE

21 APPENDIX
21.1 ABBREVIATIONS

France Tractor Market - Industry Analysis & Forecast 2023-2028

Market Report | 2023-08-08 | 165 pages | Arizton Advisory & Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|---------------------|-----------|
| | Single User License | \$2990.00 |
| | Team License | \$3500.00 |
| | Enterprisewide | \$4500.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2026-03-10"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com