

## **Germany Agriculture Equipment Market - Industry Analysis & Forecast 2023-2028**

Market Report | 2023-09-22 | 183 pages | Arizton Advisory & Intelligence

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### **Report description:**

The Germany agricultural equipment market is expected to grow at a CAGR of 3.54% from 2022-2028.

### **KEY HIGHLIGHTS**

- Germany has over 83.3 million food consumers and is the largest food market in Europe. The country witnessed a massive increase in farm mechanization in terms of agricultural and industrial productivity.
- The penetration and adoption of farm mechanization practices across Germany drive the sale of new farm equipment. Agricultural implements are the major product categories of the organized agriculture market in Germany.
- The Germany agricultural equipment market grew by 3.1% in 2022 from 2021. The increase in crop production and agricultural equipment sales was due to the favorable climate in 2022.
- German 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.

### **MARKET TRENDS & OPPORTUNITIES**

#### **Use of Energy-efficient Agricultural Equipment**

The positive agriculture project aims to improve the living conditions of those in the agricultural supply chain and provide essential equipment sustainably. This aim joins an already announced objective to reduce total greenhouse gas (GHG) emissions by 40% by 2030 and zero by 2040. The adoption of energy-efficient agricultural equipment will enable the fulfillment of these objectives.

#### **High Local Production Capacities in Germany**

Germany has a large domestic agricultural equipment manufacturing base. There are more than 20 manufacturing plants that

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supply equipment for both domestic and international markets. Further, the availability of a cost-competitive and skilled labor force, competitive power and fuel rates, and a favorable tax regulatory system for the industry have all contributed to a favorable economic backdrop for production investments.

## SEGMENTATION INSIGHTS

### INSIGHTS BY EQUIPMENT TYPE

The tractor equipment type has the highest demand in the Germany agricultural equipment market, holding a share of more than 47%. The demand for high-power tractors is largely driven by medium and large-scale farmers and government institutions that focus on rental services, as many farmers in the country have more than ten hectares of land. Furthermore, Germany, a leader in the automotive and engineering industries, will likely be at the forefront of such technological advancements. Several companies and startups are working on developing electric and sustainable agricultural machinery, including electric tractors, to cater to the increasing demand for eco-friendly solutions in agriculture.

#### Segmentation By Equipment Type

- Tractors
  - o  Horsepower
  - o  Wheel-Drive
- Planting Equipment
  - o  Seeder
  - o  Planter
  - o  Transplanter
- Tillage Equipment
  - o  Plough
  - o  Harrow
  - o  Tiller
- Harvesting Equipment
  - o  Combine
  - o  Forage Harvester
- Mowing Equipment
  - o  Mower
  - o  Windrower
- Sprayer
- Others
  - o  Loaders
  - o  Balers

### INSIGHTS BY APPLICATION TYPE

Post Harvesting application type has accounted for the largest Germany agricultural equipment market share, accounting for more than 37% in 2022. Farmers use post-harvest machinery and equipment to transform themselves into more producer-cum-processor with the help of post-harvest technologies appropriate for cost, time, and labor savings toward enhancement of quality and marketability to their production by value addition and reducing post-harvest costs.

#### Segmentation By Application Type

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- Land Development and Seed Bed Preparation
- Sowing and Planting
- Plant Protection
- Harvesting and Threshing
- Post Harvesting

## COMPETITIVE LANDSCAPE

John Deere, CNH Industrial, and AGCO dominated the German agricultural equipment market with an industry share of over 40% in 2022. These brands have adopted several strategies to gain traction in the industry. The industry has many established players that provide their products in open fields, vineyards, and others. The industry competition is expected to intensify further during the forecast period with increased product/service expansions, technological innovations, and mergers & acquisitions. Arizton believes global players will grow by partnering on a technology-sharing basis with regional or local players in the future.

### Recent Developments in the Germany Agricultural Equipment 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.
- AGCO launched the latest Fendt 700 Vario series tractors in August 2022, featuring an upgraded powertrain with VarioDrive transmission and Fendt iD low engine speed concept. This new generation aims to enhance efficiency and productivity for customers.

### Key Company Profiles

- John Deere
- CNH Industrial
- AGCO
- Kubota

### Other Prominent Vendors

- SDF
- CLAAS
- Grimme
- Fliegl Agro-Center GmbH
- KUHN Group
- LEMKEN GmbH & Co. KG
- APV GmbH
- NEXAT GmbH
- KIOTI
- Sonalika
- Yanmar

### 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:

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-□Market Size & Forecast Volume (Units) 2020-2028

I.□Segmentation by Equipment Type

II.□Segmentation by Application Type

-□Major current and upcoming projects and investments

-□Competitive intelligence about the economic scenario, advantages in Germany, industry dynamics, and industry shares

-□Value chain analysis

-□SWOT analysis

-□Latest and innovative technologies

-□Import and export analysis

-□COVID-19 impact analysis of the market

-□Company profiles of major and other prominent vendors

-□Market shares of major vendors

KEY QUESTIONS ANSWERED:

1.□How big is the Germany agricultural equipment market?

2.□What is the growth rate of the Germany agricultural equipment market?

3.□What are the expected units sold in the German agricultural equipment market by 2028?

4.□Which application type holds the largest Germany agricultural equipment market share?

5.□What are some significant trends in the Germany agricultural equipment market?

6.□Who are the key players in the German agricultural equipment 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□VALUE CHAIN ANALYSIS

8.2.1□OVERVIEW

8.2.2□RAW MATERIAL & COMPONENT SUPPLIERS

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- 8.2.3 □ MANUFACTURERS
- 8.2.4 □ DEALERS/DISTRIBUTORS
- 8.2.5 □ RETAILERS
- 8.2.6 □ END-USERS
- 8.3 □ DISTRIBUTION CHANNELS FOR FARM EQUIPMENT
- 8.3.1 □ FINANCING OPTIONS FOR ACQUIRING FARM MACHINERY
- 8.4 □ SWOT ANALYSIS OF GERMANY AGRICULTURAL EQUIPMENT INDUSTRY
- 8.5 □ GOVERNMENT SUPPORT TO FARMERS
- 8.6 □ INCREASING ADOPTION OF PRECISION FARMING
- 8.7 □ AGRICULTURAL LAND-HOLDING STRUCTURES
- 8.8 □ TECHNOLOGICAL ADVANCES

## 9 □ MARKET OPPORTUNITIES & TRENDS

- 9.1 □ TECHNOLOGICAL ADVANCES IN AGRICULTURAL EQUIPMENT TECHNOLOGY
- 9.1.1 □ SWATH CONTROL AND VARIABLE RATE TECHNOLOGY
- 9.1.2 □ HIGH DEMAND FOR AUTONOMOUS EQUIPMENT
- 9.2 □ USE OF ENERGY-EFFICIENT AGRI EQUIPMENT
- 9.3 □ HIGH LOCAL PRODUCTION CAPACITIES IN GERMANY

## 10 □ MARKET GROWTH ENABLERS

- 10.1 □ ASSISTANCE TO FARMERS THROUGH LOANS & SUBSIDIES
- 10.2 □ INCREASED AGRICULTURAL PRODUCTIVITY & EXPORTS
- 10.3 □ INCREASED FARM MECHANIZATION
- 10.4 □ SHORTAGE OF AGRICULTURAL LABORERS

## 11 □ MARKET RESTRAINTS

- 11.1 □ LACK OF AWARENESS OF LATEST INNOVATIONS IN AGRICULTURAL EQUIPMENT
- 11.2 □ HIGH DEMAND FOR USED & RENTAL AGRI EQUIPMENT
- 11.3 □ CLIMATE CHANGE ADVERSELY IMPACTS AGRICULTURAL ACTIVITIES

## 12 □ MARKET LANDSCAPE

- 12.1 □ MARKET OVERVIEW
- 12.1.1 □ EQUIPMENT FINANCING STRUCTURE
- 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 □ EQUIPMENT TYPE

- 13.1 □ MARKET SNAPSHOT & GROWTH ENGINE
- 13.2 □ MARKET OVERVIEW
- 13.3 □ TRACTORS
- 13.3.1 □ MARKET OVERVIEW
- 13.3.2 □ MARKET SIZE & FORECAST

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- 13.3.3 □ HORSEPOWER: MARKET SIZE AND FORECAST
- 13.3.4 □ WHEEL-DRIVE: MARKET SIZE AND FORECAST
- 13.4 □ PLANTING EQUIPMENT
  - 13.4.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 13.4.2 □ MARKET OVERVIEW
  - 13.4.3 □ MARKET SIZE & FORECAST
  - 13.4.4 □ SEEDER: MARKET SIZE & FORECAST
  - 13.4.5 □ PLANTER: MARKET SIZE & FORECAST
  - 13.4.6 □ TRANSPLANTER: MARKET SIZE & FORECAST
- 13.5 □ TILLAGE EQUIPMENT
  - 13.5.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 13.5.2 □ MARKET OVERVIEW
  - 13.5.3 □ MARKET SIZE & FORECAST
  - 13.5.4 □ PLOUGH: MARKET SIZE & FORECAST
  - 13.5.5 □ HARROW: MARKET SIZE & FORECAST
  - 13.5.6 □ TILLER: MARKET SIZE & FORECAST
- 13.6 □ HARVESTING EQUIPMENT
  - 13.6.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 13.6.2 □ MARKET OVERVIEW
  - 13.6.3 □ MARKET SIZE & FORECAST
  - 13.6.4 □ COMBINES: MARKET SIZE & FORECAST
  - 13.6.5 □ FORAGE HARVESTER: MARKET SIZE & FORECAST
- 13.7 □ MOWING EQUIPMENT
  - 13.7.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 13.7.2 □ MARKET OVERVIEW
  - 13.7.3 □ MARKET SIZE & FORECAST
  - 13.7.4 □ MOWER: MARKET SIZE & FORECAST
  - 13.7.5 □ WINDROWER: MARKET SIZE & FORECAST
- 13.8 □ SPRAYER
  - 13.8.1 □ MARKET OVERVIEW
  - 13.8.2 □ MARKET SIZE & FORECAST
- 13.9 □ OTHER EQUIPMENT
  - 13.9.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 13.9.2 □ MARKET OVERVIEW
  - 13.9.3 □ MARKET SIZE & FORECAST
  - 13.9.4 □ LOADER: MARKET SIZE & FORECAST
  - 13.9.5 □ BALER: MARKET SIZE & FORECAST
  
- 14 □ APPLICATION
  - 14.1 □ MARKET SNAPSHOT & GROWTH ENGINE
  - 14.2 □ MARKET OVERVIEW
  - 14.3 □ LAND DEVELOPMENT AND SEEDBED PREPARATION
    - 14.3.1 □ MARKET OVERVIEW
    - 14.3.2 □ MARKET SIZE & FORECAST
  - 14.4 □ SOWING AND PLANTING
    - 14.4.1 □ MARKET OVERVIEW
    - 14.4.2 □ MARKET SIZE & FORECAST

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- 14.5 □ PLANT PROTECTION
  - 14.5.1 □ MARKET OVERVIEW
  - 14.5.2 □ MARKET SIZE & FORECAST
- 14.6 □ HARVESTING AND THRESHING
  - 14.6.1 □ MARKET OVERVIEW
  - 14.6.2 □ MARKET SIZE & FORECAST
- 14.7 □ POST HARVESTING
  - 14.7.1 □ MARKET OVERVIEW
  - 14.7.2 □ MARKET SIZE & FORECAST

- 15 □ COMPETITIVE LANDSCAPE
  - 15.1 □ COMPETITION OVERVIEW
    - 15.1.1 □ RECENT DEVELOPMENTS BY TOP BRANDS
    - 15.1.2 □ BRAND LOYALTY
    - 15.1.3 □ SALES & EXPORTS

- 16 □ KEY COMPANY PROFILES
  - 16.1 □ JOHN DEERE
    - 16.1.1 □ BUSINESS OVERVIEW
    - 16.1.2 □ PRODUCT OFFERINGS
    - 16.1.3 □ KEY STRATEGIES
    - 16.1.4 □ KEY STRENGTHS
    - 16.1.5 □ KEY OPPORTUNITIES
  - 16.2 □ CNH INDUSTRIAL
    - 16.2.1 □ BUSINESS OVERVIEW
    - 16.2.2 □ PRODUCT OFFERINGS
    - 16.2.3 □ KEY STRATEGIES
    - 16.2.4 □ KEY STRENGTHS
    - 16.2.5 □ KEY OPPORTUNITIES
  - 16.3 □ AGCO
    - 16.3.1 □ BUSINESS OVERVIEW
    - 16.3.2 □ PRODUCT OFFERINGS
    - 16.3.3 □ KEY STRATEGIES
    - 16.3.4 □ KEY STRENGTHS
    - 16.3.5 □ KEY OPPORTUNITIES
  - 16.4 □ KUBOTA
    - 16.4.1 □ BUSINESS OVERVIEW
    - 16.4.2 □ PRODUCT OFFERINGS
    - 16.4.3 □ KEY STRATEGIES
    - 16.4.4 □ KEY STRENGTHS
    - 16.4.5 □ KEY OPPORTUNITIES

- 17 □ OTHER PROMINENT VENDORS
  - 17.1 □ SDF
    - 17.1.1 □ BUSINESS OVERVIEW
    - 17.1.2 □ PRODUCT OFFERINGS
  - 17.2 □ CLAAS

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- 17.2.1 BUSINESS OVERVIEW
- 17.2.2 PRODUCT OFFERINGS
- 17.3 GRIMME
  - 17.3.1 BUSINESS OVERVIEW
  - 17.3.2 PRODUCT OFFERINGS
- 17.4 FLIEGL AGRO-CENTER GMBH
  - 17.4.1 BUSINESS OVERVIEW
  - 17.4.2 PRODUCT OFFERINGS
- 17.5 KUHN GROUP
  - 17.5.1 BUSINESS OVERVIEW
  - 17.5.2 PRODUCT OFFERINGS
- 17.6 LEMKEN GMBH & CO. KG
  - 17.6.1 BUSINESS OVERVIEW
  - 17.6.2 PRODUCT OFFERINGS
- 17.7 APV GMBH
  - 17.7.1 BUSINESS OVERVIEW
  - 17.7.2 PRODUCT OFFERINGS
- 17.8 NEXAT GMBH
  - 17.8.1 BUSINESS OVERVIEW
  - 17.8.2 PRODUCT OFFERINGS
- 17.9 KIOTI
  - 17.9.1 BUSINESS OVERVIEW
  - 17.9.2 PRODUCT OFFERINGS
- 17.10 SONALIKA
  - 17.10.1 BUSINESS OVERVIEW
  - 17.10.2 PRODUCT OFFERINGS
- 17.11 YANMAR
  - 17.11.1 BUSINESS OVERVIEW
  - 17.11.2 PRODUCT OFFERINGS

18 REPORT SUMMARY

18.1 KEY TAKEAWAYS

18.2 STRATEGIC RECOMMENDATIONS

19 QUANTITATIVE SUMMARY

19.1 MARKET BY EQUIPMENT TYPE

19.2 MARKET BY APPLICATION TYPE

20 APPENDIX

20.1 ABBREVIATIONS

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