

## **Southeast Asia Agriculture Equipment Market - Strategic Assessment & Forecast 2024-2029**

Market Report | 2024-07-18 | 184 pages | Arizton Advisory & Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$3500.00
- Team License \$4000.00
- Enterprisewide \$4500.00

### **Report description:**

The Southeast Asia agriculture equipment market is expected to grow at a CAGR of 5.91% from 2023 to 2029.

### KEY HIGHLIGHTS

- ? The Southeast Asia agriculture equipment market is expected to grow in the coming years, driven by increasing population, rising urbanization, and changing dietary patterns.
- ? The agricultural equipment market 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.
- ? Several governments of Southeast Asian countries plan 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 focus on enhancing productivity and expanding agricultural exports has driven the demand for advanced equipment in the region.

### MARKET OPPORTUNITIES

#### Adoption of Mechanization

The Southeast Asian agriculture equipment market is experiencing a significant uptick in mechanization adoption. With rising labor costs and a growing need for efficiency, farmers increasingly turn to mechanized solutions to enhance productivity and reduce manual labor.

#### Focus on Sustainable Agriculture

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

There is a noticeable shift towards sustainable agriculture practices in Southeast Asia. Farmers are becoming more aware of minimizing environmental impact and optimizing resource utilization. This trend is fuelling demand for precision farming technologies like GPS-guided equipment and drones, which can improve crop yields while reducing inputs such as water and fertilizers.

#### Government Support and Initiatives

Governments in the region are actively supporting the adoption of modern agricultural practices. Various programs and initiatives are being implemented to encourage using advanced agricultural technologies and equipment.

#### INSIGHTS BY EQUIPMENT TYPE

In 2023, the seedling, planting, & irrigation equipment segment recorded a high industry share in the Southeast Asia agriculture equipment market. The increasing demand for advanced agriculture equipment in Southeast Asia, particularly in countries like Indonesia, Thailand, and Vietnam, is boosting the need for efficient seedling, planting, and irrigation equipment. Seedling includes tools for seedling preparation and transplanting. Planting equipment is machines that sow seeds or plant seedlings into the soil. Irrigation equipment is tools and systems used to provide water to crops. The seedling, planting, and irrigation equipment segment generated the highest sales in all the countries. Market trends driving seedling, planting, and irrigation equipment sales include the following:

? Increasing adoption of automated and precision planting equipment to improve efficiency and productivity. Farmers are embracing advanced seed drills, planters, and air seeders, allowing for precise seed placement, optimizing spacing, and seed-to-soil contact.

? The rising demand for drip irrigation systems, particularly in row crops and horticulture, is due to their ability to deliver water directly to plant roots and reduce water wastage. Drip irrigation is expected to be the fastest-growing segment in the Southeast Asia agriculture irrigation equipment market.

#### Segmentation by Equipment Type

- Seedling, Planting, & Irrigation
  - o□Planters
  - o□Irrigation Pumps
  - o□Seed Drillers
- Agriculture Tractors
  - o□Horsepower Type
    - Less Than 50 HP
    - 50-100 HP
    - Above 100 HP
  - o□Wheel Drive Type
    - 2-Wheel-Drive
    - 4-Wheel-Drive
  - o□Land Preparation
    - Cultivators
    - Leveller
    - Others (Harrow, Cultipacker, Plough)
  - Weeding & Plant Protection
    - o□Sprayers
    - o□Weeders

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- Harvesting & Threshing
- o□Threshers
- o□Combine Harvesters
- o□Others (Windrowers, Balers, Mowers)

## GEOGRAPHICAL ANALYSIS

Regarding geography, Indonesia has the highest demand for agricultural equipment across the Southeast Asia agriculture equipment market. Moreover, Indonesia is expected to be the largest market for agriculture equipment during the forecast period due to the large number of farmers in the country and the increasing government support for agricultural mechanization. Indonesia's agricultural equipment market has also been growing steadily due to the increase in mechanization in the agricultural sector. The seedling, planting, and irrigation equipment market will grow significantly in the coming years. The industry presents opportunities for equipment manufacturers to introduce innovative and cost-effective solutions tailored to the needs of Indonesian farmers. Furthermore, Thailand and Vietnam are also expected to be major markets for agriculture equipment due to the high adoption of advanced farming practices in these countries.

### Segmentation by Region

- Indonesia
- Thailand
- Vietnam
- Philippines
- Malaysia
- Rest of Southeast Asia

## COMPETITIVE LANDSCAPE

The Southeast Asia agriculture equipment market is characterized by various global vendors that account for most of the market share. Therefore, it would be difficult for new players to compete with well-established vendors in the industry. The industry players' key competitive factors include efficiency, product reliability & availability, after-sales service, and price. The key players in the Southeast Asia agriculture equipment market include John Deere, CNH Industrial, AGCO Corporation, and Kubota Corporation. These companies invest heavily in research and development (R&D) to develop new and innovative equipment technologies. They are also expanding their presence in emerging markets to capitalize on the growing demand for agricultural equipment.

Vendors in the Southeast Asia agriculture equipment market invest in R&D to develop fundamental technology to establish competitiveness by enhancing core product technology in the agricultural equipment industry. Vendors differentiate themselves by improving product development, focusing on after-sales business, and cutting costs through greater operational efficiency. There is competition in the industry in the pursuit of large-scale farming. The agriculture industry experiencing slow growth tends to have a competitive environment, heavily influenced by price due to supply balancing demand. Price competition tends to be more significant for new equipment orders than aftermarket services. Considering the forecast for 2029, pricing for new equipment orders is expected to be a particularly influential competitive factor. Competition in the aftermarket portion is majorly against large, well-established national and global competitors and, in the countries, against regional and local companies.

### Major Vendors

- John Deere
- AGCO
- CNH Industrial

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- []Kubota
- []Mahindra Tractors
- []CB

#### Other Prominent Vendors

- []Yanmar
- []SDF
- []CLAAS
- []KIOTI
- []ISEKI & CO., LTD.
- []LOVOL
- []TAFE
- []Argo Tractors S.p.A.
- []MERLO S.p.A.
- []Bobcat
- []Arbos Group
- []BCS S.p.A.
- []LS MTRON LTD.
- []Changfa
- []Wuzheng Group
- []YTO
- []Zoomlion Heavy Industry Science&Technology Co., Ltd.

#### Distributor Profile

- []PT Indotruck Utama
- []United Tractors
- []PT. Cans Agrinusa
- []PT Wahana Inti Selaras
- []ETM Valstar Tractors
- []All-Planters Sdn. Bhd.
- []Agrimech
- []AgroAsia Tractors

#### 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 the following:

- ? Market Size & Forecast Volume (units) 2020-2029
- o Segmentation by Equipment Type
- o Segmentation by Geography
- ? Production and trade values
- ? Major current and upcoming projects and investments
- ? Competitive intelligence about the economic scenario, advantages, industry dynamics, and industry shares
- ? Innovative technologies
- ? Share by each equipment segment
- ? Share by each country

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- ? Company profiles of the major and other prominent vendors
- ? Company profiles of the distributors
- ? Market shares of major vendors

KEY QUESTIONS ANSWERED:

1. How big is the Southeast Asia agriculture equipment market?
2. What is the growth rate of the Southeast Asia agriculture equipment market?
3. Who are the key Southeast Asian agriculture equipment market players?
4. What are the trends in the Southeast Asia agriculture equipment market?
5. Which are the Southeast Asian agriculture equipment market's major distributor companies?

**Table of Contents:**

1. Research Methodology
2. Research Objectives
3. Research Process
4. Introduction
  - 4.1 Market Coverage
  - 4.2 Report Scope
5. Market at a Glance
  - 5.1 Market Overview
  - 5.2 Market Snapshot
6. Executive Summary
7. Market Landscape
  - 7.1 PESTLE Analysis
  - 7.2 Economic Scenario
  - 7.3 Key Projects
  - 7.4 Market Dynamics
  - 7.5 Import & Export Analysis
  - 7.6 Supply Chain Analysis
8. Segmentation
  - 8.1 By Equipment Type
    - 8.1.1 Equipment Definition (Seedling, Planting, and Irrigation)
      - 8.1.1.1 Seedling, Planting, and Irrigation Equipment (Volume)
      - 8.1.1.2 Irrigation Pumps
      - 8.1.1.3 Planters
      - 8.1.1.4 Seed Drillers
    - 8.1.2 Equipment Definition (Agricultural Tractors)
      - 8.1.2.1 Agricultural Tractors (Volume)
      - 8.1.2.2 Horsepower
      - 8.1.2.3 Wheel Drive
    - 8.1.3 Equipment Definition (Land Preparation)
      - 8.1.3.1 Land Preparation Equipment (Volume)
      - 8.1.3.2 Cultivator
      - 8.1.3.3 Leveller
      - 8.1.3.4 Others (Plough, Harrow)
    - 8.1.4 Equipment Definition (Weeding and Plant Protection)

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- 8.1.4.1 Weeding and Plant Protection Equipment (Volume)
- 8.1.4.2 Weeders
- 8.1.4.3 Sprayers
- 8.1.5 Equipment Definition (Harvesting and Threshing)
  - 8.1.5.1 Harvesting and Threshing Equipment (Volume)
  - 8.1.5.2 Combine Harvesters
  - 8.1.5.3 Threshers
  - 8.1.5.4 Others (Sickle and Mowers)
- 9. □Geographic Analysis
  - 9.1 By Country
    - 9.1.1 Indonesia
      - 9.1.1.1 Thailand
      - 9.1.1.2 Vietnam
      - 9.1.1.3 Philippines
      - 9.1.1.4 Malaysia
      - 9.1.1.4 Rest of Southeast Asia
- 10. □Technological Development
- 11. □Competitive Landscape
  - 11.1 Competitive Landscape Overview
  - 11.2 Vendors (John Deere| CNH Industrial| AGCO Corporation| Mahindra| Kubota| JCB| Yanmar| SDF| BCS Group| Claas| Kioti| Lovol| Iseki| Argo tractors| Arbos Group| LS Mtron)
  - 11.3 Other Prominent Vendors
  - 11.4 Distributor Company Profiles
- 12. □Report Summary
  - 12.1 Key Insights
  - 12.2 Abbreviation
  - 12.3 Exhibits
  - 12.4 Related Report
  - 12.5 Database
  - 12.6 Global Reach
  - 12.7 Offerings

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

**Southeast Asia Agriculture Equipment Market - Strategic Assessment & Forecast  
2024-2029**

Market Report | 2024-07-18 | 184 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	\$3500.00
	Team License	\$4000.00
	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	

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)