

Australia Agricultural Machinery Market Report and Forecast 2024-2032

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Report description:

Australia Agricultural Machinery Market and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the Australia agricultural machinery market size reached approximately USD 3.22 billion in 2023. Aided by the increasing demand for advanced farming technologies and the growing applications of agricultural machinery in various farming activities, the market is projected to grow at a CAGR of 7.7% between 2024 and 2032, reaching a value of around USD 6.25 billion by 2032.

Agricultural machinery encompasses a wide range of equipment used in various farming operations, including tractors, harvesters, ploughs, seed drills, and irrigation systems. These machines are essential for enhancing productivity, efficiency, and precision in agricultural practices. The adoption of advanced machinery enables farmers to perform tasks more effectively, reducing manual labour and increasing overall farm output.

The increasing demand for advanced farming technologies is driving the Australia agricultural machinery market growth. With the growing awareness of the benefits associated with modern agricultural practices, there has been a significant shift towards mechanised farming. This transition is fuelled by the need to enhance productivity, reduce labour costs, and improve crop yields. Additionally, the rising trend of precision agriculture has further contributed to the increasing popularity of advanced agricultural machinery, as it allows for more accurate and efficient farming practices.

Technological advancements play a significant role in propelling the Australia agricultural machinery market expansion. The integration of smart technologies, such as GPS, sensors, and automation, is revolutionising the agricultural sector. These innovations enable farmers to monitor and manage their fields in real time, optimise resource usage, and make data-driven decisions. Moreover, the development of autonomous tractors and drones is expected to further drive the market growth by enhancing operational efficiency and reducing the need for manual intervention.

As per the Australia agricultural machinery market analysis, tractors are the backbone of modern agriculture, providing the power and versatility needed for various farming operations. The demand for high-horsepower tractors with advanced features is on the rise, driven by the need for efficient and powerful machinery.

Harvesters, including combine harvesters and forage harvesters, are crucial for efficient crop harvesting. The adoption of advanced harvesters equipped with precision technology is increasing, driven by the need to improve harvest efficiency and

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reduce crop losses. These machines are essential for soil preparation and weed control. The demand for advanced ploughs and cultivators that offer better soil management and reduced labour requirements is growing. Seed drills and planters are used for precise seed placement and planting. The increasing focus on precision farming is driving the demand for advanced seed drills and planters that ensure uniform seed distribution and optimal crop growth, propelling the Australia agricultural machinery market development.

Machinery used for land development includes bulldozers, excavators, and graders. The demand for land development machinery is driven by the need to prepare land for agricultural use and improve farm infrastructure. Planting machinery, including seed drills and planters, is essential for precise seed placement and optimal crop growth. The demand for advanced planting machinery is increasing, driven by the focus on precision agriculture. Crop protection machinery, such as sprayers and spreaders, is used to apply fertilisers, pesticides, and herbicides. The adoption of advanced crop protection machinery that ensures uniform application and reduces chemical usage is growing, leading to Australia agricultural machinery market expansion.

Companies are increasingly focusing on developing smart farming solutions that integrate advanced technologies, such as GPS, sensors, and automation, to enhance productivity and efficiency. With the growing emphasis on sustainability, manufacturers are adopting eco-friendly production practices and developing machinery that minimises environmental impact. This includes the use of renewable energy sources and reducing emissions. To meet the rising demand, companies are expanding their dealer networks and establishing new facilities in strategic locations across Australia. This ensures better accessibility and support for farmers.

Market Segmentation

The Australia agricultural machinery market can be divided based on tractors, ploughing and cultivating machinery, irrigation machinery, haying and forage machinery, planting machinery, and application.

Market Breakup by Tractors

- Utility
- Horsepower

Market Breakup by Ploughing and Cultivating Machinery

- Ploughs
- Harrows
- Cultivators and Tillers
- Others

Market Breakup by Irrigation Machinery

- Sprinkler Irrigation
- Drip Irrigation
- Others

Market Breakup by Haying and Forage Machinery

- Mowers and Conditioners
- Balers
- Others

Market Breakup by Planting Machinery

- Seed Drills
- Planters
- Spreaders
- Others

Market Breakup by Application

- Land Development and Seed Bed Preparation
- Sowing and Planting
- Weed Cultivation
- Plant Protection

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- Harvesting and Threshing
- Post-harvest and Agro-Processing

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the Australia agricultural machinery market. Some of the major players explored in the report by Expert Market Research are as follows:

- Mahindra & Mahindra Ltd.
- AGCO GmbH (Fendt)
- Kubota Corporation
- CNH Industrial N.V.
- Deere & Company
- Netafim Ltd.
- CLAAS KGaA mbH
- KUHN SAS
- Daedong (KIOTI)
- Agrifarm Engineering
- Others

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