

North America Agricultural Tractors Market Report and Forecast 2025-2034

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Report description:

The North America agricultural tractors market reached a volume of approximately 278.09 Thousand Units in 2024. The market is projected to grow at a CAGR of 2.40% between 2025 and 2034 to reach 352.52 Thousand Units by 2034.

North America Agricultural Tractors Market Growth

An agricultural tractor is a powerful vehicle specifically designed for use in farming. A tractor is built to deliver high torque at low speeds, which makes it ideal for pulling heavy equipment like ploughs, harrows, and planters. Using agricultural tractors is very advantageous because it helps save a lot of time spent working in the field. Also, tractors complete tasks much quicker and help reduce manual labour by a significant amount. It is also very efficient because it can cover a large area of land with precision and uniformity.

In North America, the rising food demand, gravitation towards fuel efficiency, and growth of largescale farming has driven the market for agricultural tractors. As of June 12, 2023, according to data from the Association of Equipment Manufacturers (AEM), '4-wheel drive' tractors and 'combine harvesters' saw continued growth in and constituted a significant portion of the North America agricultural tractors market share. Moreover, in the United States, sales of 'self-propelled combine tractors' experienced the highest growth of approximately 54.6%, a significant increase from 2022. In Canada, sale of 'combine harvesters' grew by the biggest margin, where the segments grew by 68.3% in the month of June, and 107.7% in the year 2023 overall. The rising sales of different type of agri-tractors in the region has boosted the market revenue for agricultural tractors.

Key Trends and Developments

Rising demand for powerful tractors, adoption of latest technologies, and shift towards eco-friendly options are the key trends boosting North America agricultural tractors market development

June 2024

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New Holland and Bluewhite announced a multi-layered partnership to collaborate on manufacturing, distributing, and integrating Bluewhite's autonomous technology with 'New Holland' tractors in North America.

February 2024

Mahindra, at the National Farm Machinery Show, launched the brand's new line of compact and subcompact tractors, which can help propel the compact segment of tractors that has recently entered the market.

December 2023

The Swedish equipment maker 'Vaderstad' started expanding in the United States by launching their agricultural planters. The brand will have several planters working in the United States in 2024.

September 2023

'New Holland Agriculture' a brand of CNH Industrial, introduced their first all-electric autonomous, utility tractor: the T4 Electric Power, which will help provide an eco-friendly tractor for farmers and producers.

Increasing demand for more powerful tractors

As the demand increases, the North America agricultural tractor market is increasingly moving towards high-powered tractors to help with easier coverage of extensive areas of land and improve yield. The maintenance of large equipment and machinery like planters and harvesters also need a powerful tractor, leading to their increasing purchase by farmers.

High adoption of precision agriculture

Tractors are being equipped with the latest technologies that help increase the quantity and quality of the yield. GPS integration is one such technology that enables auto-navigation in the tractor to ensure accurate and equidistant seed planting. Another technology is the Variable Rate Technology (VRT) which aids in the accurate application of labour and other inputs.

Introduction of specially designed tractors for use in orchards and vineyards

Market players are introducing tractors specifically designed for use in the orchards and vineyards of US. These tractors have a lower height, which helps in the precise movement under vines and a narrower chassis, further reducing crop damage.

Rising shift towards electric tractors

Electric tractors are environment-friendly, produce zero carbon emissions, and help curb noise pollution, which is why farmers are shifting towards e-tractors. These tractors are also more cost-efficient and help reduce maintenance costs, leading to higher profit margins for farmers.

North America Agricultural Tractors Market Trends

As per industry reports, total farming land in 2022 in North America was approximately 893 million acres and the average farm size in the United States is 618 acres. These large-scale farmlands generate the demand for efficient, more powerful machinery with a higher capacity. As per North America agricultural tractors market analysis, as disposable incomes rise, significant lifestyle

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changes can be observed. Hence, as the spending patterns and food habits of the people change, they demand better quality food. This is being made possible through the incorporation of Information and Communications Technology (ICT) or the application of precision agriculture. Integration of these new technologies comes with the requirement to install more machinery and equipment to facilitate their functioning, which is creating a high demand for powerful tractors.

North America Agricultural Tractors Industry Segmentation

'North America Agricultural Tractors Market Report and Forecast 2025-2034' offers a detailed analysis of the market based on the following segments:

Market Breakup by Engine Power:

- Less Than 40 HP
- 41 to 100 HP
- More Than 100 HP

Market Breakup by Type:

- Orchard Tractors
- Row-Crop Tractors
- Others

Market Breakup by Propulsion:

- Electric
- ICE

Market Breakup Country:

- United States
- Canada

North America Agricultural Tractors Market Share

Tractors specifically designed for orchards are capturing a growing market share, driven by their compact size

Characterised by their compact size, ease of manoeuvrability, and specific features that facilitate working in tight spaces between rows of fruits or vines, orchard tractors are increasingly being used for the cultivation of fruits and vegetables, and grape farming over traditional tractors that are best used for large-scale farming. Popular brands like Mahindra, Force and Ferrari are developing their respective models of orchard tractors to keep up with the demand in agricultural tractors market in North America. The orchard tractor market has been propelling since the last few years and is expected to go upward in the future.

Electric tractors are gaining popularity in the agriculture sector as they are fuel efficient and eco-friendly

While ICE tractors dominate the market, the share of electric tractors is rapidly growing. This comes due to the active government support and initiatives to promote the use of electric tractors as well as the ongoing technological advancements. This growth in popularity is also because of the reduced carbon emissions and environmental impact of these vehicles. Market players are

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consistently conducting experiments and working on improving the battery life, efficiency and strength of electric tractors to be able to establish a place in the ICE dominated tractor market.

Leading Companies in the North America Agricultural Tractors Market

Market players are increasingly using newer technologies and focusing on improving tractor efficiency as well the interiors to stand out in the market.

Kubota Corp

Kubota Corp is a multinational corporation headquartered in Osaka, Japan that was established in the year 1890. The company manufactures tractors and other agricultural machinery. They make both diesel and gasoline engines.

CNH Industrial N.V.

CNH Industrial N.V. is an American-Italian multinational corporation that is headquartered in Basildon, United Kingdom. CNH Industrial N.V. was founded in 2012 and has many businesses under it through which it designs produces and sells agricultural machinery and construction equipment.

ISEKI & Co. Ltd.

ISEKI & Co. Ltd. is company based in Matsuyama and Tokyo in Japan that was established in August 1926. It is the third-largest Japanese agricultural machinery manufacturing company.

Deere & Co.

Deere & Co., founded in 1837 and headquartered in Illinois, United States, is an American corporation that is into the manufacturing of agricultural machinery, heavy equipment, diesel engines and drivetrains used in heavy equipment, as well as lawn care equipment.

Other key players in the North America agricultural tractors market report include Yanmar Holdings Co., Ltd., CLAAS KGaA GmbH, SDF S.p.A (DEUTZ-FAHR), AGCO Corp., Mahindra and Mahindra Ltd., Tractors and Farm Equipment Limited, among others.

North America Agricultural Tractors Market Analysis by Region

The United States is the primary market for agricultural tractors in the North American region. This is because the country has a large cultivable land area and a higher food demand owing to its increasing population. Adding to this, the United States produces a wide variety of crops including corn, cotton, rice as well as fruits and vegetables which generate requirements for different kinds of agricultural tractors. In the year 2023, cotton acreage was estimated to be 11.4 million acres, which has also positively impacted the North America agricultural tractors market development.

While smaller than the United States, Canada's tractor market is also significant in the region. This market however has different needs. The country is increasingly adapting sustainable agriculture and demands tractors that are fuel-efficient and contribute lower carbon emissions. Electric tractors that are compact and more environment friendly are ideal for use here. In 2030, a prototype electric tractor by Kubota Corporation is set to launch in the market, as revealed at CES 2024.

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