

Australia Agricultural Machinery Market Report and Forecast 2025-2034

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Report description:

The Australia agricultural machinery market size reached a value of approximately USD 3.22 Billion in 2024. The market is assessed to grow at a CAGR of 7.70% between 2025 and 2034, reaching a value of nearly USD 6.76 Billion by 2034.

Key Trends in the Market

Agricultural machinery refers to machines and devices used in farming or other agricultural practices. These types of machinery can range from simple handheld tools to complex AI-driven machines that can drive precision and multitasking.

- With the rise in population, the demand for food and agricultural products significantly rises. Agricultural machinery enables farmers to enhance their productivity and meet the growing food demand. As modern mechanised methods are replacing traditional farming practices, the use of various types of machinery to reduce the requirement for manual labour and increase efficiency and yield is surging.
- One of the key Australia agricultural machinery market trends is the increasing adoption of technologies like AI and the Internet of things (IoT). These technologies empower farmers to visualise, monitor, and control farm operations in real time, enhance productivity, and reduce input costs, among others.
- The Australia agricultural machinery market growth can be attributed to the shift towards sustainable agricultural practices amid growing concerns regarding rapid climate change. This drives the demand for eco-friendly and energy-efficient machinery that can reduce carbon footprints while enhancing the productivity of farmers.

Australia Agricultural Machinery Market Segmentation

"Australia Agricultural Machinery Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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Breakup by Tractors

- Utility Type
- Horsepower

Breakup by Ploughing and Cultivating Machinery

- Ploughs
- Harrows
- Cultivators and Tillers
- Others

Breakup by Irrigation Machinery

- Sprinkler Irrigation
- Drip Irrigation
- Others

Breakup by Haying and Forage Machinery

- Mowers and Conditioners
- Balers
- Others

Breakup by Planting Machinery

- Seed Drills
- Planters
- Spreaders
- Others

Breakup by Application

- Land Development and Seed Bed Preparation
- Sowing and Planting
- Weed Cultivation
- Plant Protection
- Harvesting and Threshing
- Post-harvest and Agro-Processing

Market Share by Tractors

Utility tractors account for a substantial Australia agricultural machinery market share as they are ideal for applications such as sowing, landscaping, and ploughing, among others. Row crop tractors, a type of utility tractor, can efficiently perform various farming tasks, including weed control, levelling, harrowing, ploughing, and pulling seed drills. They also offer various benefits like smooth driving experience, higher ground clearance, excellent row spacing, ease of steering, which is boosting their usage in

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large farms.

Market Share by Irrigation Machinery

As per the Australia agricultural machinery market analysis, sprinklers are widely used in irrigation of crops due to their excellent coverage. They are also low-maintenance and can evenly distribute fertilisers and pesticides. Sprinkler systems are beneficial for all types of soils, can act as cooling systems, and provide ease of installation benefits.

Meanwhile, the usage of drip irrigation systems is likely to increase in the forecast period as they minimise evaporation and water loss, improve seed germination, and eliminate the risk of soil erosion.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on Porter's five forces model, along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the Australia agricultural machinery market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

Mahindra & Mahindra Ltd.

Mahindra & Mahindra Ltd. is an Indian multinational automobile manufacturing corporation headquartered in Mumbai, India. It is a part of the Mahindra Group, and it offers a wide range of tractors and agricultural equipment tailored to the specific needs of farmers. The company was established in 1945 and since has become one of the leading tractor manufacturers in India.

AGCO GmbH (Fendt)

AGCO GmbH (Fendt) is a leading agricultural machinery manufacturer based in Georgia, the United States. Fendt is recognised worldwide for manufacturing high-quality and innovative agricultural equipment. Some of the prominent brands of the company are Valtra., GSI, Massey Ferguson, and Fendt.

Kubota Corporation

Kubota Corporation is a Japanese multinational company that manufactures equipment and machinery for various sectors, including agriculture, construction, and industrial. The company was founded in 1890 and has its headquarters in Osaka. Kubota offers a wide range of agricultural equipment, including tractors, utility vehicles, and compact construction equipment, among others.

Other major players in the Australia agricultural machinery market include CNH Industrial N.V., Deere & Company, Netafim Ltd., CLAAS KGaA mbH, KUHN SAS, Daedong (KIOTI), and Agrifarm Engineering, among others.

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