

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The UK market for agricultural machinery is expected to contract in 2015. Between 2016 and 2019 agricultural machinery demand is anticipated to demonstrate moderate annual growth. Market development is expected to be largely driven by innovation, reflecting the continued trend towards automation and adoption of precision farming techniques.”

– Claudia Preedy, Industrial Analyst

This report looks at the following areas:

- How has the market performed over the last five years?
- What is the impact of the legislative and regulatory environment on the market?
- What has been the financial performance of key players in recent years?
- What innovations are driving market development?
- How will the market develop over the next five years?

The market for agricultural machinery can be broadly segmented between tractors, trailers and other agricultural equipment. Agricultural tractors are typically regarded as those with engine sizes exceeding 40hp, while including a growing number of all-terrain vehicles (ATVs) and rough terrain vehicles (RTVs). They are also referred to as compact tractors and the increasing power of such machines is enabling tasks traditionally undertaken by conventional tractors to be carried out by smaller vehicles, often at a substantially lower cost.

The range of other agricultural equipment is extensive, including mobile machinery, such as combine harvesters and mowing equipment; static machinery, including milking equipment, produce conveyors and grain dryers; and trailed equipment, such as ploughs, sprayers, harrows and balers. For the purposes of this report, handling equipment and tools, such as fork-lift trucks, diggers and chainsaws, are excluded from the analysis of the market.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Executive Summary

The market

UK agricultural machinery market up by an estimated 4% in 2014

Figure 1: The UK market for agricultural machinery, 2010-14

Tractor demand negatively affected by farmers' cautious approach to machinery spending in 2014

Demand for agricultural equipment (excl. tractors & trailers) up by an estimated 7% in 2014 due to strong upturn in parts sales

Figure 2: Segmentation of the UK market for agricultural machinery, 2014

UK apparent consumption of agricultural machinery expected to contract by 3% in real terms in 2015

Figure 3: Forecast UK market for agricultural machinery, 2015-19

Market factors

Changes to EU farm subsidy payment system in 2015 add uncertainties to the agricultural machinery market

Farm income strongly affected by unpredictable external factors

Figure 4: Total income from farming in the UK, 2003-13

Structural changes in farming affecting demand for agricultural machinery

Adoption of precision farming techniques driving innovation in agricultural equipment market

Companies

What we think

Key Insights

How does the consolidation of the farming industry affect the equipment market?

How is innovation driving market development?

Is the industry set to further concentrate and internationalise?

Is the tractor market expected to become more competitive over the next five years?

What challenges does the integration of telematics into agricultural machinery present to the distribution network?

Introduction

Definitions

Methodology

Abbreviations

Market positioning

UK Economy

Overview

Inflation

Interest rates

House prices

Consumer spending

Manufacturing

Business investment

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Imports
Exports

Market Factors

Key points

Market factors

Common Agricultural Policy (CAP) up to 2013

CAP Reform 2014-20

Currency

Farm income

Key analysis

Figure 5: Total income from farming in the UK, 2003-13 (£ million at current prices)

Figure 6: UK farming production and expenditure, 2009-13 (£ million at current prices)

Figure 7: Average farm business income per farm in England, 2010/11-13/14 (£/farm at current prices)

Figure 8: Farm gate price index, 1999-2014

Structural changes

Annual Investment Allowance

Increase in tractor weight and speed limits

Attractiveness of farming for lending

Market Size and Segmentation

Key points

Market size

Key analysis

Figure 9: The UK market for agricultural machinery, 2010-14 (£ million at MSP)

Market segmentation

Overview

Figure 10: Segmentation of the UK market for agricultural machinery, 2010-14 (£ million at MSP)

Figure 11: Segmentation of the UK market for agricultural machinery, 2010-14

Tractors

Figure 12: UK market for tractors, 2010-14 (Units, £ million at MSP and average value in £ at MSP)

Trailers for agricultural purposes

Figure 13: The UK market for trailers for agricultural purposes, 2010-14 (£ 000)

Other agricultural equipment

Figure 14: The UK market for agricultural equipment, excluding tractors and trailers, 2010-14 (£ million at MSP)

Figure 15: Segmentation of the UK market for agricultural equipment, excluding tractors and trailers used for agricultural purposes, by type, 2010-14 (£ 000 at MSP)

Figure 16: Segmentation of the UK market for agricultural equipment, excluding tractors and trailers used for agricultural purposes, by type, 2014

Market Trends

Key points

Overview

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Technology and innovation

Adoption of GPS technology driven by move towards precision farming techniques

Development of advanced telematics systems

Higher throughput of combine harvester

Focus on safety of machines and operators

Integration of automation and robotics in farming industry

Increased popularity of ATVs and UTVs

Development of agricultural land use and live stock number

Figure 17: UK agricultural cropping land use, by type, 2010-14 (000 hectares)

Figure 18: UK livestock numbers, by type, 2010-14 (000 heads)

Equipment replacement cycle

Tractor registrations

Figure 19: UK agricultural tractor registrations, 2004-14 (Number and hp)

Figure 20: UK agricultural tractor registrations, 2005-14

Plant protection products (sustainable use) regulations 2012

Increased professionalism of farming community

Regionality of sales

Figure 21: Regional analysis of agricultural businesses, by size and country, 2013 (Hectares and 000 holdings)

Figure 22: Regional analysis of farm business income in England, 2012/13-13/14 (£/farm)

Distribution

Key points

Overview

Figure 23: Analysis of the financial structure of the agricultural machinery wholesale industry, 2013-14 (£ 000 and number of companies)

Supply Sources

Key points

Production

Overview

Figure 24: UK production of agricultural machinery, 2010-14 (£ million at MSP)

Figure 25: UK production of agricultural machinery, 2010-14

Tractors

Figure 26: UK production of tractors, 2010-14 (Units, £ million at MSP and average value in £ at MSP)

Trailers used for agricultural purposes

Figure 27: UK production trailers used for agricultural purposes, 2010-14 (£ 000 at MSP)

Other agricultural equipment

Figure 28: UK production of agricultural equipment, by type, 2010-14 (£ 000 at MSP)

Imports

Overview

Figure 29: UK imports of agricultural machinery, 2010-14 (£ million at CIF)

Tractors and trailers

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 30: UK imports of tractors and trailers, 2010-14 (£ 000 at CIF)

Other agricultural equipment

Figure 31: UK imports of agricultural equipment by type, 2010-14 (£ 000 at CIF)

Figure 32: UK imports of agricultural equipment by type, 2014

Exports

Overview

Figure 33: UK exports of agricultural machinery, 2010-14 (£ million at FOB)

Tractors

Figure 34: UK exports of tractors, 2010-14 (Units, £ million at FOB)

Trailers used for agricultural purposes

Figure 35: UK exports of trailers used for agricultural purposes, 2009-14 (Units, £ 000 at FOB)

Other agricultural equipment

Figure 36: UK exports of agricultural equipment by type, 2010-14 (£ 000 at FOB)

Trade surplus/deficit

Overview

Figure 37: Segmentation of UK trade surplus/deficit of agricultural machinery, 2010-14 (£ million)

Figure 38: Trade deficit of agricultural machinery, 2010-14

Industry Structure

Key points

Industry development

Key analysis

Figure 39: Analysis of the changes in the structure of the agricultural and forestry machinery manufacturing industry in the UK, 2010-14 (Number of factories and businesses)

Structure by employment

Figure 40: Analysis of the employment of the agricultural and forestry machinery manufacturing industry, 2013-14 (Number of factories and employment level)

Structure by turnover

Figure 41: Analysis of the financial structure of the agricultural and forestry machinery manufacturing industry, 2013-14 (£ 000 and number of companies)

Figure 42: Analysis of the agricultural and forestry machinery manufacturing industry, by turnover size band, 2014

Company profiles

AGCO

Figure 43: Financial analysis of AGCO, 2009-13 (£ million)

Alamo Manufacturing Services (UK)

Figure 44: Financial analysis of Alamo Manufacturing Services (UK), 2009-13 (£ 000)

Claas UK

Figure 45: Financial analysis of Claas UK, 2010-14 (£ million)

CNH UK

Recent production performance and outlook

Figure 46: Financial analysis of CNH UK, 2009-13 (£ million)

Ifor Williams Trailers

Figure 47: Financial analysis of Ifor Williams Trailers, 2010-14 (£ 000)

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
 CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
 Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
 EMAIL: reports@mintel.com

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

JCB Landpower

Figure 48: Financial analysis of JCB Landpower, 2009-13 (£ 000)

John Deere

Figure 49: Financial analysis of John Deere, 2009-13 (£ 000)

Kuhn Farm Machinery (UK)

Figure 50: Financial analysis of Kuhn Farm Machinery (U.K.), 2009-13 (£ 000)

Kverneland Group (UK)

Figure 51: Financial analysis of Kverneland Group (UK), 2009-13 (£ 000)

Peacock & Binnington

Figure 52: Financial analysis of Peacock & Binnington, 2009-13 (£ 000)

R J Fullwood and Bland

Figure 53: Financial analysis of R J Fullwood and Bland, 2009-13 (£ 000)

Vaderstad

Figure 54: Financial analysis of Vaderstad, 2009-13 (£ 000)

Forecast

Key points

Market size

Innovation and product development

Figure 55: Forecast UK market for agricultural machinery, 2015-19 (£ million at 2014 prices)

Key analysis:

Figure 56: Forecast UK market for agricultural machinery, 2014-19

Production

Figure 57: Forecast UK production of agricultural machinery, 2015-19 (£ million at 2014 prices)

Figure 58: Forecast UK production of agricultural machinery, 2015-19

Imports

Figure 59: Forecast UK imports of agricultural machinery, 2015-19 (£ million at 2014 prices)

Figure 60: Forecast UK imports of agricultural machinery, 2015-19

Industry

Key analysis

Further Sources and Contacts

Trade association

Agricultural Engineers Association

British Agricultural & Garden Machinery Association

Agricultural Industries Confederation

Institution of Agricultural Engineers

Trade magazines

Agricultural Engineering Abstracts (Monthly)

The Bulletin BAGMA (Bi-monthly)

Farm Contractor & Large Scale Farmer (Monthly)

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Agricultural Machinery - UK - March 2015

Report Price: £995.00 | \$1611.35 | €1263.96

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Farm Trader (Monthly)
Farmers Guardian (Weekly)
The Farmers Mart (Monthly)
Farmers Weekly (Weekly)
Profi International (Monthly)
Trade exhibitions
LAMMA 2016
MACH 2016

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com