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

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House prices
Consumer spending
Manufacturing
Business investment
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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)
The Farm Contractor & Large Scale Farmer (Monthly)
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Farm Trader (Monthly)
Farmers Guardian (Weekly)
The Farmers Mart (Monthly)
Farmers Weekly (Weekly)
Profi International (Monthly)
Trade exhibitions
LAMMA 2016
MACH 2016