Description: The African Agricultural Tractor Machinery was USD XXX million in 2015 and is estimated to reach a value USD XXX million by 2020 with a CAGR of XX%. With the changing industrial trends, leading to development of more sophisticated Agricultural machinery, farming methods took a giant leap forward. The power source required for farming was supplied by Ox and other domestic animals, but gradually, portable engine was developed. Improvising the same, tractor engine, a multipurpose mobile energy source that was the ground-crawling cousin to the steam locomotive came into use. The first tractor came into use in the late 19th century. These equipment increase the productivity of the producer, improve the quality of product and reduce the hazards of operations. However, with the developing technology, in the foreseeable future, driverless tractors which use GPS maps and electronic sensors may come into play. South Africa has the highest market share followed by Egypt.

The several subsidies by the government for Farm mechanization is driving the Agricultural tractor machinery market. The increasing modernization and thus the decrease in the farmland is a hindrance for growth of the tractors market. The Agricultural tractors are also being used in several other non-agricultural applications such as in sand mines, brick kilns, road making etc., thus providing an opportunity for growth for the key players in the market.

The tractors market has been segmented based on product types into Pedestrian and Wheeled tractors. Also, they can be segmented to various types depending on the end applications into Utility, Row crop, Orchard type, Industrial, Garden, Rotary tillers, Implement carriers and Earth Moving Tractors. Major companies operating in the segment are Deere and Company, CNH Global NV, Mahindra & Mahindra Ltd., AGCO tractor, Farmtrac Tractor Europe, Massey Ferguson, and Escorts etc. which are constantly trying to increase their presence and market share by several strategies.

Key Deliverables in the Study

- Market analysis for the African Agricultural Tractor Machinery Market, with region specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the African Agricultural Tractor Machinery market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped
2.4.2 Discussion Guide
2.4.3 Market Engineering and Econometric Modelling
2.4.4 Expert Validation

3. Market Dynamics
3.1 Drivers
3.1.1 Government subsidies for Farm Mechanization
3.1.2 Rising level of mechanization in the agriculture sector
3.2 Restraints
3.2.1 Low purchasing power and high cost
3.2.2 Growing urbanization and decreasing farmland
3.3 Opportunities
3.3.1 Shorter replacement cycle of the tractor boost the sales volume
3.3.2 Higher tractor penetration in the developing countries like India, South Africa etc
3.3.3 Use of tractors for non-agriculture purpose
3.4 Porter's Five Forces Analysis
3.4.1 Bargaining Power of Buyers
3.4.2 Bargaining Power of Suppliers
3.4.3 Degree of competition
3.4.4 Threat of new entrants
3.4.5 Threat of substitutes

4. Market Segmentation
4.1 By Product Type
4.1.1 Pedestrian
4.1.2 Wheeled
4.2 By Application
4.2.1 Utility Tractors
4.2.2 Row Crop Tractors
4.2.3 Garden and Orchard type Tractors
4.2.4 Others
4.3 By Geography
4.3.1 Africa
4.3.1.1 South Africa
4.3.1.2 Egypt
4.3.1.3 Others

5. Competitive Landscape
5.1 Mergers and Acquisitions
5.2 Joint Ventures
5.3 New Product Launches
5.4 Most active companies in the past five years
5.5 Market Share Analysis

6. Company Profiles
6.1 AGCO
6.2 CNH Industrial
6.3 Deere and Company
6.4 Kubota
6.5 Mahindra and Mahindra Ltd.
6.6 Farmtrac Tractor
6.7 McCormick Tractors
6.8 Case IH
6.9 Deutz Fahr
6.10 CLAAS
6.11 Kioti Tractor
6.12 Belarus Tractor
6.13 Massey Ferguson Tractor
6.14 Caterpillar Inc
6.15 SAME Deutz Fahr
6.16 Fendt
6.17 Escorts
6.18 Valtra
6.19 Daedong USA Inc

7. Appendix
7.1 Sources
7.2 Disclaimer

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