
Description: The Africa utility tractor market was XX million US$ in 2014 and expected to reach XX million US$ by 2020 growing at a CAGR of XX% during the forecasted period 2015-2020. Utility tractor are the high power operation, more compact feature and easy to use multiple functioning tractor which are used for various purpose as agriculture, landscaping, ploughing, grounds keeping. Africa continent despite of available large agriculture land is the largest importer of agriculture machinery and tractors.

The major driver for the market are increase in demand of agriculture products as a result of growing population, extensive agriculture land area, increased in imported products and innovation in farm equipment technology. The compact design, high efficiency and moderate price range among other tractors has increased its demand in the market. In Africa the government support and subsidies for promoting agriculture productivity is very low due to the economic imbalance in the region which is a major restrain factor for the market. Also the huge import and other taxes by government for imported tractors are being restrain for the market. Other factors affecting the market are the high cost and inflation in grain prices as a result of low economy in the continent.

Market segmentation of utility tractors are categorised by the application type, by drive type and by geography. In the application type market is further segmented into three types as dairy field operations, hay & agriculture products operations and landscaping. Utility tractors have major applications in hay and agriculture products. The market segment by drive type includes pedestrian type and wheeled type. Wheeled type market is sub segmented into two, three and four wheel type. Wheel type utility tractor has a major market than the track type. Two wheeled tractors are extremely common in the agriculture operations worldwide and has the highest market share among others.

Key Deliverables

- Market analysis for the Africa Utility tractor Market, with region specific assessments and competition analysis on Africa 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 Africa 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 Africa Utility tractor market on both Africa 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

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