
Description: The South America 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. South America has a larger agriculture production area with extensive farming which maximises the use of utility tractor in the countries like Brazil, Argentina.

The major driver for the market are Increase in demand for high power tractor, increase involvement of multinational companies for tractors in the region, government policies for manufacturing companies, increase in demand of agriculture products as a result of growing population, government subsidies for agro machinery to farmers. The important feature of ease in attaching and detaching of functional parts and use for multipurpose operations are driving the utility tractor market. The compact design, high efficiency and moderate price range among other tractors has increased its demand in the market. However 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 increasing urbanisation and shrinkage of agriculture land for productivity.

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 South America Utility tractor Market, with region specific assessments and competition analysis on South America 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 South America 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 South America Utility tractor market on both South America 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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