Europe Agricultural Robots and Mechatronics Market - Trends and Forecasts (2015-2020)

Description: The European Agricultural Robots and Mechatronics market has been estimated at USD X.X Billion in 2015 and is projected to reach USD XX.X billion by 2020, at a CAGR of 14.9% during the forecast period from 2015-2020. Agricultural robots and mechatronics are equipment used in agriculture to substitute human labour and perform tasks better than humans. The intended use of this equipment is to operate in all climates and in controlled environments.

Agricultural robots and mechatronics offer solutions to farmers. They support or substitute human labour required for production of farm products. Employment of the equipment is in crops as well as animal farms.

The primary driver of the market is the need to improve yields and reduce costs simultaneously. Agriculture is not always profitable and utilises high labour input. Mechatronic robots are leading alternatives for manual labour in agriculture. They considerably decrease human intervention and are highly efficient. Other driving forces are elimination of human exposure to harmful agrochemical and the capability of robots to work in varied weather conditions. The major impediment for the growth of the market is high cost of equipment. Not all farms follow same methods. Thus, usage of same robots is not possible. This drives research and overhead costs for robots and mechatronics manufacturing firms and thus increasing prices. Even though robots and mechatronics are fast evolving, they are still in nascent stages.

Market segmentation bases on equipment type into autonomous tractors, UAVs, agrochemical applicators, robotic milking devices and others. In addition, area bases segmentation into animal farming, crop production, forest control and others is performed. Market study shows that crop production is the largest segment in terms of revenue. It is also growing at a faster rate in comparison to others. Robotic milking devices are widespread and can be termed as a successful adaption of mechatronic robots in farming.

Geographical segmentation of market is done into Spain, U.K., France, Germany, Russia, Italy and others. France is the largest market and U.K follows the list. The growing population and decreasing farmlands makes Europe, a region with immense opportunity. However, the adaption is very low in developing countries of Europe due to abundant labour in these countries.

Developed countries are fast adopting robots and mechatronics as agriculture labour costs are increasing. The leading companies in this market are AGCO, Autonomous Solutions (ASI), Autonomous Tractor Corporation, CLAAS, CNH Industrial, GEA Group, Harvest Automation, John Deere etc. Major companies are investing soundly in this market and fresh companies are leading innovation.

Key Deliverables in the Study:

- Market analysis for the Global Agricultural Robots and Mechatronics 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 global Agricultural Robots and Mechatronics 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 identify the regions that are still untapped

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Contents:

1. Introduction
   1.1 Research Methodology
   1.1.1 Market Definition
   1.1.2 Report Description
2. Market Overview
   2.1 Introduction
   2.2 Market Dynamics
      2.2.1 Drivers
         2.2.1.1 Increase in Yields with efficient Practices
         2.2.1.2 Shortage and increasing costs of labour
         2.2.1.3 All weather working ability of robots
         2.2.1.4 Harmful effects of agrochemicals on humans
      2.2.2 Constraint
         2.2.2.1 Unproven Solutions in some areas
      2.2.3 Opportunities
         2.2.3.1 Increasing Research and Development
         2.2.3.2 Growing Adoption of Robotic Machinery in Agriculture
   2.3 Porter's Five Forces Analysis
      2.3.1 Bargaining Power of Suppliers
      2.3.2 Bargaining Power of Buyers
      2.3.3 Threat of New Entrants
      2.3.4 Threat of Substitute Products and Services
      2.3.5 Degree of Competition
3. Market Segmentation
   3.1 By Type
      3.1.1 Autonomous Tractors
      3.1.2 Unmanned Aerial Vehicles (UAV)
      3.1.3 Agrochemical Application
      3.1.4 Robotic Milking
      3.1.5 Others
   3.2 By Application
      3.2.1 Animal Farming
      3.2.2 Crop Production
      3.2.3 Forest Control
      3.2.4 Others
   3.3 By Geography
      3.3.1 Europe
         3.3.1.1 Spain
         3.3.1.2 U.K.
         3.3.1.3 France
         3.3.1.4 Germany
         3.3.1.5 Russia
         3.3.1.6 Italy
         3.3.1.7 Others
4. Competitive Landscape
   4.1 Market Share Analysis
   4.2 Major Strategies adopted by Companies
   4.3 Most active companies in the past five years
5. Companies
   5.1 3D Robotics
   5.2 AGCO
   5.3 Agribotix
   5.4 AGROBOT
   5.5 AMAZONEN-Werke
   5.6 Autonomous Solutions (ASI)
   5.7 Autonomous Tractor Corporation
   5.8 AutoProbe Technologies
   5.9 Blue River Technology
   5.10 BouMatic Robotics
   5.11 CLAAS
   5.12 Clearpath Robotics
   5.13 CNH Industrial
5.14 Conic System
5.15 DeLaval
5.16 Emerging Players
5.17 GEA Group
5.18 Harvest Automation
5.19 John Deere
5.20 Kinze Manufacturing, Inc.
5.21 Lely
5.22 Maf Roda Agrobotic
5.23 Naio Technologies
5.24 PrecisionHawk
5.25 SAC
5.26 senseFly
5.27 Shibuya Seiki
5.28 Trimble Navigation
5.29 Vision Robotics
5.30 Vitirover SJCS
5.31 Wall-Ye
5.32 Yaskawa Electric Corporation
5.33 Yamaha Motor Company
6. Appendix
6.1 Sources
6.2 Disclaimer

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