
Description: The North American Agricultural Robots and Mechatronics market has been estimated to reach USD \( \text{billion} \) by 2020, at a CAGR of 14.6% during the forecast period from 2015-2020. Agricultural robots and mechatronics are machinery that are used in agriculture to substitute human labour and perform tasks better than humans. This machinery is designed to operate in all weather conditions and in restricted environments.

Agricultural robots and mechatronics offer solutions to farmers. They assist or replace human labour required to produce the farm products. Their usage is in crops as well as animal farms. Depending on the type of usage, they can be categorised into Autonomous tractors, Unmanned Aerial Vehicles (UAVs), Agrochemical applicators, robotic milkers and others.

The major driving factor behind the market is the necessity to increase yields and reduce costs at the same time. Agriculture in some cases is not profitable as it consumes high amount of labour and land prices are high. Mechatronic robots greatly reduce human intervention and are much more efficient than humans in agricultural practices. Additional drivers are the prevention of harmful effects of chemicals used in agriculture on humans, especially in indoor farming and the ability of robots to work in all weather. The major obstacle in the market is the affordability. The robotic and mechatronic machinery are a huge investment for farmers. Different farms require different farming methods and same robots cannot be used for all types of farms. Even though robots and mechatronics are fast evolving, there is still a large amount of development needed in agricultural applications.

The market is segmented into autonomous tractors, UAVs, agrochemical applicators, robotic milking devices and others based on the type of usage. In addition, usage area segmentation is done into animal farming, crop production, forest control and others. Research shows that crop production is the largest segment in terms of revenue. It is also growing at a faster rate in comparison to others.

Geographical segmentation of market is done into U.S, Canada, Mexico and the rest of North America. U.S is the largest market with many established companies. Canada follows the list. The technology adaption is rapidly progressing in U.S due to high-income levels.

Even though the market is in nascent stages, the research and development in this area is progressing rapidly and in few years wide variety of solutions may come into existence. U.S and Canada are fast adopting robots and mechatronics in agriculture as the labour costs in agriculture 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, Trimble Navigation etc. Major companies are investing in this market and new companies are coming up with innovative ideas.

Key Deliverables in the Study

- Market analysis for the North American Agricultural Robots and Mechatronics Market, with region specific assessments and competition analysis on national 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 North American and national 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 North American Agricultural Robots and Mechatronics market on both regional and national 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 in which this industry is blooming and to identify the nations that are still untapped

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