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# World Tractors

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Industry Study with Forecasts for **2016 & 2021**

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Study #2984 | February 2013 | \$6300 | 407 pages

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*Slowing growth in many large, developing countries (e.g., Brazil, China, India) after an extended period of rapid gains will counterbalance a strong recovery in the US, Western Europe, and Japan.*

## World demand to rise 6.8% annually through 2016

World demand for tractors is expected to increase 6.8 percent per year through 2016 to \$122 billion, growing at the same pace as during the 2006-2011 period. A moderation in sales growth in many large, developing countries -- particularly Brazil, China, and India -- after an extended period of rapid gains will counterbalance a strong recovery in the US, Western Europe, and Japan from the effects of the 2009 global economic recession.

## Asia/Pacific region to remain dominant market

Demand for tractors in the Asia/Pacific region will be more than twice that of any other region in 2016, with China alone comprising 31 percent of the global total. Healthy population expansion and economic growth in China and other developing Asian nations such as India and Thailand will drive an expansion in construction activity in these countries and place heightened pressure on their agricultural sectors to become more efficient and productive, boosting associated tractor sales. Central and South America will post strong sales gains as well, due primarily to the large and increasingly mechanized agricultural sectors in Brazil and Argentina.

In the mature markets of the industrialized world, sales of tractors will continue to be largely determined by demand for replacement machinery and the efficien-

## World Tractor Demand, 2016 (\$122 billion)



China	31%
Other Asia/Pacific	20%
North America	19%
Western Europe	14%
Other Regions	16%

cy gains provided by newer, more sophisticated equipment. During the 2008-2009 economic crisis, many tractor operators in the agriculture, construction, and mining sectors delayed replacing older machinery, and the inherent time lag in each of these markets in response to improving economic circumstances will govern tractor sales growth patterns going forward. While the construction and mining sectors tend to respond more slowly to changes in economic conditions due to the large amounts of capital that must be committed, the agricultural sector typically responds much more quickly. This release of pent-up demand will act as a restraint on market growth for a number of years, until the start of a new replacement cycle.

## Construction and mining markets to see strong gains

Agricultural tractors will continue to account for the largest share of product sales in 2016, followed by tractors for construction and mining applications. However, due primarily to high 2011 levels of demand and the timing of replacement cycles in the US, Western Europe, and Japan, global agricultural tractor sales growth will slow through 2016. Increased construction expenditures and mining output in many areas of the world will drive healthy gains in these market segments. On the other hand, demand for commercial and consumer tractors will be hindered by limited opportunities for sales growth in the US.

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## Sample Text, Table & Chart

### OTHER REGIONS

**Brazil: Tractor Outlook & Suppliers** -- Demand for Brazil is expected to climb 7 billion during the 2006-2011 period at an accelerating pace through capita income and strong exports which will stimulate sales of the intensity of farm tractor demand (added) is higher than nearly every other developing country and there significant potential for productivity and efficiency gains in the agricultural sector stemming from increased mechanization.

However, expansion in the market for tractors used in construction and other uses will moderate from gains recorded from 2006 to 2011, owing primarily to elevated demand levels over the 2013-2015 period as the country prepares for the 2014 FIFA World Cup and the 2016 Summer Olympics. This will cause a buildup in the stock of tractors, particularly those used in infrastructure projects and at transportation hubs like airports, and by 2016 operators will be seeking ways to utilize their currently owned tractors and there is likely to be a glut of used units for sale, limiting demand for new machinery going forward. Additionally, Brazil will find attracting foreign investment and construction project funding more difficult going forward because of increasing competition from countries in Asia, Eastern Europe, and the Middle East.

Tractor shipments from manufacturing plants in to advance 9.3 percent per annum through 2016 to \$ ing both local demand and regional industry output. the domestic market will bolster advances in produc inflows of capital from foreign multinationals will co output gains as these suppliers establish new tractor

199

**SAMPLE  
TEXT**

TABLE VII-3

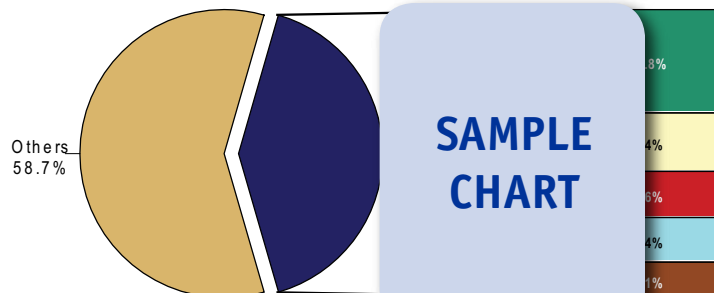
**BRAZIL: TRACTOR SUPPLY & DEMAND**  
(million dollars)

Item	2001	2006	2011	2016	2021
Population (millions)					
per capita GDP					
Gross Domestic Product (bil 2010\$)					
% fixed investment					
Gross Fixed Investment (bil 2010\$)					
\$ tractor/000\$ GFI					
Tractor Demand					
net exports					
Tractor Shipments					
% Brazil					
C&S America Tractor Shipments					

**SAMPLE  
TABLE**

CHART VIII-1

**WORLD TRACTOR MARKET SHARE**  
(\$88 billion, 2011)

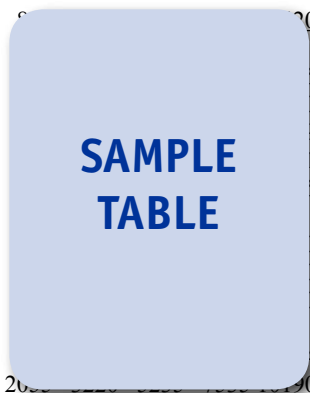


**SAMPLE  
CHART**

## Sample Profile, Table & Forecast

**TABLE VII-4**  
**BRAZIL: TRACTOR DEMAND BY MARKET & TYPE**  
 (million dollars)

Item	2001	2006	2011	2016	2021
Tractor Demand					
By Market:					
Agriculture					
Construction					
Mining					
Commercial & Consumer					
Other					
By Type:					
Wheeled					
Crawler					
Pedestrian-Controlled					
% Brazil					
C&S America Tractor Demand					



### COMPANY PROFILES

#### Tractors and Farm Equipment Limited

35 Nungambakkam High Road  
 Nungambakkam, Chennai 600034  
 India  
 91-44-66  
 http://wv

Sales: \$ (any)  
 Employr

Key Proc... ents, diesel engines,  
 and relat

Tractors and Farm Equipment (TAFE) is a leading manufacturer of tractors. The privately held company also has subsidiaries and divisions engaged in the production of diesel engines, gears, panel instruments, engineering plastics, and hydraulic pumps. In addition, TAFE has business interests in the plantation and passenger car distribution sectors. The Company is part of Amalgamations Group (India), one of the largest engineering conglomerates in India. Furthermore, TAFE is 23 percent owned by AGCO Corporation (Duluth, Georgia).

The Company participates in the world tractors industry via the manufacture of wheeled tractors and related implements, diesel engines, and related components. TAFE reports that it is the third largest tractor manufacturer in the world and the second largest tractor producer in India by volume. The Company markets its products under such brand names as TAFE, EICHER, and MASSEY FERGUSON.

Wheeled tractors made by TAFE include models equipped with three cylinder engines that feature power ratings of 30- to 58-horsepower (hp), and the TAFE 30 DI unit, which has a two cylinder, 30-hp

“In 2011, shipments of tractors from factories in Brazil were \$2.7 billion, accounting for over two-thirds of all product output in the region. Over the 2006-2011 period, tractor shipments expanded 9.8 percent annually, as suppliers operating in the country increased production in response to advances in domestic tractor sales. A rapid buildup in manufacturing capacity, due to large inflows of capital from foreign multinationals, allowed output to grow as well.”  
 --Section VII, pg. 198

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**OTHER STUDIES**

**World Mining Equipment**

Global demand for mining machinery is forecast to expand 8.6 percent per year through 2017 to \$135 billion. The Asia/Pacific region and Central and South America will be the fastest growing markets. Metals mining equipment will remain the largest product segment and will see the most rapid gains in demand. This study analyzes the \$89.5 billion world mining equipment industry, with forecasts for 2017 and 2022 by market, product, world region, and for 29 countries. The study also evaluates company market share and profiles industry competitors.

#3107 .....January 2014 ..... \$6300

**World Construction Machinery**

Global demand for construction machinery will rise 6.0 percent per year to \$189 billion in 2017. Gains will be fueled primarily by the Asia/Pacific region, particularly China, as construction spending on infrastructure and other projects continues to increase. Excavators and loaders will record the fastest sales growth. This study analyzes the \$141.5 billion world construction machinery industry, with forecasts for 2017 and 2022 by product, world region, and for 33 countries. The study also evaluates company market share and profiles industry participants.

#3041 ..... July 2013 ..... \$6300

**Motorcycles in China**

Demand for motorcycles in China is projected to increase 5.5 percent per annum through 2016 to 57.7 million units. Electric motorcycles will outpace gas motorcycles, with mopeds the most popular electric model because they are faster than electric bicycles and cost less than scooters. This study analyzes the 44.1 million unit motorcycle industry in China, with forecasts for 2016 and 2021 by product, gas engine displacement, electric battery type, market and geographic region. The study also evaluates company market share and profiles industry participants.

#2988 ..... February 2013 ..... \$5400

**World Motorcycles**

The global market for motorcycles, including electrically-powered machines, will grow 7.2 percent annually to 134.5 million units in 2016. China will remain by far the largest national market, followed by India and Indonesia. Sales of e-bikes and e-cycles will grow roughly in line with internal combustion engine (ICE) motorcycle demand. This study analyzes the 95 million unit world motorcycle industry, with forecasts for 2016 and 2021 by type, world region and for 23 countries. The study also evaluates company market share and profiles industry players.

#2972 .....January 2013 ..... \$6300

**World Agricultural Equipment**

World demand for agricultural equipment is expected to increase 6.8 percent per year through 2016 to \$175 billion. The Asia/Pacific region -- led by China and India -- will be the fastest growing market, followed by Central and South America. Plowing and cultivating machinery will be the fastest growing product type. This study analyzes the \$126 billion world agricultural equipment industry, with forecasts for 2016 and 2021 by type, world region and for 20 major countries. The study also evaluates company market share and profiles industry participants.

#2892 .....June 2012 ..... \$6100

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