





IC Market Tracking® Agricultural Machinery in Europe 2020

What Do You Get - Your Benefits at a Glance Content of the Report



Benefits

Market Data, Insights and Expertise...



MARKET ANALYSIS

- Historical market data from 2016 2019 for the total market development as well as
 - Product Groups
 - Distribution Channels
- Forecasts from 2020 2023 for the total market as well as each analyzed product group, segment and distribution channel
- Annually updates of the data

COMPETITION ANALYSIS

- Market shares of the top players for 2018/19
 - Market Shares on the total market in value and quantity
 - Market Shares per product groups and segments in quantity

MARKET DRIVERS

- Analysis of the most relevant market drivers such as GDP, disposable incomes, public spending, labor market, demographics, etc.
- Continuous updates of the data



What Do You Get - Your Benefits at a Glance Presentation of the Data and Deliverables



Benefits

Market Intelligence Tool Access and Deliverables



ONLINE-COCKPITS

- Online Dashboard-Tool including all data of the report enabling your individual and specific analysis
- User-friendly and intuitive operation of the dashboards
- Online access to the dashboards with all devices (PC, Laptops, Smartphone, Tablet, ...) everywhere, every time
- Download and extract of the data from the dashboards

EXECUTIVE REPORTS

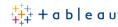
- PDF report including key facts of the report and background information about forecasts, trends and the competitive landscape
- Infographics summarizing the market and providing regional comparisons and contrasts

PIVOT-TABLES

- MS-Excel pivot-table including all raw data of the report
 - Market-Forecast pivot table
 - Competition pivot table



Market Intelligence Tool and Reports





Online Dashboards

Executive Reports

Pivot Tables

Market Structure



IC Market-Tracking® Agricultural Machinery in Europe 2020						
Germany	Austria	France	Italy	Spain		
Pol	and Nether	d Netherlands UK		kraine		
	Product Groups		Distributi	on Channels		
Tillage	Grassland	Other		Direct		
Plows	Mowers	Combine harvesters	Indirect			
Cultivators & disc harrows	Tedders, hay rakes & windrowers	Forage harvesters	Excluded are:			
Power harrows	Loader wagons	Slurry tankers	- Tractors			
Seed drills and transplanters	Balers	Manure spreaders	 Accessories like loaders, weights, etc. Trailers (except self-loading wagons), thus tippers, dumpers, push-off trailers, horse trailers, mixer wagons, etc. Farm and stable technology Small appliances 			

The Study contains a Market Forecast for each segment for the next 3 years and Market Shares of the Top Players for the past 3 years.







- Market data is available for each country separately as well as aggregated for the country package purchased.
- Each country report includes data for the three different product groups (Tillage; Grassland; Other) separately as well as aggregated for the total market of agricultural machinery in terms of value and quantity.

Each product group is further broken down by subcategories.

- For instance data for Tillage includes data by four types of machines (Plows; Cultivators & disc harrows; Power harrows Seed drills and transplanters).
- The total market is further broken down by Distribution Channels

Definitions and Demarcation



Definitions

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Plows

Implement used for breaking up soil and cutting furrows in preparation for sowing. Includes packers and subsoilers.

Cultivators & disc harrows

Tilling implement or machine for seedbed preparation, i.e. cutting, turning and loosening the soil and destroying weeds using shanks or discs. Includes seedbed combinations.

Power harrows

Rotary harrow. Implement with moving vertical tines to loosen the soil horizontally without turning soil layers.

Seed drills and transplanters

Machines for the rapid, uniform planting of seeds or seedlings, e.g. seed drills, potato planters, etc.

Grassland

Mowers

Front- or rear-mounted rotary machines for grassland harvesting grass; disc or drum type. Excludes conditioners, mulchers, flail mowers, sledges, trailed corn harvesters.

Tedders, hay rakes & windrowers

Farm implements for distributing and turning over hay and for raking it into windrows.

Loader wagons

Trailed machine for collecting hay or other forage with a pick-up device. Also called self-loading wagon or silage trailer.

Balers

Round and rectangular hay balers, big and small bale presses as well as machines for wrapping bales. Excludes bale grippers, bale loaders und bale transporters.

Definitions and Demarcation



Definitions

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Combine harvesters

Self-propelled farm vehicle for reaping, threshing and winnowing of crops in a single process.

Forage harvesters

Self-propelled farm vehicle for cutting, chopping and loading of grass or silage.

Slurry tankers

Trailed or self-driving machine for transporting and/or spreading liquid animal waste.

Manure spreaders

Muck spreader. Trailed or self-driving machine for distributing manure over a field.

The Unique Mix of Methods and Approaches for Reliable Market Analysis



Methodology



The analysis measures Sell-In data. Sales from the manufacturer to the first distribution partner. OEMs are not taken into account.



Basis of the analysis are surveys electronic questionnaires and telephone interviews - with the most important manufacturers as well as interviews with industry experts.



Industry relevant market drivers are taken into account in a market calculation model to determine the total market volume and forecasts.

The strong focus on interviews within the industry is clearly our USP "Only who talks with the industry knows what's going on!"

The Market Intelligence Tool Dashboards - The Best Way to Work with Data



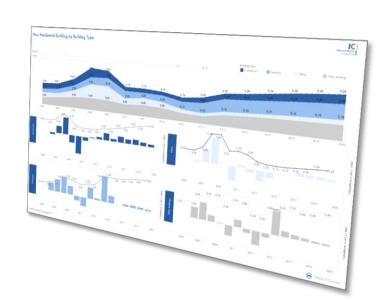
IC Cockpit

A picture says more than 1000 words

 Complex correlations are visualized in the form of geo-, tree maps, bars etc.

Interactive Dashboards

 Use interactive dashboards for quick implementation of the data, for potential estimations, for sales control, for success measurement etc.



Easy online accessibility

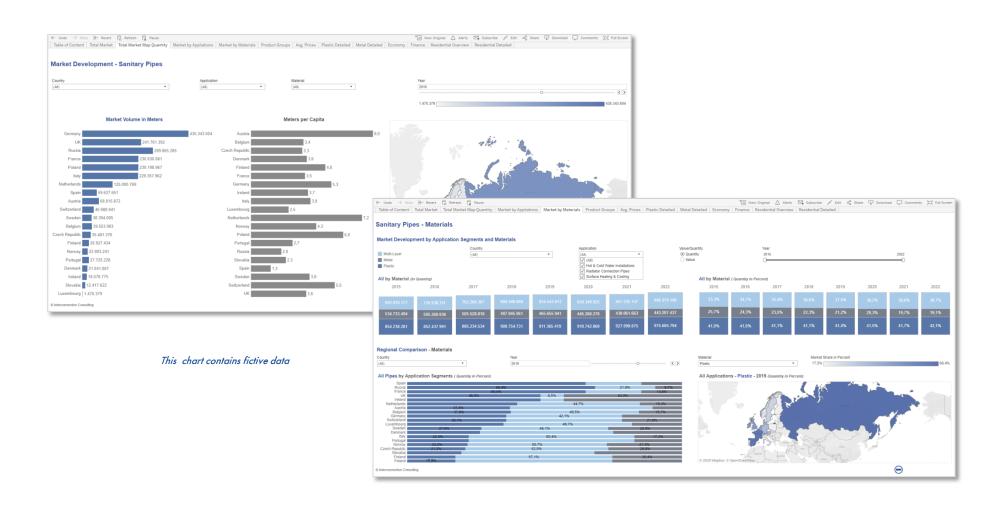
- Market data are available wherever you have internet access
- You can also export the data as .jpg, .csv or .pdf file

In case of purchase exceeding € 5.000,- (net), the price of Tableau cockpit is waived as well as for any subscription order exceeding 2 countries or regions. For all other options, price for Tableau cockpit costs € 500,-.

Sample Cockpits for Market Analysis Data

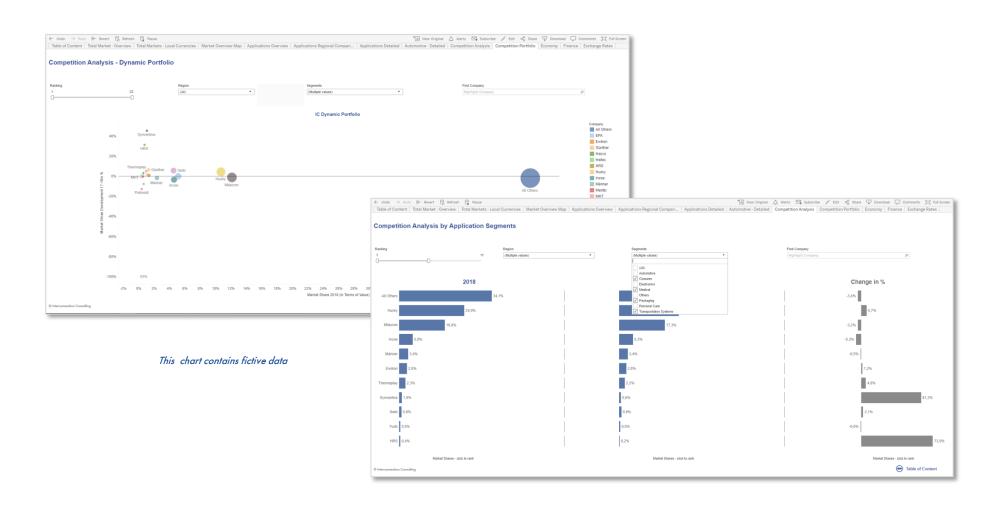


IC Cockpit





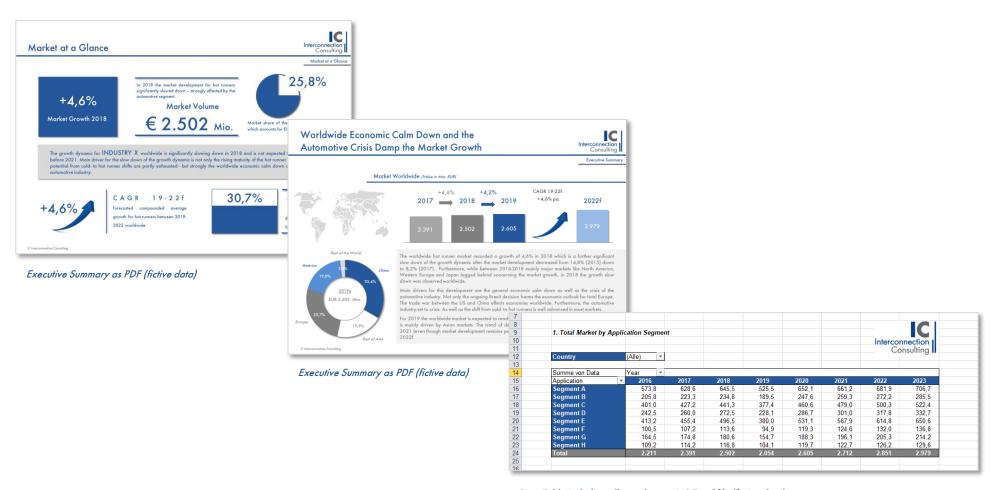
IC Cockpit



Additional Deliverables Executive Summary and Pivot-Tables



Sample Charts



Pivot-Table including all raw data as MS-Excel file (fictive data)

Investment Plan for Your Market Research



IC Market Tracking® Agricultural Machinery in Europe 2020

Prices & Conditions



- * Subscription: 25% price advantage compared to single issue. The subscription can be cancelled after two purchases of the study, but not later than 31st December in the year in which the last study has been received. If the subscription is not cancelled, it is automatically extended by one more year. The price is the individual price for each year. Price changes must be announced by Interconnection at least six weeks before 31st December.
- ** Price special, no further discounts. All prices shown exclude sales tax.

The price includes access to an online dashboard for 12 months in case of single issue or for the duration of the subscription in case of an subscription.

Minimum 2 countries can be purchased.



References

"Long experience and a deep insight of the construction markets constitute the quality of Interconnection studies."

Mr. Bernd Blümmers

General Manager, Saint-Gobain Solar Systems Central Europe













































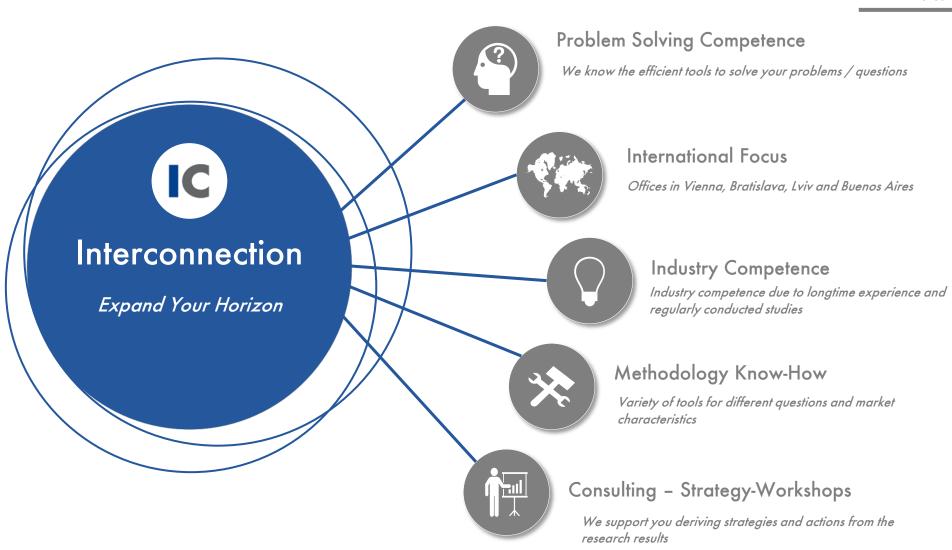


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Interconnection Provides Data for Corporate Decisions



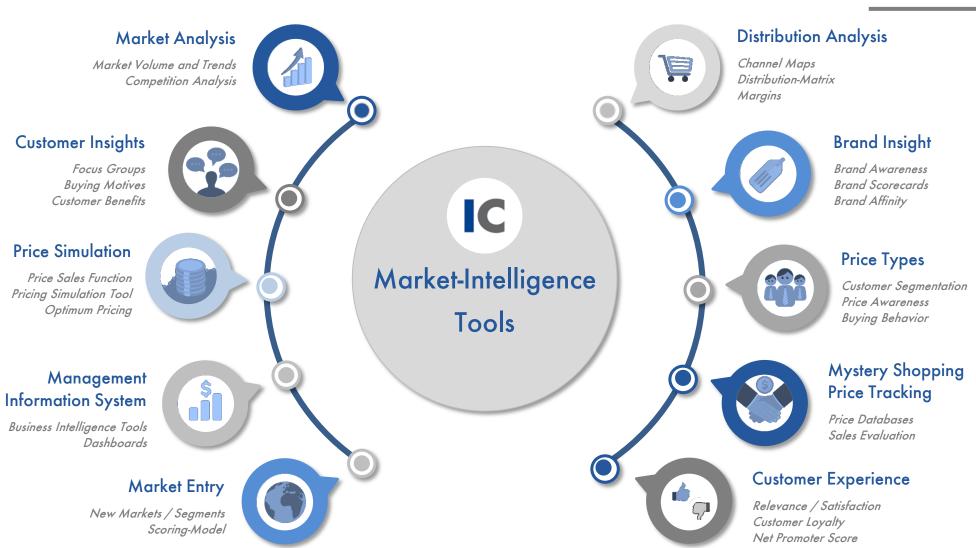
Interconnection



Our Market-Intelligence Tools



Interconnection





In case of any questions please do not hesitate to contact us!

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