



Agrievolution Business Barometer

**Public excerpt of the survey
on the worldwide development of the agricultural machinery business**

October 2019

20th edition





What is the Agrievolution Business Barometer?

A survey within senior management of the global agricultural machinery industry (ca. 87% manufacturers and 13% distributors)

Project managed under the umbrella of Agrievolution (global association network for the agricultural machinery industry)

200 participants from (Western) Europe (by CEMA with the results of its separate monthly survey), **Japan, Brazil, Russia, Turkey and the United States**

Implemented by the correspondent national associations

Project lead and summary of the results: VDMA (Germany)

Objective: illustration of the current and future branch development for the most relevant topics of the industry

- General evaluation of the business
- Order intake
- Turnover
- Employment
- Delivery times
- Machinery stocks
- Farmers' mood and economic conditions
- Others

Survey periods: April/May and October/November (Start was in 2010)



Summary of the Survey in October 2019

The general business climate on the production side has deteriorated at almost all considered industry locations compared to last May's survey. The expectations of the majority of industry representatives in the USA and Russia are still positive, albeit overall only slightly and with considerable divergence. Only the participants from Turkey have a clear positive outlook, however, based on an extremely low level due to a heavy downturn in the domestic market.

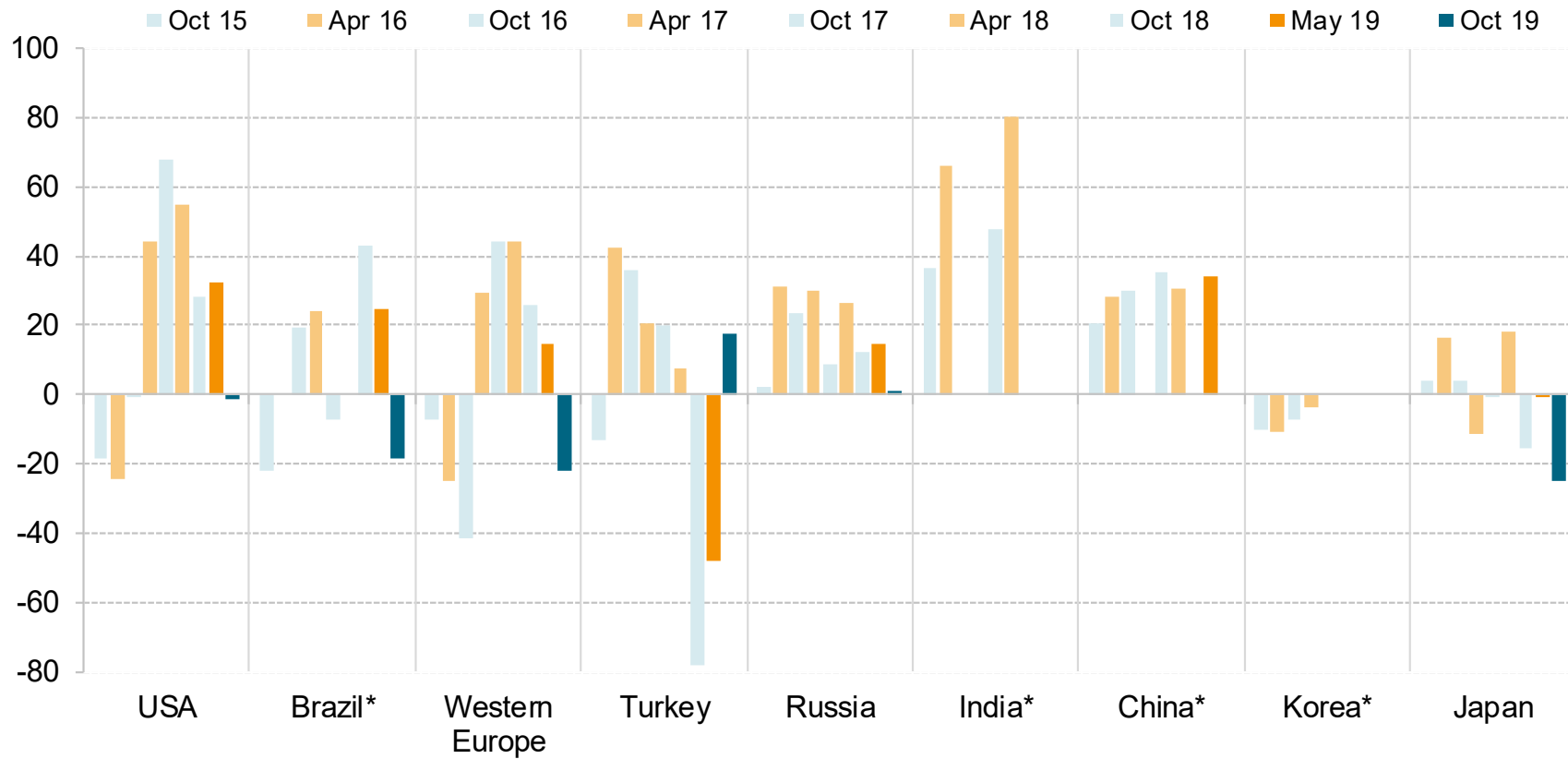
The mood among farmers appears to be positive only in Russia and Brazil, while it is particularly negative among farmers in Turkey, the USA and Western Europe. The same picture is seen with regard to farmers' profitability.

With regard to the development on the market side in the coming six months, the expectations of the majority of survey participants are negative for all world regions, except for Africa. The outlook for Asia as a whole is clearly negative in the majority view. The expectations for Western Europe are similarly clear, while the prospects for Eastern Europe and the entire American continent are almost balanced between optimists and pessimists, however with a large share of undecided participants.



Production Climate

Agrievolution Business Climate Index
Possible range from -100 to +100

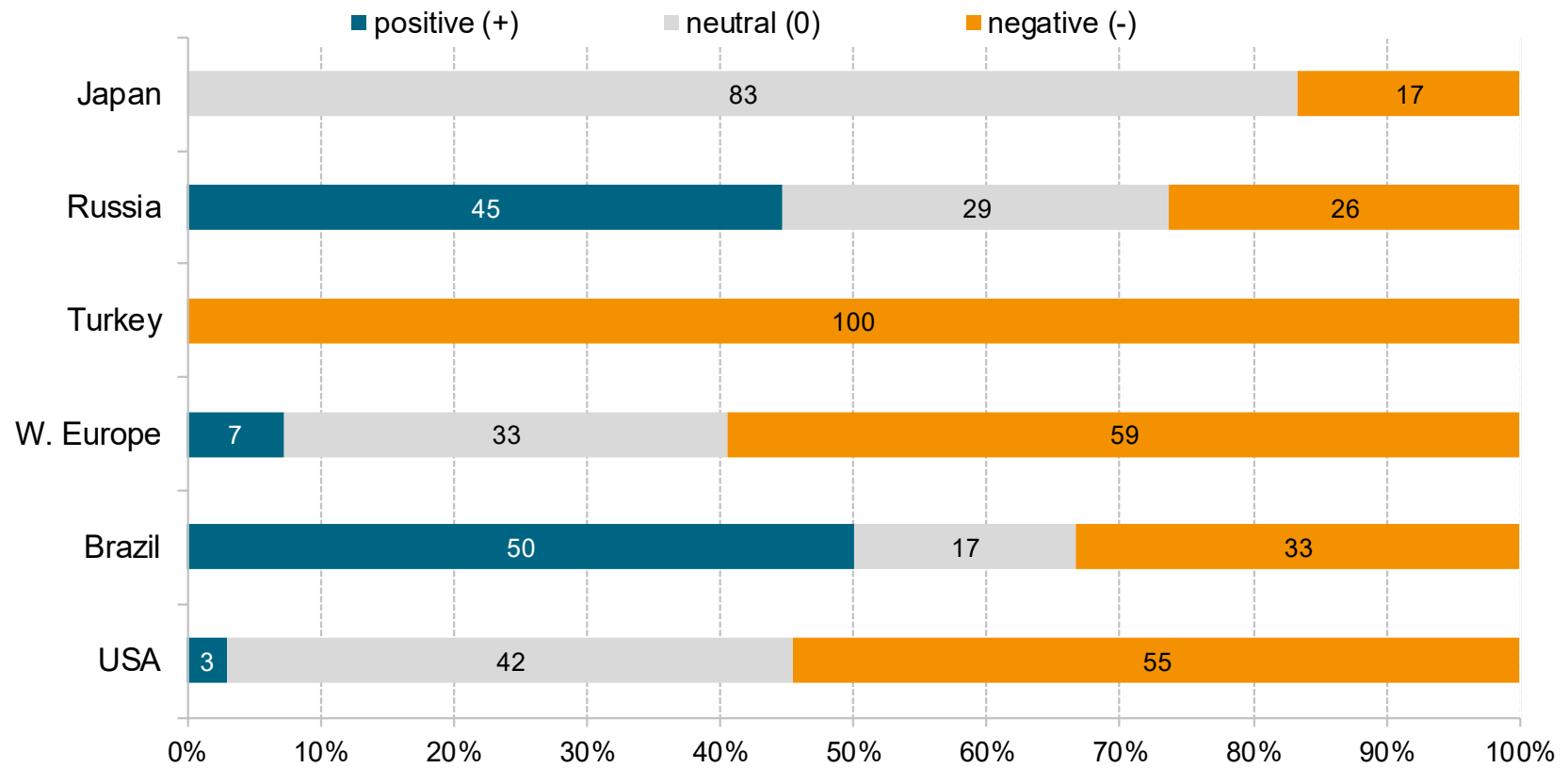


Source: Agrievolution Business Barometer, *partly without data



Market Environment

Question: Please give a current evaluation of the following aspects/impacts for the farmers / end customers in your home market: **General mood of farmers**
 Answers from manufacturers / importers according to location



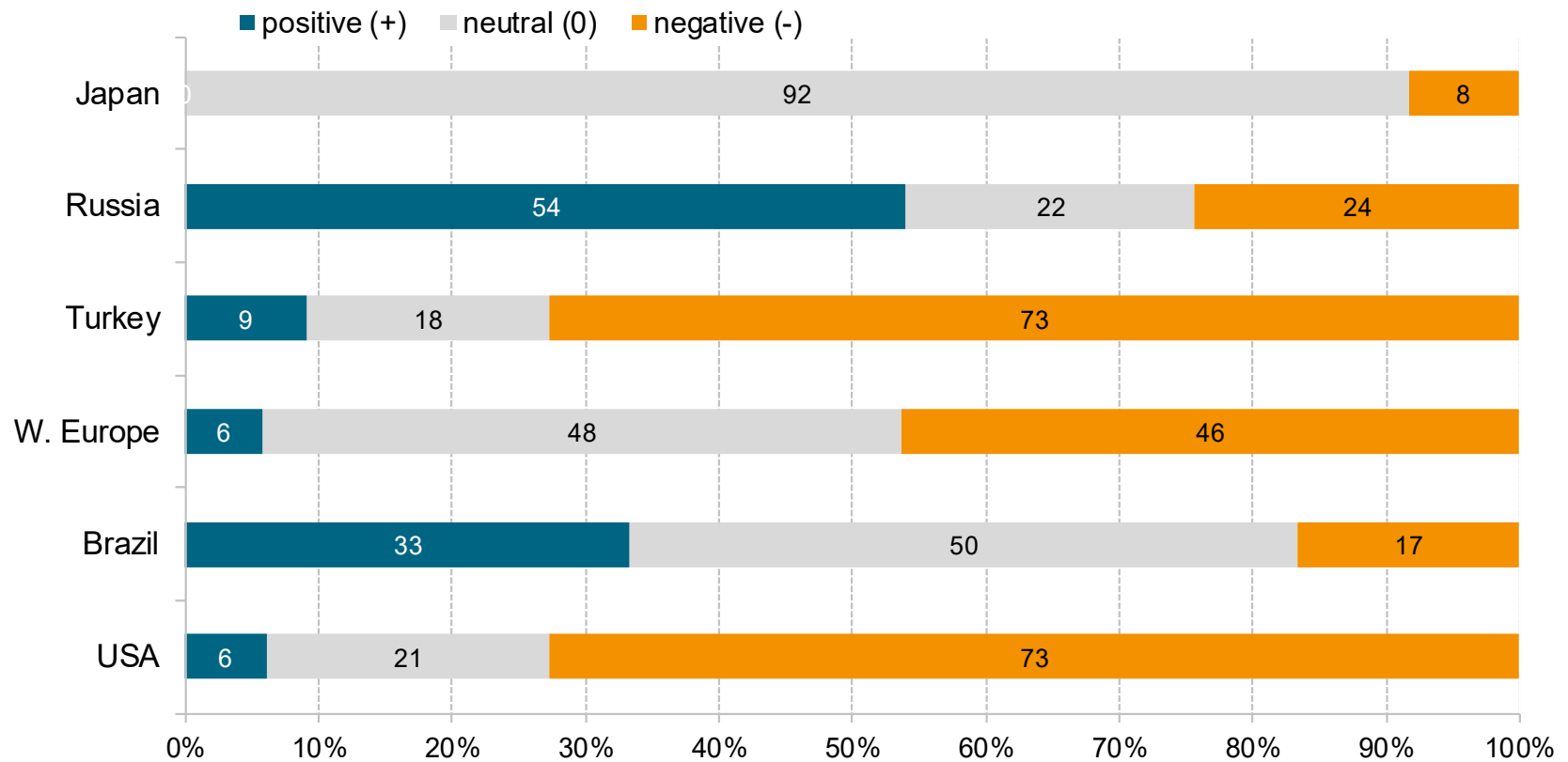
Source: Agrievolution Business Barometer October 2019



Market Environment

Question: Please give a current evaluation of the following aspects/impacts for the farmers / end customers in your home market: **Profitability of farming**

Answers from manufacturers / importers according to location



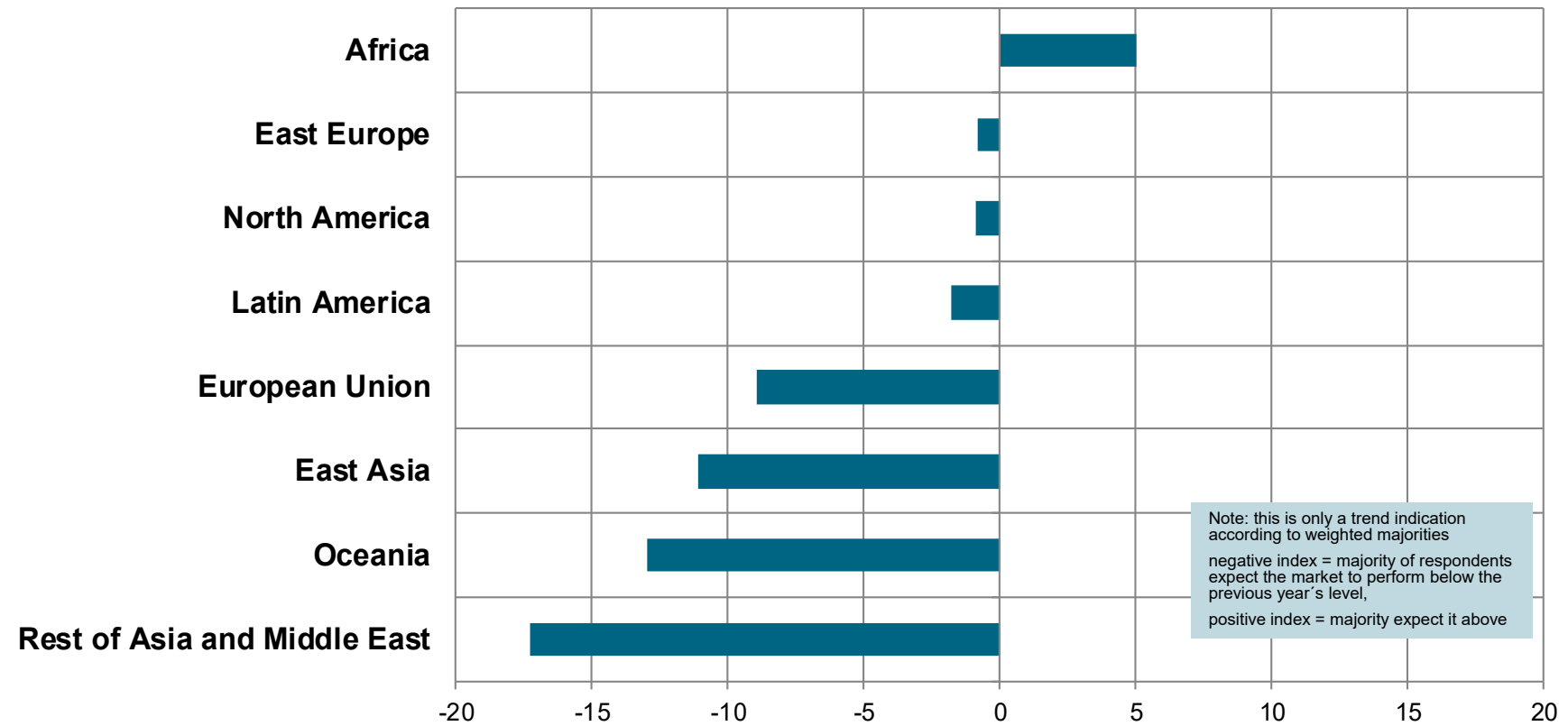
Source: Agrievolution Business Barometer October 2019



Market Outlook

Turnover expectations (next six months) according to continents

Positive value means: growth tendency, negative value means: tendency for decline (but not to be interpreted as %-change!) - index calculated as a balance of growth and decrease expectations, with a possible range from +100 to -100



Source: Agrievolution Business Barometer October 2019