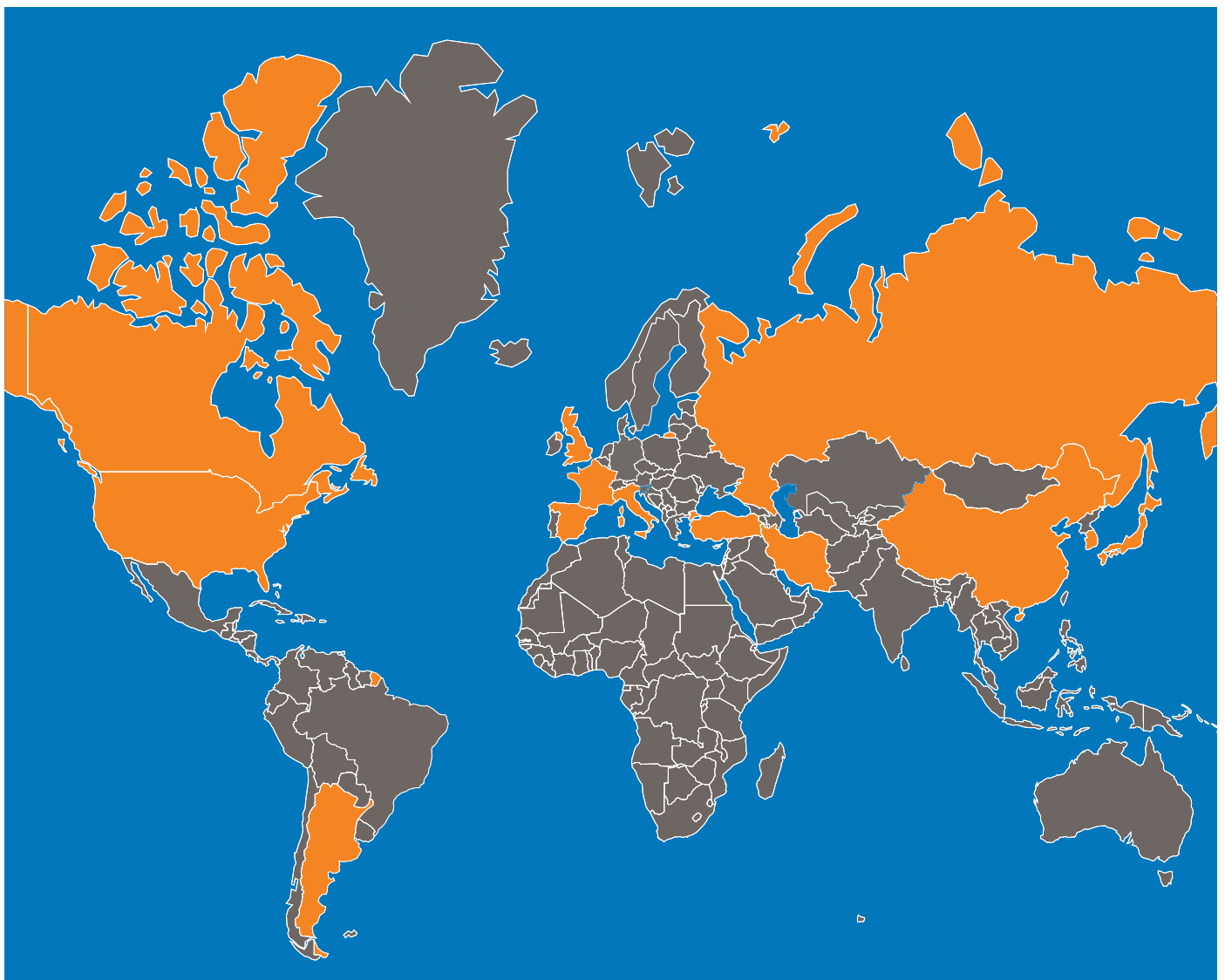# Agrievolution
Business
Barometer

Public excerpt of the survey

Agrievolution

28th edition
November 2023

Agrievolution Alliance Members

AEA
Agricultural Engineers Association

AEM
Association of Equipment Manufacturers

ANSEMAT
Association for Agricultural, Forestry and Landscaping Machinery

ATMAK
Tractor, Combine, Machinery and Agricultural Equipment Manufacturers Association

AXEMA
Association for Industrial Agricultural Equipment

CAFMA
Argentinian Chamber of Agrimachinery Manufacturers

CAMDA
China Agricultural Machinery Distribution Association

CEMA
European Agricultural Machinery Association

FEDERUNACOMA
Italian Farm Machinery Manufacturers Association

JAMMA
Japan Agricultural Machinery Manufacturer's Association

KAMICO
Korean Agricultural Machinery Industry Cooperative

ROSSPETSMASH
Russian Association of Specialized Machinery and Equipment Manufacturers

TARMAKBIR
Turkish Association of Agricultural Machinery & Equipment Manufacturers

What is the Agrievolution Business Barometer?

A survey within senior management of the global agricultural machinery industry (ca. 90% manufacturers and 10% distributers)

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

198 participants from Argentina, China, Western Europe (by CEMA with the results of its separate monthly survey), Japan, Russia, Turkey and the United States.

Implemented by the correspondent national associations

Project lead and summary of the results: ANSEMAT (Spain)

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
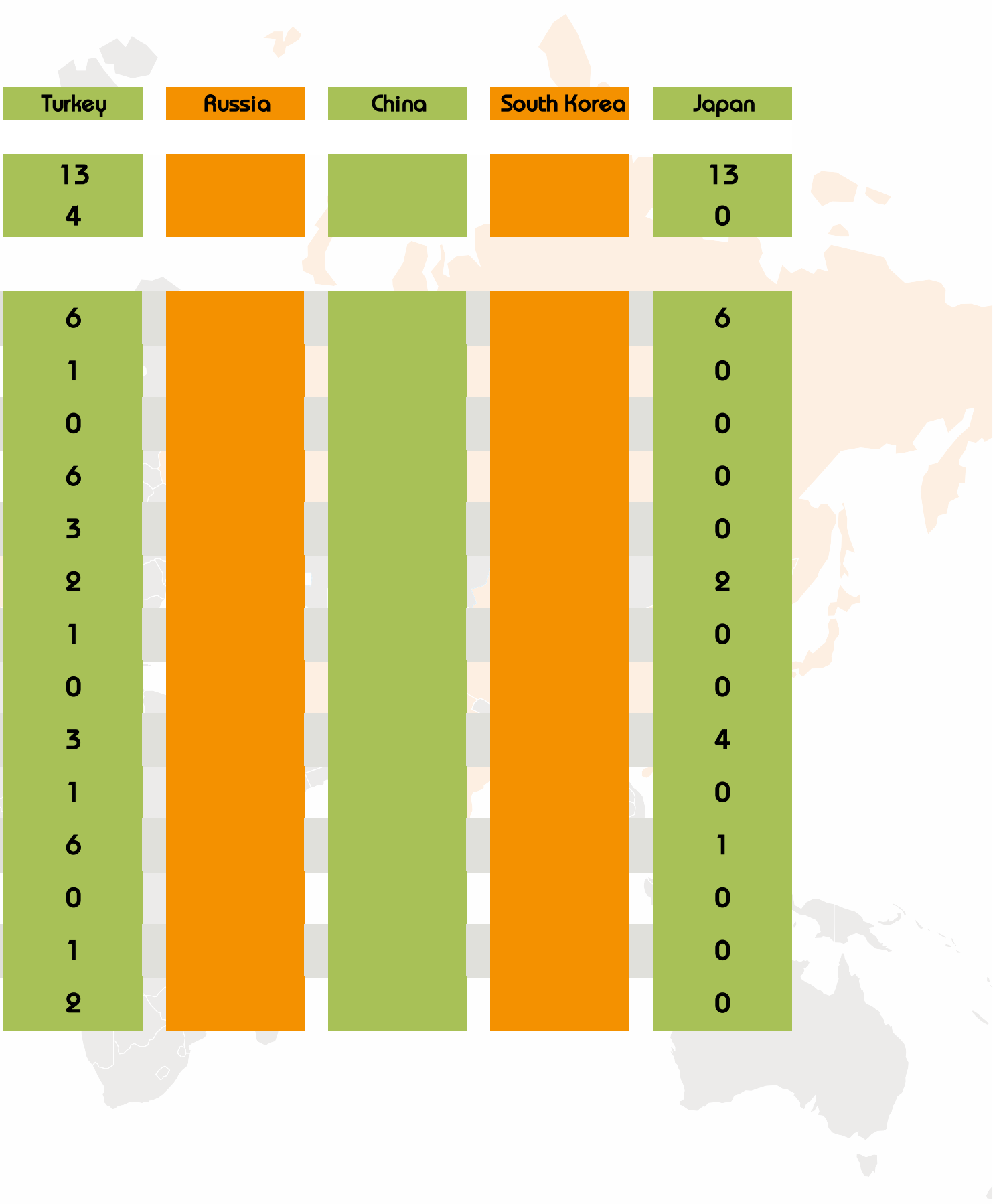
Delivery times

Machinery stocks

Farmers' mood and economic conditions

Survey periods: May and November (Start was in 2010)
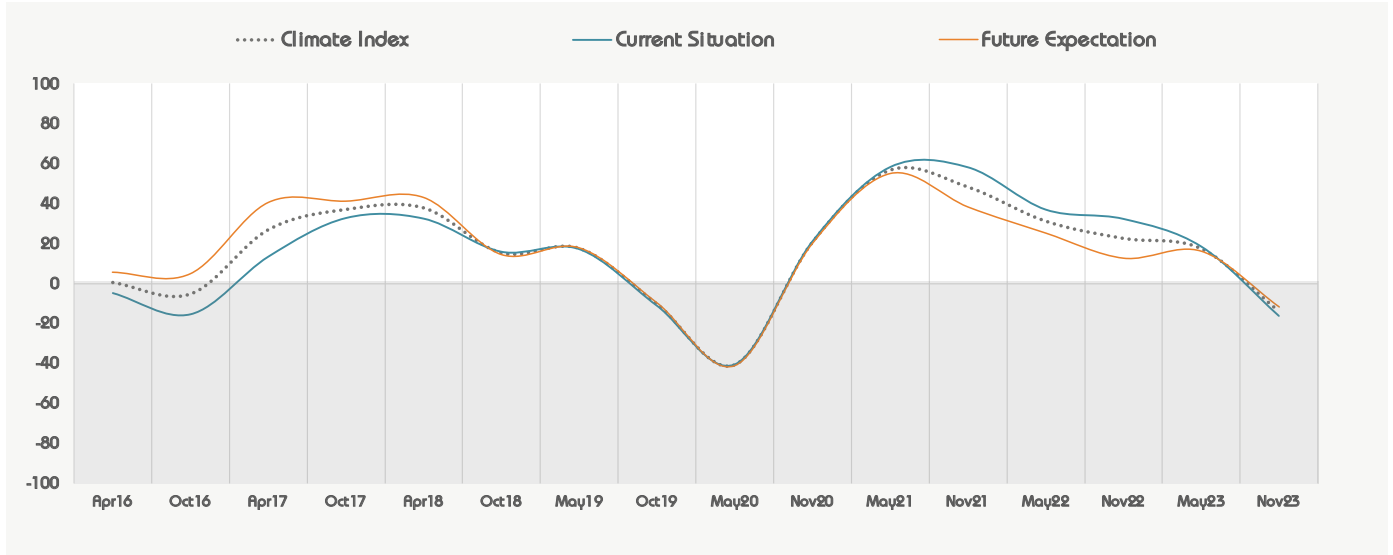
AGRIEVOLUTION BUSINESS BAROMETER

	World	USA	Argentina	W. Europe
Manufacturer	175	49	26	74
Importer / Dealer	23	1	0	18
Equipment for soil working, seeding, fertilizing, plant protection	66	11	15	28
Components	41	29	1	10
Greenhouse	0	0	0	0
Harvesting equipment	38	8	9	15
Irrigation	5	2	0	0
Lawn and garden	20	7	0	9
Livestock equipment	29	3	12	13
Municipal equipment	9	5	0	4
Tractors	34	6	0	21
Loaders / material handlers	9	8	0	0
Trailers / transportation equipment	35	4	6	18
Storage	12	0	12	0
Vineyard equipment	4	2	0	1
Others	17	10	5	0

SURVEY SAMPLE SIZE

Turkey	Russia	China	South Korea	Japan
13 4				13 0
6				6
1				0
0				0
6				0
3				0
2				2
1				0
0				0
3				4
1				0
6				1
0				0
1				0
2				0

PRODUCTION
Agrievolution Business Climate Index

······ Climate Index   —— Current Situation   —— Future Expectation

Business Climate Index for markets over the entire time series

----- USA   —— Western Europe   ----- Turkey   —— Russia   —— Japan   ----- Argentina   —— China

		Oct18	May19	Oct19	May20	Nov20	May21	Nov21	May22	Nov22	May23	Nov23
World	CI	15,2	17,5	-10,4	-40,8	20,6	56,7	48,2	31,1	22,5	17,4	-14,0
	CS	15,9	17,2	-11,2	-40,7	21,1	58,4	58,3	37,1	32,4	18,6	-16,3
	FE	14,5	17,9	-9,6	-41,0	20,1	55,0	38,3	25,2	12,7	16,2	-11,7
USA	CI	28,1	32,0	-1,6	-38,0	57,7	74,6	84,2	59,4	74,1	42,9	20,6
	CS	21,9	40,5	-15,2	-61,5	42,9	81,6	89,5	73,0	92,0	58,7	20,8
	FE	34,4	23,7	12,1	-13,9	72,7	67,6	78,9	45,9	56,5	27,3	20,4
Argentina	CI							63,6	66,5	-0,4	-30,4	9,0
	CS							87,7	86,7	27,3	-42,9	-26,9
	FE							40,0	46,7	-27,3	-17,9	46,2
Western Europe	CI	25,8	14,7	-22,1	-58,6	14,4	72,3	49,5	15,6	22,8	11,4	-39,7
	CS	30,5	22,1	-16,3	-47,6	20,2	71,0	57,7	22,9	27,8	10,2	-35,9
	FE	21,1	7,4	-27,9	-69,5	8,7	73,5	41,2	8,3	17,8	12,5	-43,5
Turkey	CI	-78,4	-48,3	17,8	49,8	74,9	47,9	36,7	33,8	73,8	66,7	26,4
	CS	-64,3	-60,0	7,1	28,6	62,5	64,0	40,0	5,3	66,7	66,7	41,2
	FE	-92,3	-36,4	28,6	71,4	87,5	32,0	33,3	63,2	81,0	66,7	11,8
Russia	CI	12,1	14,4	1,0	-3,8	8,6		34,8	26,9	4,6	18,6	
	CS	6,9	7,7	-4,3	-3,8	20,6		36,2	28,9	19,4	24,4	
	FE	17,2	21,2	6,4	-3,8	-3,2		33,3	25,0	-10,0	12,8	
China	CI		34,2		-63,6		20,9	2,0		-25,3	30,0	
	CS		26,3		-63,6		32,3	12,0		0,0	26,7	
	FE		42,1		-63,6		9,7	-8,0		-50,0	33,3	
Japan	CI	-15,7	-0,3	-25,1	-86,8	-31,0	34,6	7,7	-8,4	-26,9	-30,8	-61,6
	CS	-38,5	-25,0	-8,3	-91,7	-53,8	46,2	15,4	0,0	-30,8	-38,5	-69,2
	FE	7,7	25,0	-41,7	-81,8	-7,7	23,1	0,0	-16,7	-23,1	-23,1	-53,8

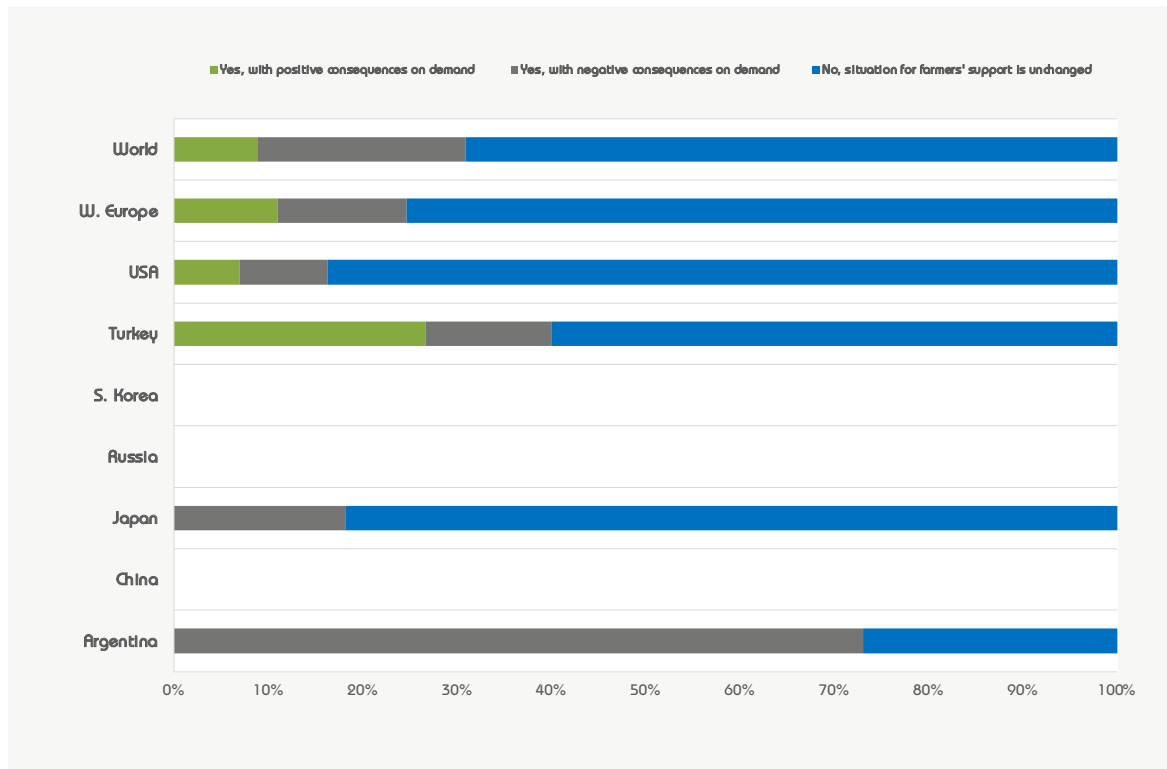CI = Climate Index   CS = Current situation   FE = Future expectation

MARKET ENVIRONMENT

Has there been a change in government programs during the past 6 months with effects on the demand for agricultural machinery?

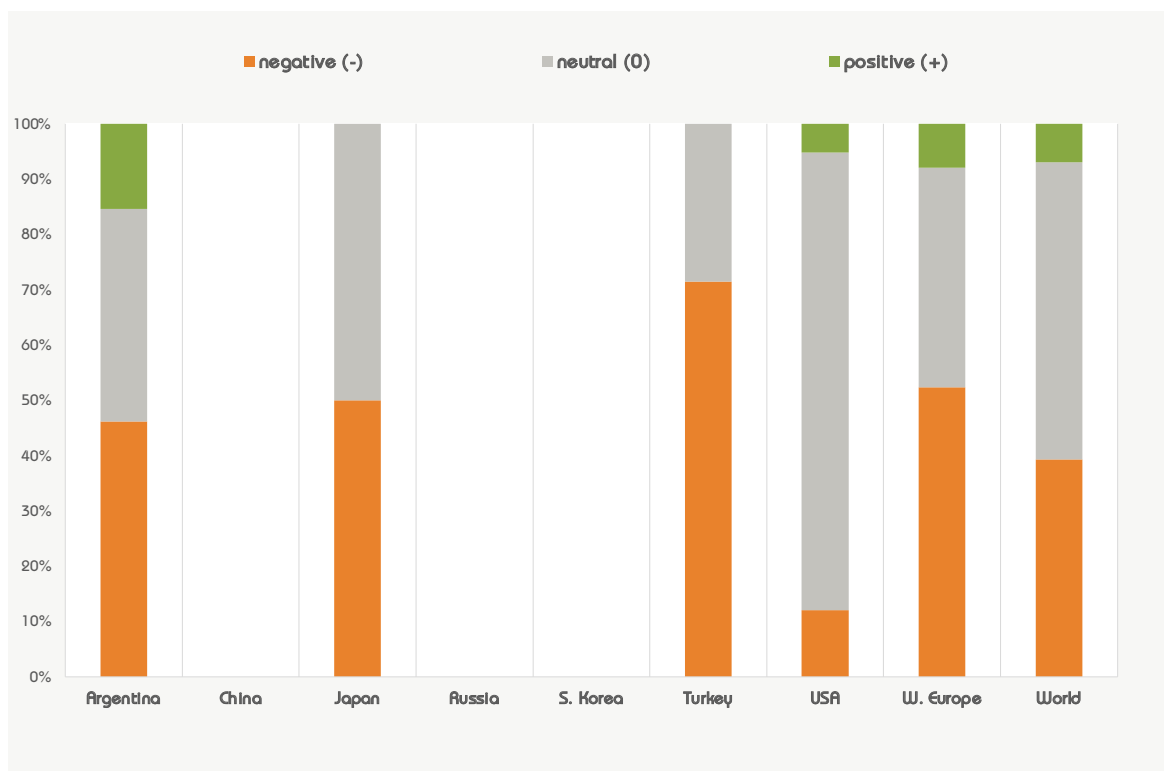in % of the interviewed persons according to country of company location

Legend: ■ Yes, with positive consequences on demand   ■ Yes, with negative consequences on demand   ■ No, situation for farmers' support is unchanged

NOVEMBER 2023

	Argentina	China	Japan	Russia	S.Korea	Turkey	USA	W. Europe	World
YES, with (+) effects on demand	0,0		0,0			26,7	7,0	11,0	8,9
YES, with (-) effects on demand	73,1		18,2			13,3	9,3	13,7	22,0
NO, farmer's support is unchanged	26,9		81,8			60,0	83,7	75,3	69,0

MARKET ENVIRONMENT

Please, give a current evaluation of the following aspects/impacts for the farmers/end curtomers in your domestic market: Competitiveness and perspectives

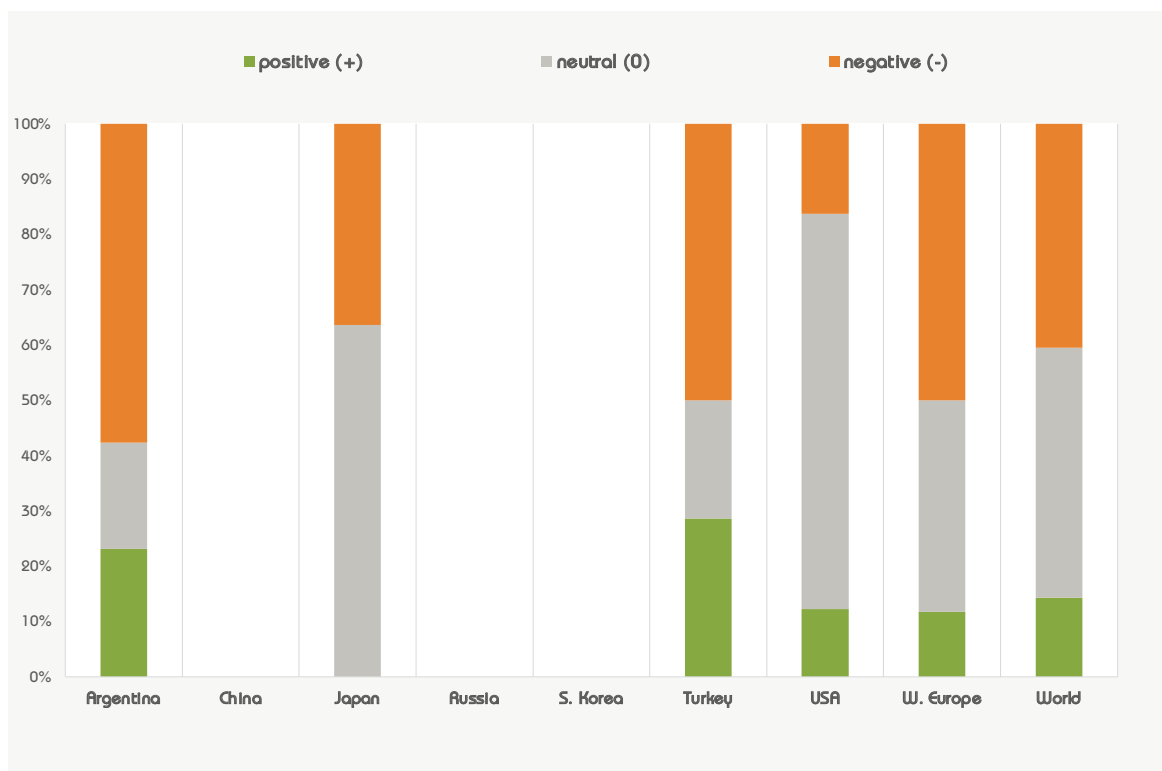Answers from manufacturers / importers according to location

NOVEMBER 2023

	Argentina	China	Japan	Russia	S.Korea	Turkey	USA	W. Europe	World
POSITIVE (+)	15,4		0,0			0,0	5,2	7,9	6,9
NEUTRAL	38,5		50,0			28,6	82,8	39,7	53,8
NEGATIVE (-)	46,2		50,0			71,4	12,1	52,4	39,3

MARKET ENVIRONMENT

Please, give a current evaluation of the following aspects/impacts for the farmers/end curtomers in your domestic market: Crop production (prices, quantities, quality)

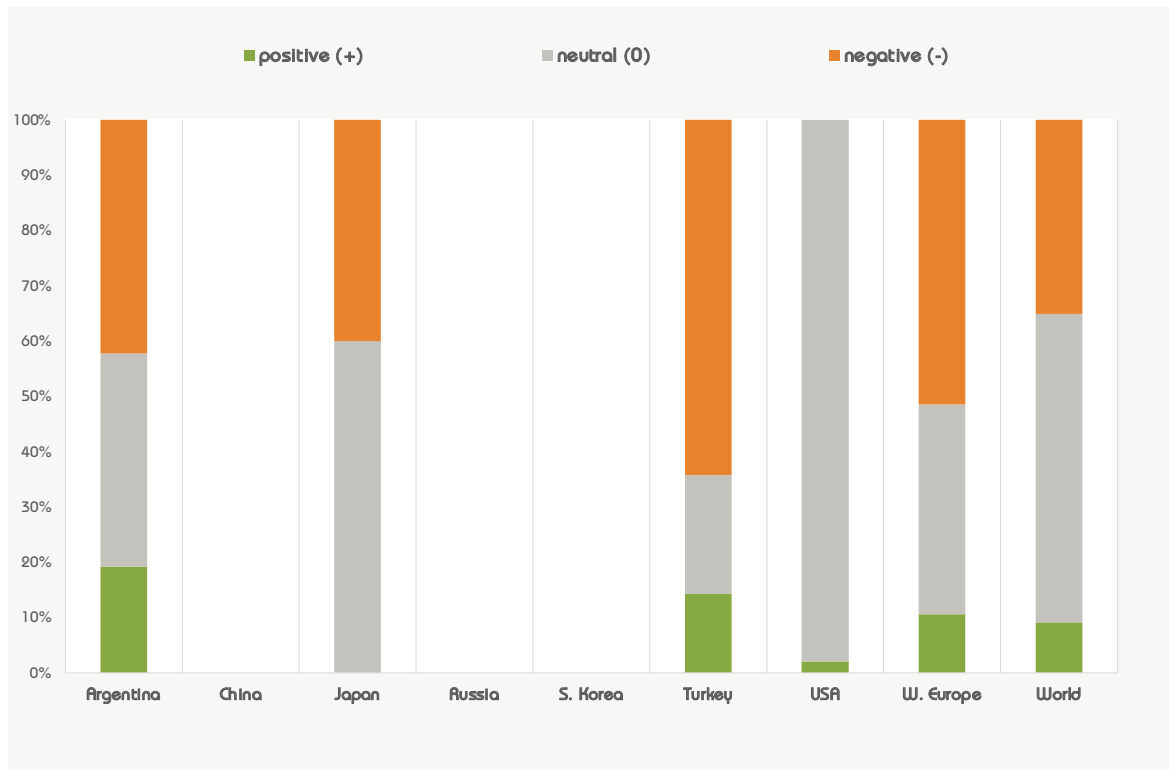Answers from manufacturers / importers according to location

NOVEMBER 2023

	Argentina	China	Japan	Russia	S.Korea	Turkey	USA	W. Europe	World
POSITIVE (+)	23,1		0,0			28,6	12,2	11,8	14,3
NEUTRAL	19,2		63,6			21,4	71,4	38,2	45,2
NEGATIVE (-)	57,7		36,4			50,0	16,3	50,0	40,5

MARKET ENVIRONMENT

Please, give a current evaluation of the following aspects/impacts for the farmers/end curtomers in your domestic market: Animal production (inc. dairy products)

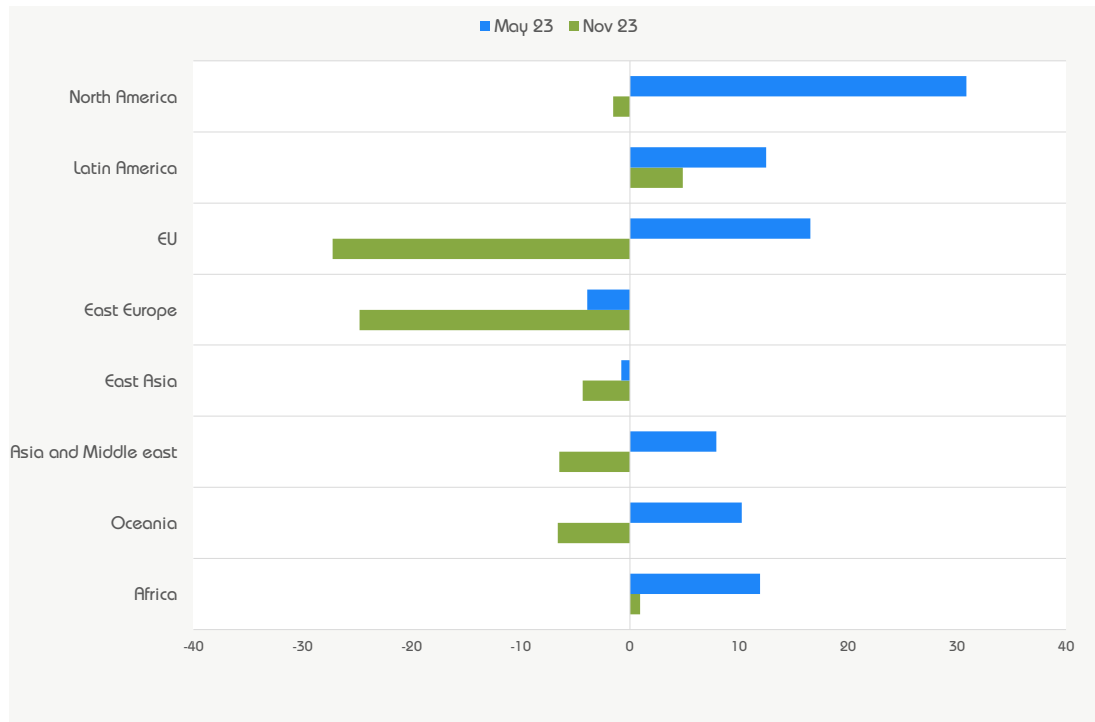Answers from manufacturers / importers according to location

NOVEMBER 2023

	Argentina	China	Japan	Russia	S.Korea	Turkey	USA	W. Europe	World
POSITIVE (+)	19,2		0,0			14,3	2,0	10,6	9,1
NEUTRAL	38,5		60,0			21,4	98,0	37,9	55,8
NEGATIVE (-)	42,3		40,0			64,3	0,0	51,5	35,2

MARKET OUTLOOK

Our regional turnover expectations in the next 6 months (compared to same period a year ago) are as follows:

% of all interviewees

NOVEMBER 2023

	North America	Latin America	EU	East Europe	East Asia	Asia and Middle East	Oceania	Africa
November 2023	-1,5	4,8	-27,3	-24,8	-4,3	-6,5	-6,6	0,9
May 2023	30,9	12,5	16,6	-3,9	-0,8	7,9	10,2	11,9

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