

Positive developments in the European grassland equipment market

PRESS RELEASE

Brussels/Spelle, 11th October 2021 – The European market for grassland equipment, which includes the product categories loaderwagons, mowers, rakes and tedders, showed a significant increase in sales units in the season July 2020-June 2021. After a rather mediocre market in the season 2019-2020, sales were at the level of 2018-2019. This volume was unexpected, but Austria, France, Germany, Poland and UK showed an average increase of more than 10 percent.

For next season, manufacturers expect a more or less stable market on the level of the previous season. The worldwide market outlook for dairy products is positive, but increasing purchase prices and delivery times for raw materials and components might cause disruptions.

The CEMA Product Groups are associations of the leading European manufacturers of agricultural equipment. The main focus is placed on the joint assessment of the market based on dedicated statistics. Currently, 11 companies are members of the CEMA Product Group Grassland Equipment. Prerequisite for participation is the membership in a national industry association, which belongs to the European umbrella association CEMA.



CEMA Product Group Grassland Equipment met on 15th September at the Krone headquarters in Spelle, Germany

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CEMA (www.cema-agri.org) aisbl is the association representing the European agricultural machinery industry. With 11 national member associations, the CEMA network represents both large multinational companies and numerous SMEs active in this sector.

The industry comprises about 7,000 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion (EU28 – 2016) and 150,000 direct employees. CEMA companies produce a large range of machines that cover any activity in the field from seeding to harvesting, as well as equipment for livestock management.