

## Press Release

# European Grassland equipment market: signs of stabilization after years of decline

Šempeter (Slovenia)/Brussels, 16th September 2025

After three consecutive years of market decline, the European grassland equipment sector appears to have reached its bottom. Although dealer inventories have been reduced, they remain above the long-term average, indicating a cautious recovery.

The demand for dairy products continues to be strong, and milk prices have developed positively due to limited supply and stable consumer demand. This has supported margins for dairy farms across Europe, creating a more favorable environment for investment.

Nevertheless, farmers are facing significant challenges. Geopolitical tensions, uncertainties surrounding the EU agricultural budget, and the lack of long-term political frameworks are contributing to a climate of hesitation regarding new investments in agricultural machinery.

Despite these pressures, the CEMA Grassland Group anticipates slight growth in the European market for the 2025/26 season, signaling a potential turnaround.

The group also welcomes SIPMA (Poland) as a new member, further strengthening its representation across Europe.

*The CEMA Product Groups are associations of the leading European manufacturers of agricultural equipment. Their main focus is placed on the joint assessment of the market based on dedicated statistics. Currently, 12 companies are members of the CEMA Product Group Grassland Equipment. The main requirement for participation is the company's membership of a national industry association which belongs to the European umbrella association CEMA. [Text]*

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*CEMA Product Group Grassland Equipment met on 16<sup>th</sup> September at the SIP headquarters in Šempeter, Slovenia*

## ABOUT CEMA

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

CEMA represents about 1,300 manufacturers, producing more than 450 different types of machines with an annual turnover of about €40 billion 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.

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