

Agricultural Planting and Fertilizing Machinery Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Indoor Farming & Farm Mechanization (Agriculture & Agribusiness)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/agricultural-planting-and-fertilizing-machinery-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 1.63 billion
Projected Forecast (2031)	USD 1.63 billion
Growth Rate (CAGR)	5.13 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Agricultural Planting and Fertilizing Machinery industry](images/chart_2.png)

![Agricultural Planting and Fertilizing Machinery Market Size](images/chart_3.png)

![Agricultural Planting and Fertilizing Machinery Market Share by Type, 2025](images/chart_4.png)

![Agricultural Planting and Fertilizing Machinery Market Growth Rate by Region](images/chart_5.png)

![Agricultural Planting and Fertilizing Machinery Market Concentration](images/chart_6.png)

![Icon](images/chart_7.png)

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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2021 - 2031
Market Size (2026)	USD 1.63 Billion
Market Size (2031)	USD 2.09 Billion
Growth Rate (2026 - 2031)	5.13 %
Fastest Growing Market	Asia-Pacific
Largest Market	North America

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Agricultural Planting and Fertilizing Machinery Market Analysis by Mordor IntelligenceThe agricultural planting and fertilizing machinery market size was valued at USD 1.55 billion in 2025 and estimated to grow from USD 1.63 billion in 2026 to reach USD 2.09 billion by 2031, at a CAGR of 5.13% during the forecast period (2026-2031). The market is following a steady growth path because farm labor has been shrinking across major agricultural economies, increasing the economic value of machinery that improves planting speed, placement accuracy, and fertilizer efficiency. Competitive activity is also shifting toward digital ecosystems because manufacturers connecting planter and applicator hardware with real-time agronomic data are building stronger repeat demand than companies competing only on upfront price. Precision upgrades, subsidy programs, and low-cost financing are shortening payback periods across several emerging markets, while leasing and pay-per-use models are widening equipment access where outright ownership remains difficult. High upfront costs, electronics cost inflation, and cybersecurity risks still limit adoption across parts of South Asia, Sub-Saharan Africa, and South America, yet the broader mechanization cycle remains favorable for the agricultural planting and fertilizing machinery market.

Key Report Takeaways* By type, Planting Machinery held 60.4% of the agricultural planting and fertilizing machinery market size in 2025, while Fertilizing Machinery is projected to record the fastest growth at a CAGR of 6.7% over 2026-2031.

* By geography, North America accounted for 35.0% of global value in 2025, while Asia-Pacific is forecast to advance at the fastest regional CAGR of 7.7% over 2026-2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Agricultural Planting and Fertilizing Machinery Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Decline In Farm Labor Availability | +1.1% | Global, with highest intensity in North America, Europe, and aging rural economies of East Asia | Short term (≤ 2 years) |

Increased Farm Mechanization Rates | +0.9% | India, China, Indonesia, and spillover markets in Sub-Saharan Africa and South America | Medium term (2-4 years) |

Growing Adoption Of Precision Agriculture | +1% | North America and Europe first, with rising uptake in Australia, China, and Brazil | Short term (≤ 2 years) |

Government Subsidies And Low-Interest Credit Lines | +0.7% | India, China, France, Saudi Arabia, and Brazil | Medium term (2-4 years) |

Agriculture-Technology-as-a-Service Equipment Access Models | +0.5% | India, Brazil, Mexico, Kenya, Nigeria, and Ethiopia | Medium term (2-4 years) |

Regenerative-Farming Carbon-Credit Incentives For Precision Input Placement | +0.4% | United States and Canada primarily, with early movement in Germany, France, and Brazil | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The agricultural planting and fertilizing machinery market is moderately fragmented, with the top 5 players collectively accounting for less than one-third of global market value. Deere & Company and CNH Industrial N.V. remain 2 of the most

visible competitors because both companies are extending traditional hardware portfolios into broader digital operating systems that improve precision control, diagnostics, and farm data integration. Deere strengthened this position in 2026 through FurrowVision and dual-product nutrient placement advancements, while CNH Industrial continues expanding FieldOps and connected agronomy capabilities across its agricultural equipment portfolio. This structure keeps competitive intensity elevated because no single company holds sufficient market share to dictate pricing or product direction across all crop systems and geographies.

AGCO Corporation, Maschio Gaspardo S.p.A., and AMAZONEN-WERKE H. DREYER SE & Co. KG also maintain significant positions in the agricultural planting and fertilizing machinery market, although each company is pursuing a different expansion strategy. AGCO used the 2025 Farm Progress Show to showcase the Fendt Optimum planter integrated with Precision Planting technology and broader connectivity tools, while Maschio Gaspardo invested in LYNX AG LLC during 2025 and established a United States joint venture focused on large-format precision planter manufacturing. AMAZONEN-WERKE H. DREYER SE & Co. KG reinforced its international presence by opening a new facility in El Dorado, Kansas in December 2025 after reporting 2024 turnover of EUR 763 million, equivalent to approximately USD 824 million, with exports accounting for 80% of total sales. Beyond these companies, specialists such as Bourgault Industries Ltd., Kinze Manufacturing Inc., Väderstad AB, LE MKEN GmbH & Co. KG, and Bucher Industries AG through Kuhn continue shaping competition across specific crops, geographies, and equipment categories.

The agricultural planting and fertilizing machinery market is anticipated to expand further through platform integration, localized manufacturing, and stronger software-led value capture. Strategic developments during 2025 and 2026 indicate that manufacturers are increasingly pairing new hardware launches with digital rate control, row sensing, prescription support, and farm management platform connectivity rather than positioning machinery as a standalone asset. Maschio Gaspardo also expanded its India manufacturing footprint through a new facility project valued at EUR 25 million, equivalent to approximately USD 27 million, while Deere advanced proprietary nutrient placement technologies that strengthen product differentiation. Companies capable of combining agronomic performance, software usability, dependable service support, and flexible access models are likely to capture the next phase of growth across the agricultural planting and fertilizing machinery market.

Agricultural Planting and Fertilizing Machinery Industry Leaders* CNH Industrial NV

- * AGCO Corporation
- * Kubota Corporation
- * Deere & Company
- * Mahindra & Mahindra Limited

* *Disclaimer: Major Players sorted in no particular order
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Scope Methodology P Space

This market covers machinery used on farms to place seed and apply fertilizer in the field, including planting equipment and fertilizer application equipment, measured as revenue from equipment sales in USD.

Scope exclusions: Used equipment resale and routine repair services are excluded from the market value.

Segmentation Container

- * By Type* Planting Machinery* Seed Drills
- * Planters
- * Transplanters
- * Fertilizing Machinery* Seed-cum-Fertilizer Drills
- * Fertilizer Spreaders
- * Liquid and Starter Fertilizer Applicators
- * By Geography* North America* United States
- * Canada
- * Mexico
- * Rest of North America
- * South America* Brazil
- * Argentina
- * Rest of South America
- * Europe* Germany
- * United Kingdom
- * France
- * Italy
- * Spain
- * Russia
- * Rest of Europe
- * Asia-Pacific* China
- * India
- * Japan
- * Australia
- * Indonesia
- * Thailand
- * Rest of Asia-Pacific
- * Middle East* Saudi Arabia
- * Turkey
- * United Arab Emirates
- * Rest of Middle East
- * Africa* South Africa
- * Nigeria
- * Egypt
- * Rest of Africa

Frequently Asked Questions

What is the current value outlook for agricultural planting and fertilizing machinery?

The market is estimated at USD 1.63 billion in 2026 and is forecast to reach USD 2.09 billion by 2031, growing at a 5.13% CAGR over 2026-2031.

Which product category leads demand worldwide?

Planting Machinery was the largest category in 2025 with 60.4% share because seeding remains a universal field operation across all major crop systems.

Which product type is growing the fastest through 2031?

Fertilizing Machinery is the fastest-growing product type, with a projected 6.7% CAGR over 2026-2031 as farms prioritize nutrient efficiency and integrated application workflows.

Why are farmers investing more in precision-enabled planters and applicators?

Labor shortages, rising farm wages, stronger return on input savings, and policy support for mechanization are making precision equipment more attractive across both large and mid-sized farms.