The State of the Industry 2025 Tractors and Machinery Report

May 2026

Prepared by Kynetec Australia

TRELLEBORG

Australian-made complete wheel solutions, built for Australia's toughest conditions.

Our expert Bendigo Trelleborg team designs and manufactures customised wheel systems that meet your exact requirements from the soil up - ensuring durability, performance and quality at every stage. With a commitment to sustainability, we utilise innovative materials and efficient manufacturing processes to minimise environmental impact while maximising longevity and reliability.

Australian Made

We can supply custom wheels for any vehicle and trailer.

- Expert technical advice
- Customised wheels and spacers
- Fast turnaround times
- Extensive data base
- Engineered for performance

For more information, please contact us:
Phone 1800 037 091
www.trelleborg-tires.com/en-au

Australian-Made Wheels for Australia's Toughest Conditions

Contents

Welcome

On behalf of the Tractor and Machinery Association (TMA), it is my privilege to introduce the Kynetec/TMA State of the Industry Report for 2025.

This year's report arrives at a complex juncture for the Australian agricultural sector. As we examine the data and trends from the past twelve months, we see a landscape defined by sharp contrasts: record-breaking national success set against localized hardship, and technological advancement met by economic headwinds.

The $100 Billion Milestone vs. Regional Realities

The headline achievement for our industry is nothing short of historic. For the first time, Australian farm production value has exceeded $100 billion. This milestone is a testament to the sophistication, scale, and efficiency of our primary producers. However, these "macro" successes often mask the "micro" realities on the ground.

While the national figure is a cause for celebration, we are acutely aware that the 2025 period has brought significantly difficult trading conditions. In particular, our members and customers in the southern states have navigated a grueling season exacerbated by persistent drought. These climatic pressures have naturally tempered the enthusiasm that usually accompanies record-high production values, reminding us that in agriculture, prosperity is rarely uniform.

Navigating Market Volatility

Our sector also faces a unique paradox regarding machinery. Despite the high value of output, the industry has contended with significant challenges in machine pricing. Global supply chain legacies, fluctuating input costs, and shifting interest rate environments have created a delicate balancing act for manufacturers and buyers alike. Navigating these pricing pressures while ensuring that our farmers have access to the world-leading technology required to maintain their competitive edge remains our primary collective challenge.

A Tribute to Our People

If there is a silver lining to these testing times, it is the remarkable resilience of our dealer network. The men and women who work within our dealerships are the lifeblood of this industry.

When conditions turn tough, the dealer network does more than just sell and service equipment; they act as advisors, problem-solvers, and pillars of their local communities. To the staff on the front lines—the technicians, parts specialists, and sales teams—we offer our sincerest gratitude. Your dedication ensures that even when the rain doesn't fall, the wheels of progress continue to turn.

cont.. welcome

Looking Ahead: Join Us in Sydney

While the data in this report provides the "what“, our people provide the "how." There is no substitute for the insights shared when we step away from our businesses to engage with our peers.

I would like to take this opportunity to remind you of the upcoming TMA Conference, held in Sydney on July 29th.

In times of economic and climatic uncertainty, the value of coming together as an industry cannot be overstated. This event will be an essential forum to discuss the findings of this report, share strategies for the year ahead, and reinforce the professional bonds that make our industry so robust.

I look forward to seeing you there. Together, we will continue to drive the future of Australian agriculture.

Warm regards,

Gary Northover

Executive Director
Tractor & Machinery Association of Australia

2025 – Agricultural Machinery Industry New Sales

$4.6bn

Tractors $1.7bn	Combine Harvesters $816m
Balers and Hay tools* $224m	SP Sprayers $426m
Tillage & Seeding $464m (est.)	Other Equip. $977m (est.)

2025 – Agricultural Machinery Industry New Sales

In almost a direct repeat from last years opening statement, 2025 has been another tough year across most agricultural industry input categories including machinery. This is an ongoing situation being felt across many local and global input companies.

Reported new tractor sales are sitting at levels not seen in Australia since before 2010. We have seen a 7% decline in units sold between 2024 to 2025 and this is on the back of a 23% decrease from 2023 to 2024 and another 25% decrease from 2022 to 2023. Back to back decreases like this have not been seen across our reporting timeframe starting in January 1989. The 200+ hp range has experienced the largest year on year decline, being 16% down on 2024. And unlike last year, where the lower hp ranges experienced the largest declines, this year they have experienced the lowest decreases year on year. The value of units sold has also declined, and due the larger declines coming from the larger machines, the year on year value decrease sits at 9.3%.

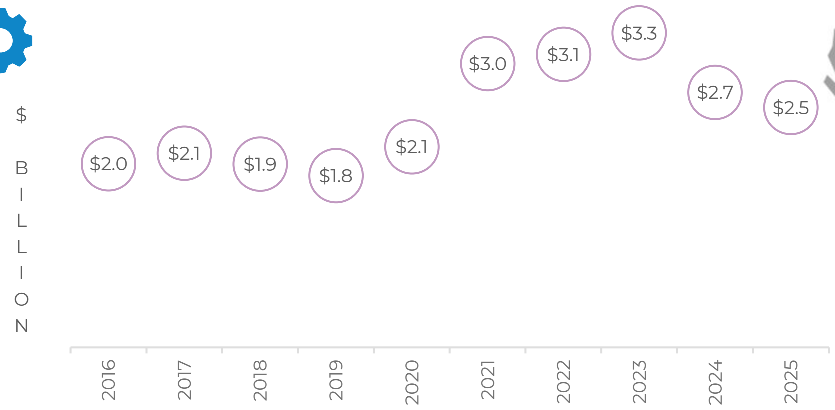
Due to a change in contributors carried on from last year to surveying, we are again not reporting on Headers or Windrowers, though should additional information come through we will reissue this report. When looking at combines alone, we see a reduction in value of 12% year on year, while the units remained relatively stable with a slight decrease of 0.4%. While looking at the new sales, we see the Class 10 continuing to take a larger share of sales 16% to 27% between 2023 and 2025, with Class 8 experiencing a decreasing share 39% to 31% across the same time frame.

Balers and Hay Tools unit sales have grown, with a 19% increase in sales on 2024. Unlike last year, all equipment types have experienced growth over last year. Large rectangle balers saw significant growth, with the largest sales in units seen in at least the last 10 years.

For the second year we have sp sprayers as a reported line item, and a better view on values with improved reporting standards. This has seen 2025 result in $426 million in sales, which is a decrease of 31% over last year using the same new standards.

We continue to provide our estimates only on tillage and seeding equipment, as well as the combined value of sales of other key segments including Trailed Sprays, Cotton and Cane Harvesters, Self-propelled Forage Harvesters, Chaser and Hall Out Bins to just name a few. General feeling is for a slight increase in these segments.

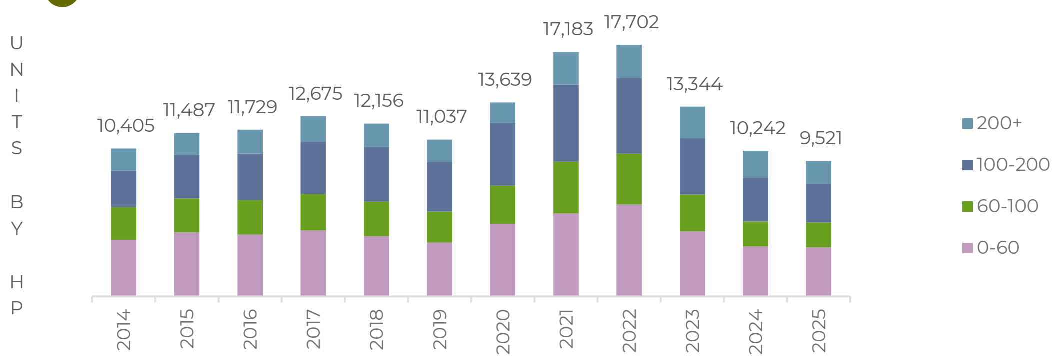
Value of Sales – Tractors, Combines & Balers



Tractors

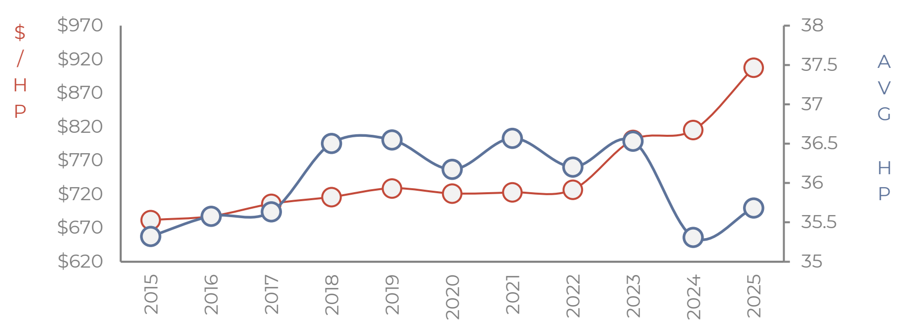
Units by HP range

9,521 units ↓ 7% on 2024 ↓ 29.9% on 5yr avg
$1.7 bill ↓ 9.3% on 2024 ↓ 12.9% on 5yr avg

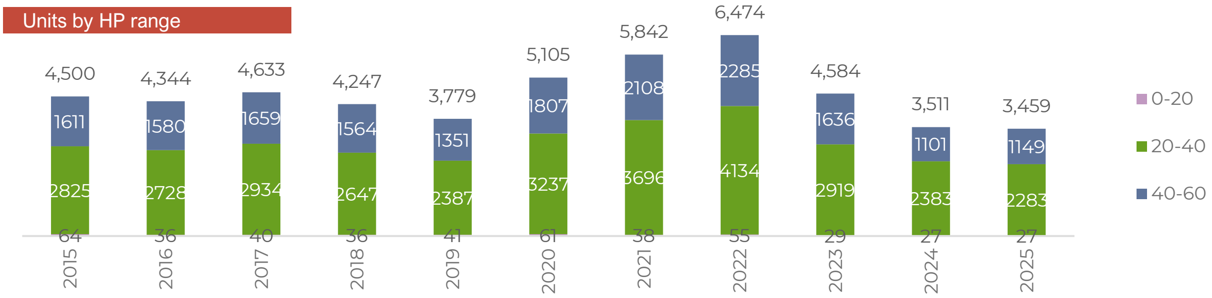


Lifestyle Tractors – up to 60 HP

$/HP and Avg HP

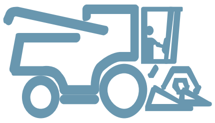


Units by HP range

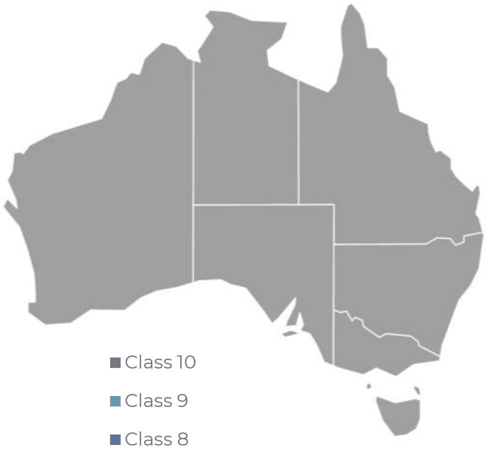


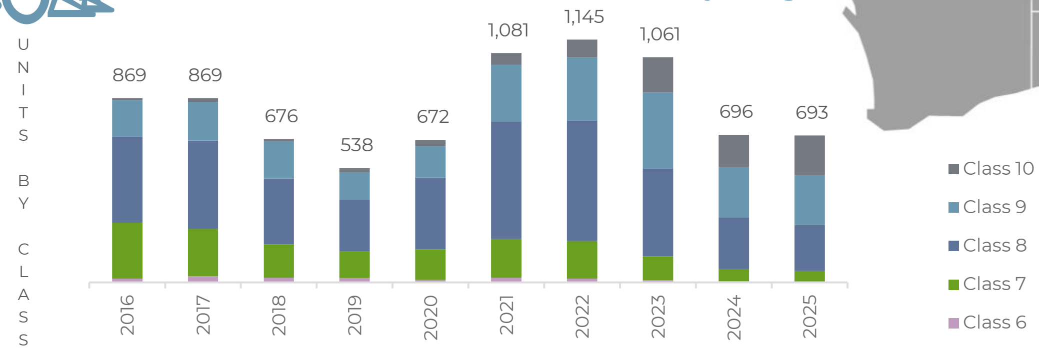
Combines

Units by class

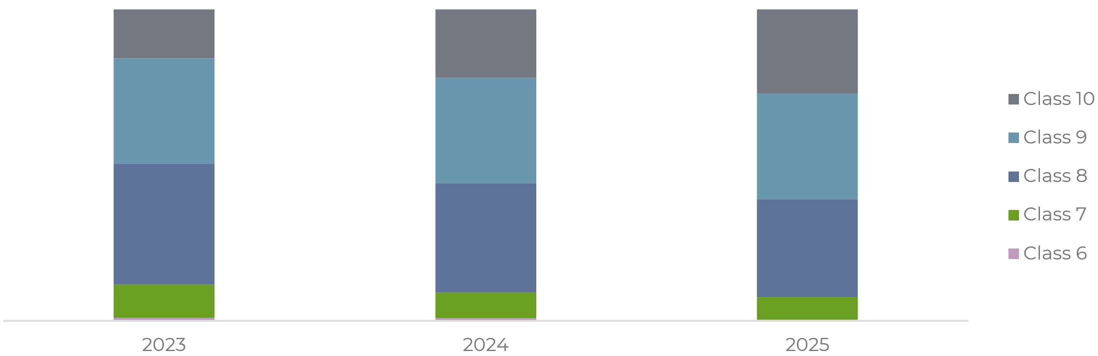


693 units ↓ 0.4% on 2024 ↓ 26% on 5yr avg
$816 mill ↑ 12% on 2024 ↓ 0.8% on 5yr avg

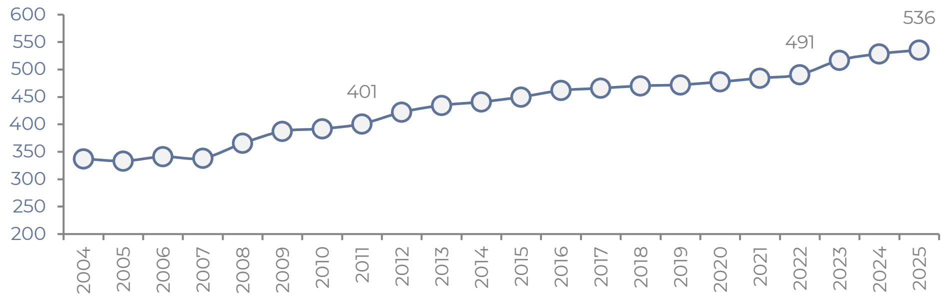




Class distribution by year

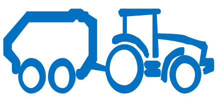


Average Unit HP

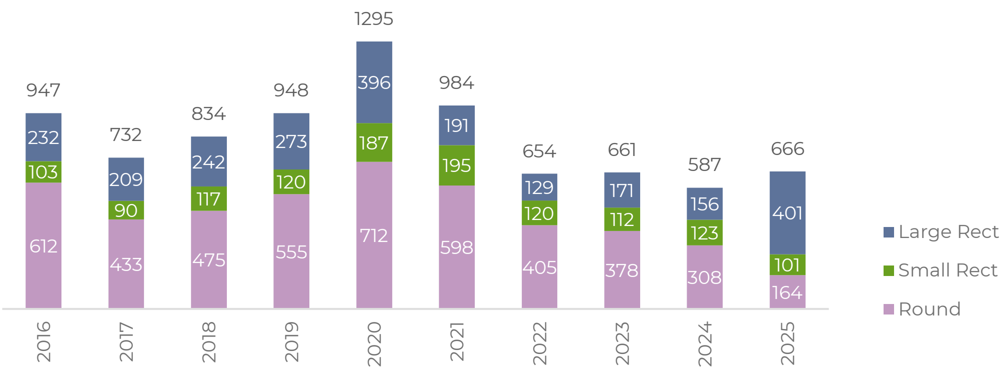


Balers

Balers units by type

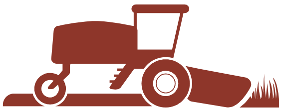


663 units ↑ 13% on 2024 ↓ 6.3% on 5yr avg
$124 mill ↑ 23% on 2024 ↑ 19% on 5yr avg

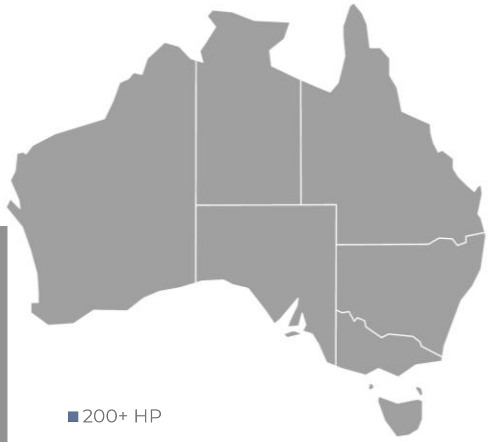


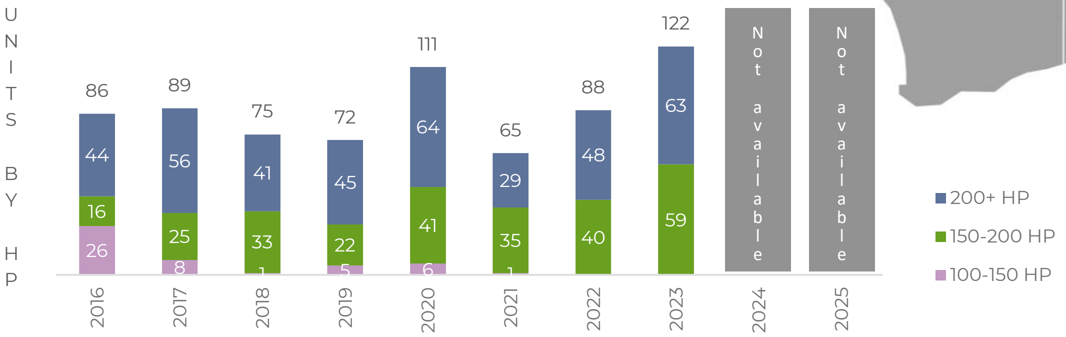
SP Windrowers

SP Windrowers Units by HP range



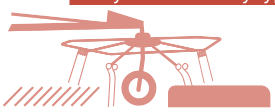
2025 data not available for release



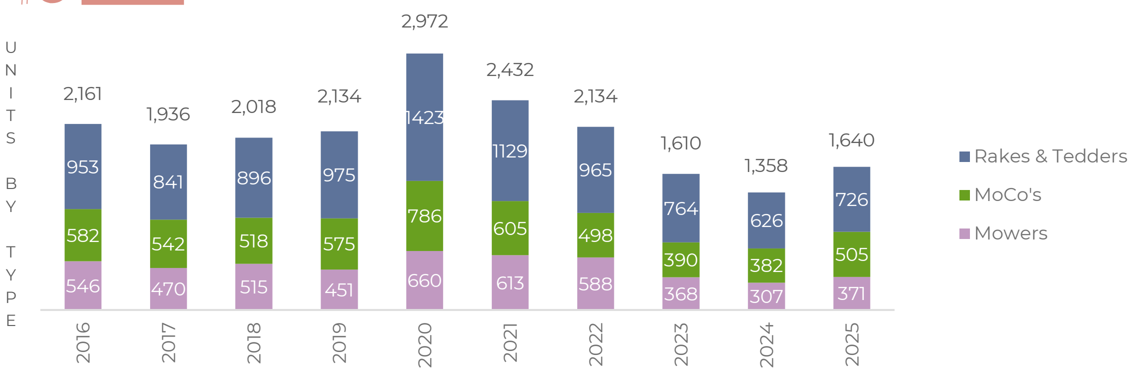


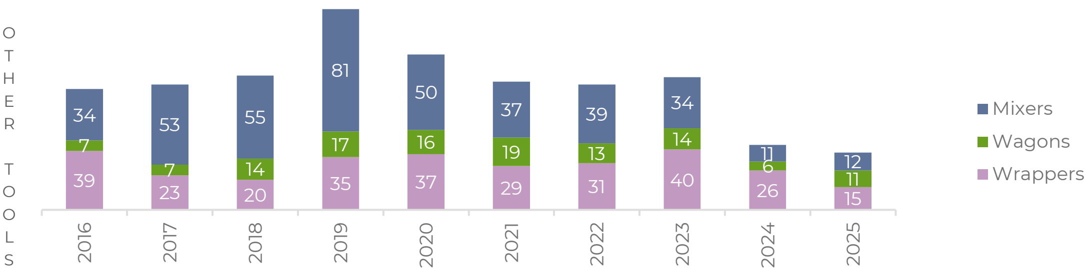
Hay Tools

Hay Tools Units by type



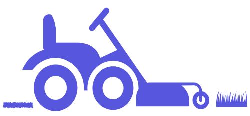
1,640 units ↑ 21% on 2024 ↓ 22% on 5yr avg
$100.2 mill ↑ 30% on 2024 ↑ 4% on 5yr avg



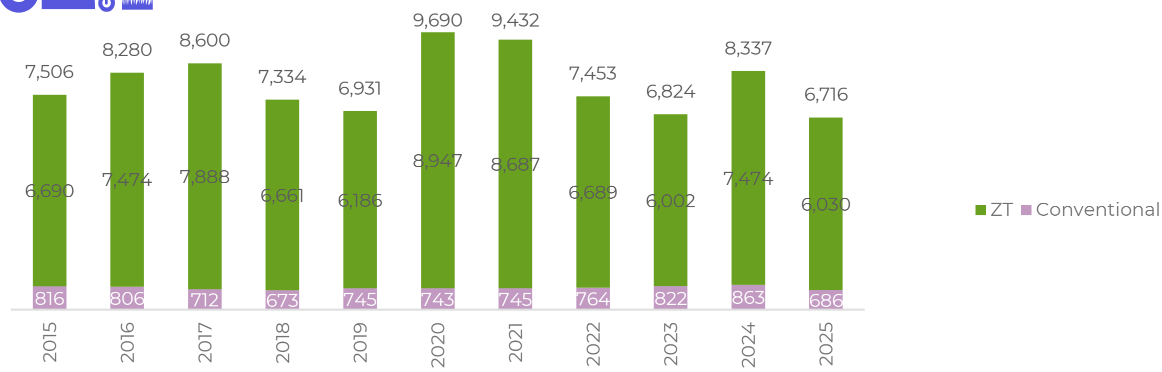


Commercial Out Front Mowers

OFM Units by type



6,716 units ↓ 19.4% on 2024 ↓ 19.5% on 5yr avg
$108 mill ↓ 17.9% on 2024 ↑ 1.2% on 5yr avg



Tractors

Units around the State

2,499 units ↓ 2.5% on 2024 ↓ 22.5% on 5yr avg
$347 mill ↓ 1.3% on 2024 ↓ 4.8% on 5yr avg

1 508 units ↑ 4% on 2024
$59 mill ↑ 15% on 2024

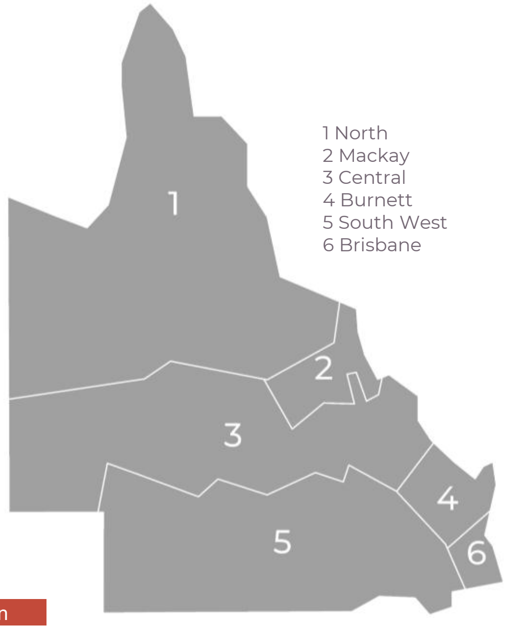
2 203 units ↓ 5% on 2024
$ 28 mill ↑ 7% on 2024

3 178 units ↓ 15% on 2024
$35 mill ↓ 3% on 2024

4 484 units ↑ 9% on 2024
$44 mill ↑ 16% on 2024

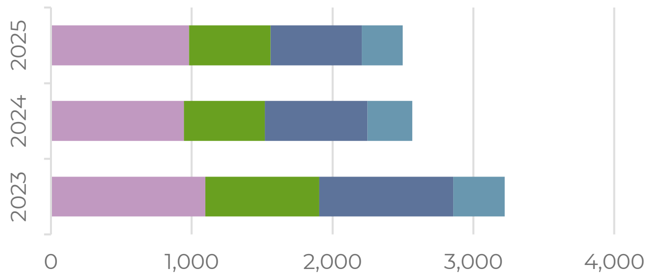
5 443 units ↓ 12% on 2024
$114 mill ↓ 8% on 2024

6 683 units ↓ 3% on 2024
$42 mill ↑ 3% on 2024

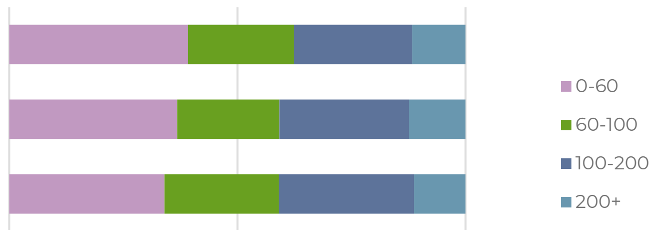


Please note localised year on year growth percentage tables are published in the appendix starting page 14

QLD Units by HP range

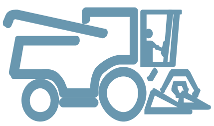


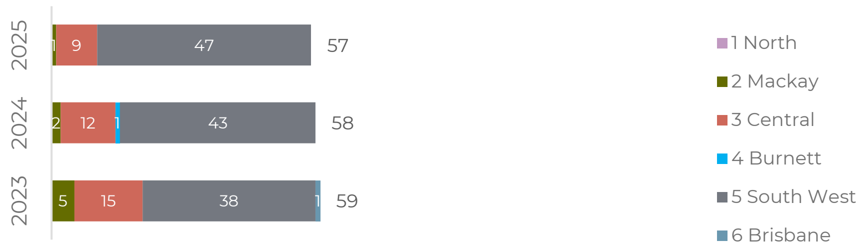
QLD HP range distribution



Combines

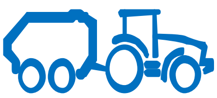
Combines – Units by Region

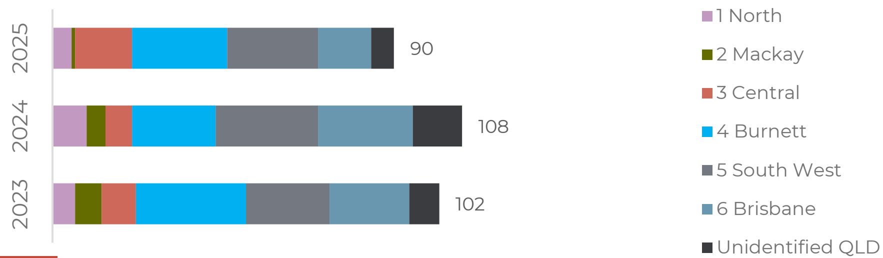




Balers

Baler – Units by Region



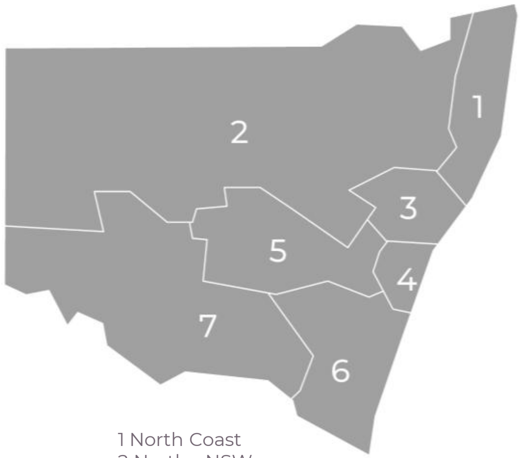


Baler – Type distribution

Tractors

Units around the State

2,591 units ↓ 7.7% on 2024 ↓ 35.9% on 5yr avg
$464 mill ↓ 8.5% on 2024 ↓ 17.7% on 5yr avg



1 534 units ↓ 0.4% on 2024
$36 mill ↑ 5.6 on 2024

2 482 units ↓ 4% on 2024
$143 mill ↓ 10% on 2024

3 224 units ↑ 6% on 2024
$18 mill ↑ 6% on 2024

4 251 units ↓ 21% on 2024
$13 mill ↓ 21% on 2024

5 318 units ↑ 24% on 2024
$83 mill ↑ 9% on 2024

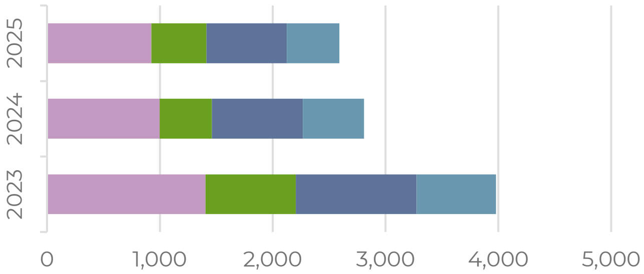
6 306 units ↓ 19% on 2024
$29 mill ↓ 13% on 2024

7 476 units ↓ 16% on 2024
$117 mill ↓ 16% on 2024

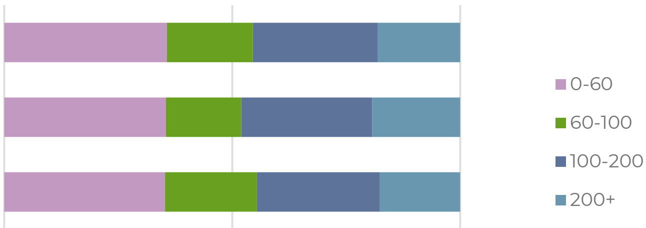
Please note localised year on year growth percentage tables are published in the appendix starting page 14

1 North Coast
2 North - NSW
3 Hunter
4 Sydney
5 Central West
6 Sth Coast-Tab
7 Riverina

NSW Units by HP range

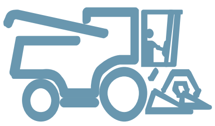


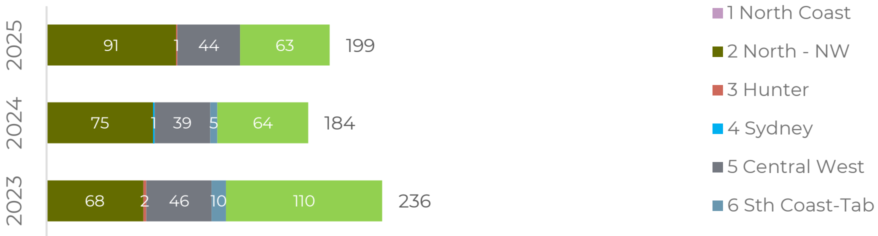
NSW HP range distribution



Combines

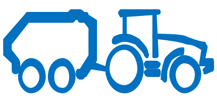
Combines – Units by Region

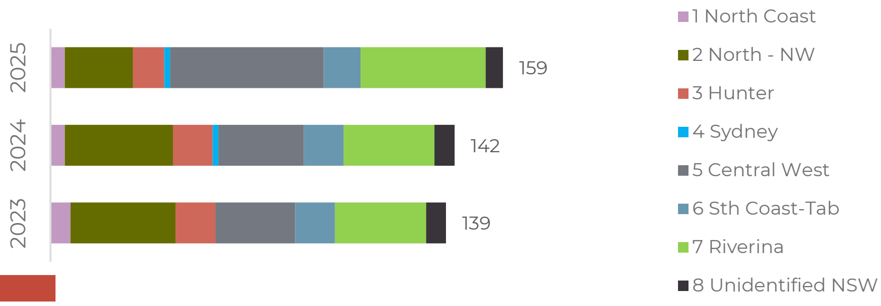




Balers

Baler – Units by Region





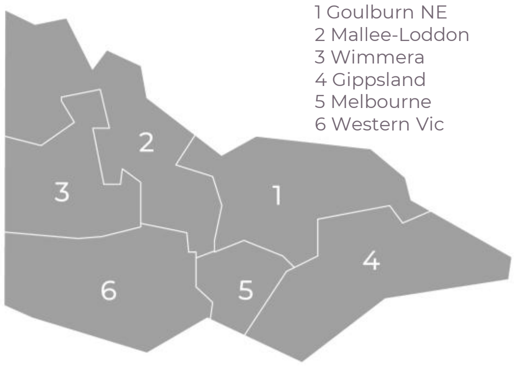
Baler – Type distribution

kynetec

Tractors

Units around the State

2,055 units ↓ 16% on 2024 ↓ 36% on 5yr avg
$315 mill ↓ 12.9% on 2024 ↓ 19.9% on 5yr avg



1 — 401 units ↓ 10% on 2024; $58 mill ↓ 1.7% on 2024

2 — 443 units ↓ 18% on 2024; $66 mill ↓ 12% on 2024

3 — 98 units ↓ 26% on 2024; $28 mill ↓ 41% on 2024

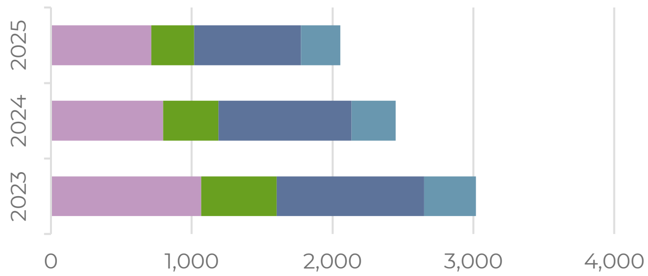
4 — 311 units ↓ 23% on 2024; $44 mill ↓ 13% on 2024

5 — 367 units ↓ 22% on 2024; $26 mill ↓ 13% on 2024

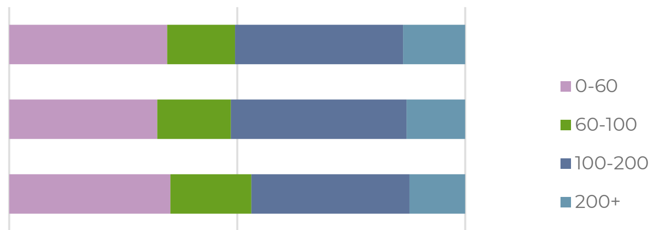
6 — 435 units ↓ 4.4% on 2024; $68 mill ↑ 2.5% on 2024

Please note localised year on year growth percentage tables are published in the appendix starting page 14

Vic Units by HP range

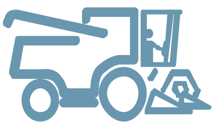


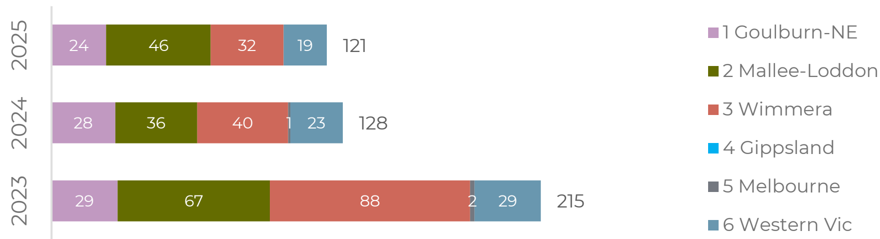
Vic HP range distribution



Combines

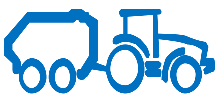
Combines – Units by Region

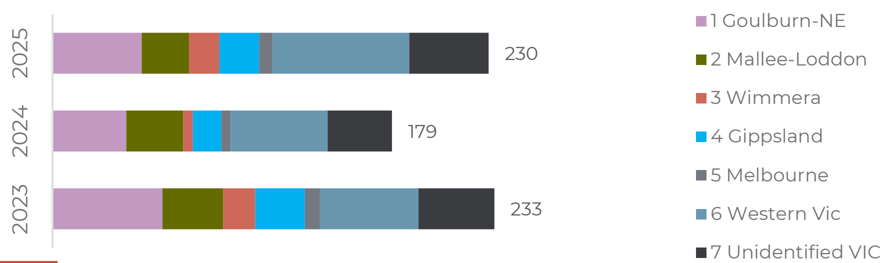




Balers

Baler – Units by Region





Baler – Type distribution

Tractors

Units around the State

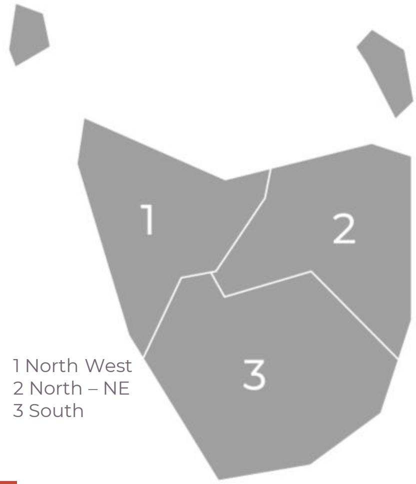
328 units ↓ 0.9% on 2024 ↓ 34% on 5yr avg
$43 mill ↓ 3.6% on 2024 ↓ 18% on 5yr avg

1 119 units ↑ 1.7% on 2024
$18 mill ↑ 5% on 2024

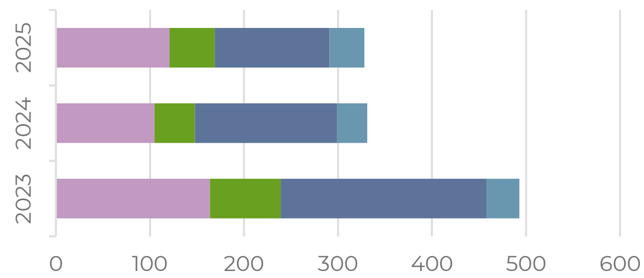
2 123 units ↓ 7.5% on 2024
$17 mill ↓ 7% on 2024

3 86 units ↑ 6% on 2024
$7 mill ↑ 33% on 2024

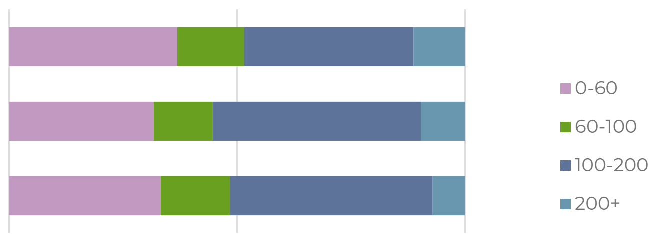
Please note localised year on year growth percentage tables are published in the appendix starting page 14



Tas Units by HP range

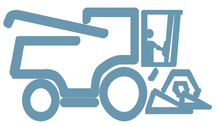


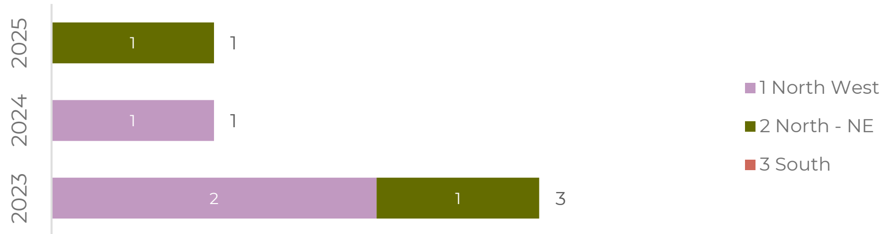
Tas HP range distribution



Combines

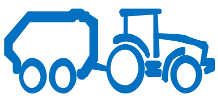
Combines – Units by Region

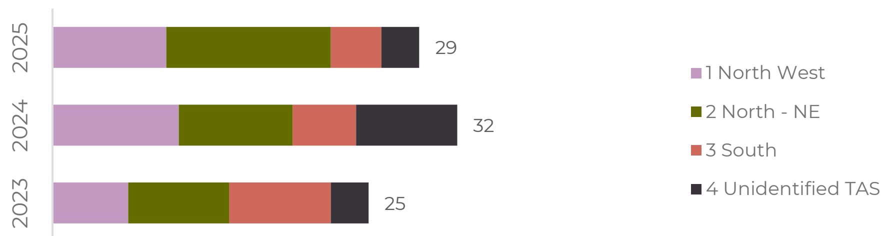




Balers

Baler – Units by Region





Baler – Type distribution

Tractors

Units around the State

686 units ↓ 9% on 2024 ↓ 34.7% on 5yr avg
$141 mill ↓ 21.7% on 2024 ↓ 23.4% on 5yr avg

1 125 units ↑ 3% on 2024
$15 mill ↓ 43% on 2024

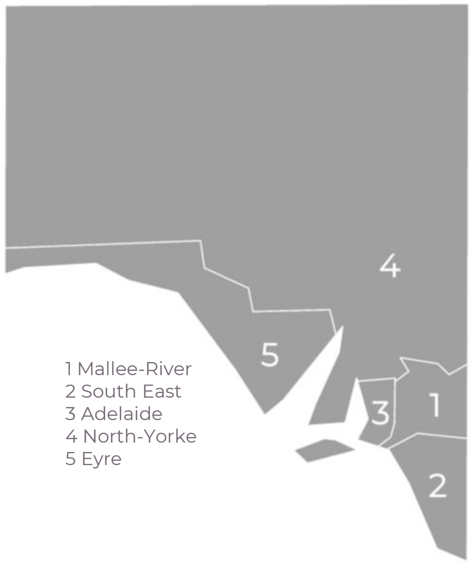
2 133 units ↓ 4% on 2024
$33 mill ↓ 1% on 2024

3 257 units ↓ 7% on 2024
$26 mill ↓ 11% on 2024

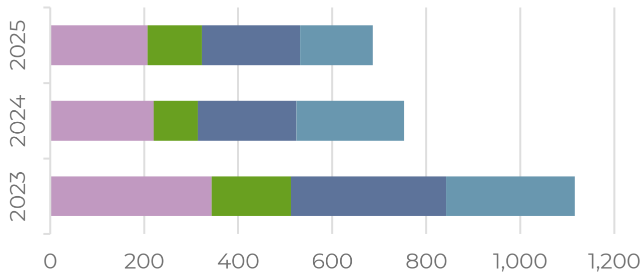
4 100 units ↓ 34% on 2024
$33 mill ↓ 45% on 2024

5 71 units ↑ 8% on 2024
$30mill ↑ 7% on 2024

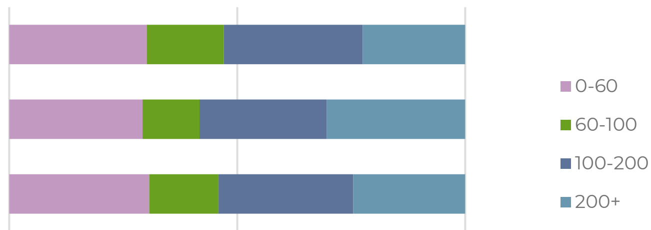
Please note localised year on year growth percentage tables are published in the appendix starting page 14



SA Units by HP range

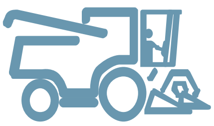


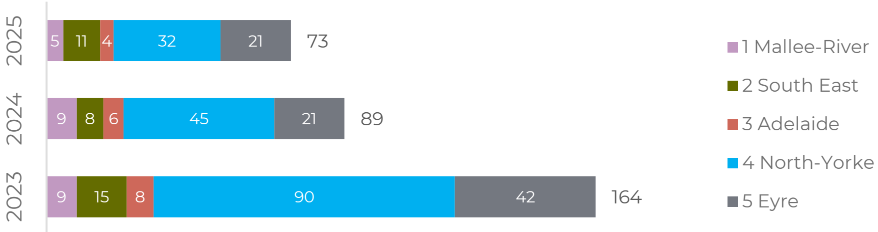
SA HP range distribution



Combines

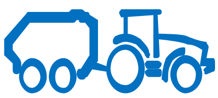
Combines – Units by Region

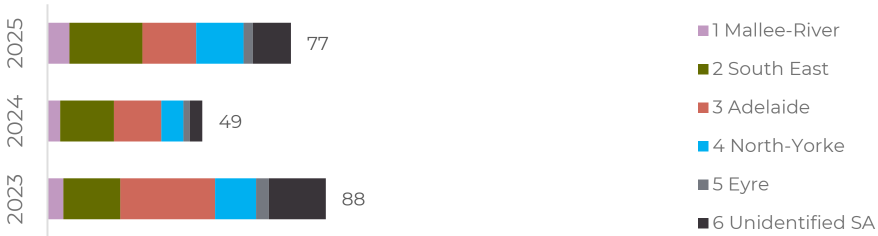




Balers

Baler – Units by Region





Baler – Type distribution

Tractors

Units around the State

1,256 units ↑ 1.6% on 2024 ↓ 12.9% on 5yr avg
$336 mill ↓ 10% on 2024 ↑ 1.4% on 5yr avg

1 — 132 units ↓ 21% on 2024
$51 mill ↓ 21% on 2024

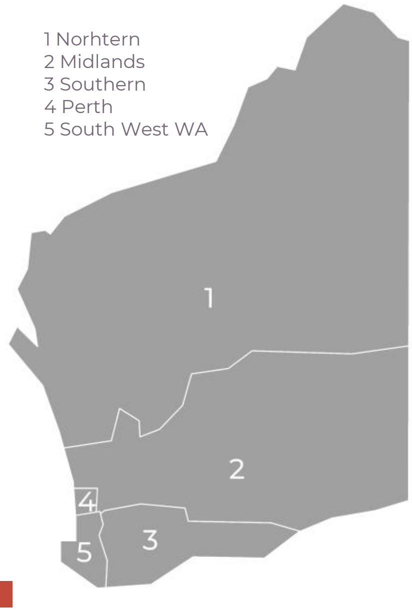
2 — 227 units ↓ 16% on 2024
$89 mill ↓ 20% on 2024

3 — 314 units ↑ 3.3% on 2024
$133 mill ↓ 1.5% on 2024

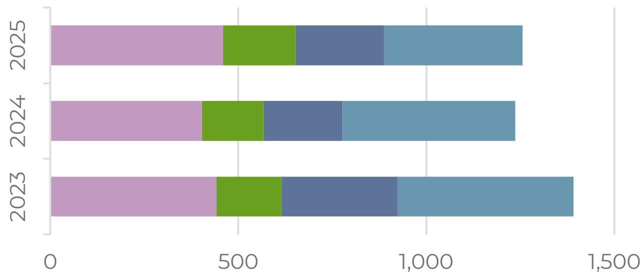
4 — 280 units ↑ 33% on 2024
$17 mill ↑ 28% on 2024

5 — 303 units ↑ 7% on 2024
$30 mill ↑ 32% on 2024

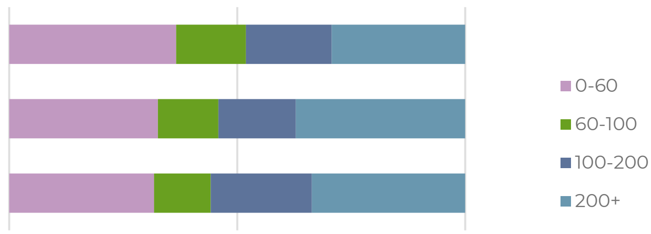
Please note localised year on year growth percentage tables are published in the appendix starting page 14



WA Units by HP range

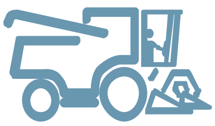


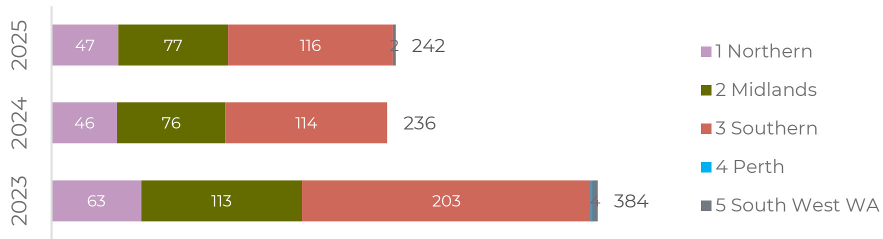
WA HP range distribution



Combines

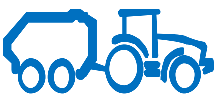
Combines – Units by Region

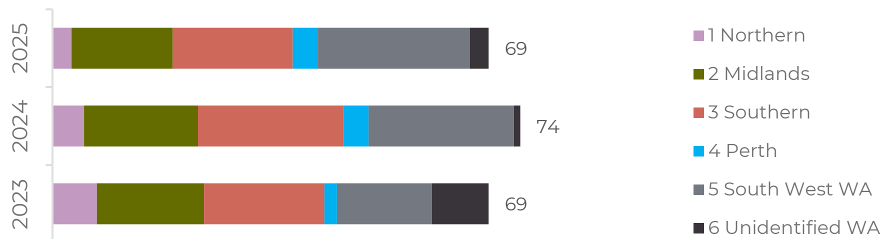




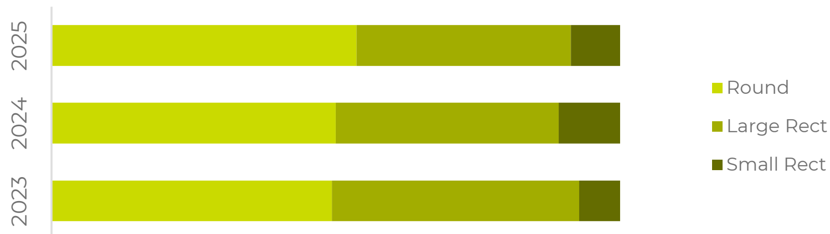
Balers

Baler – Units by Region





Baler – Type distribution

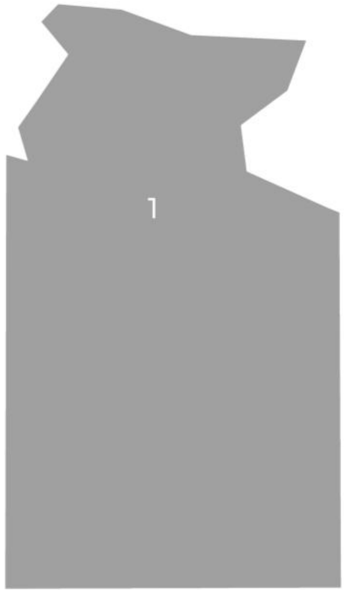


Tractors

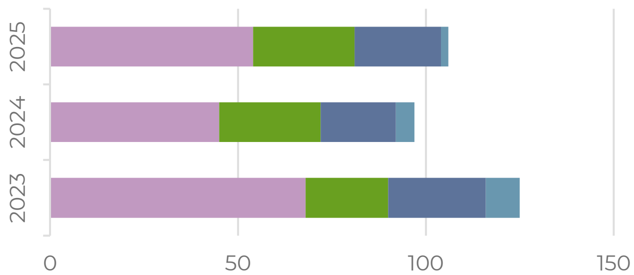
Units around the State

106 units ↑ 9.3% on 2024 ↓ 14.7% on 5yr avg
$7 mill ↓ 10% on 2024 ↓ 19.5% on 5yr avg

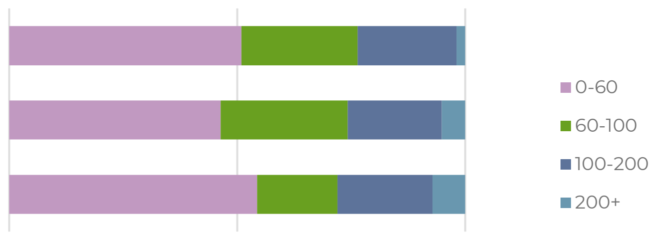
Please note localised year on year growth percentage tables are published in the appendix starting page 14



NT Units by HP range

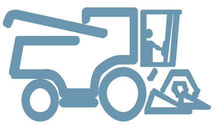


NT HP range distribution



Combines

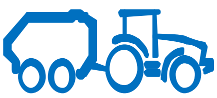
Combines – Units by Region

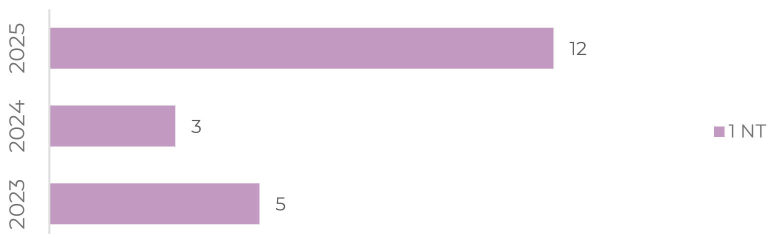


Not applicable to this state

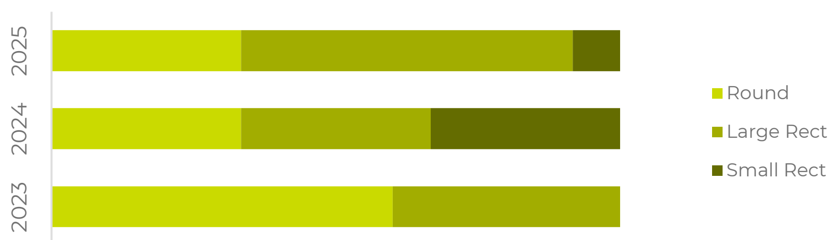
Balers

Baler – Units by Region





Baler – Type distribution



kynetec

Year on year tractor unit growth rate

QLD

Zone	Dealer	2025pct
1. North	Atherton	20%
	Ayr	-1%
	Bowen	0%
	Cairns	4%
	Ingham	-7%
	Innisfail	-30%
	Townsville	-9%
	Tully	58%
2. Mackay	Clermont	17%
	Mackay	-10%
	Proserpine	5%
3. Central	Biloela	0%
	Emerald	57%
	Rockhampton	-27%
4. Burnett	Bundaberg	6%
	Gayndah	-2%
	Gympie	63%
	Kingaroy	-27%
5. South West	Chinchilla	-37%
	Dalby	9%
	Goondiwindi	-30%
	Roma	26%
	St George	11%
	Stanthorpe	-15%
	Toowoomba	-20%
	Warwick	10%
6. Brisbane	Boonah	-2%
	Brisbane	-32%
	Caboolture	3%
	Gatton	0%
	Ipswich	78%
	Nambour	13%

NSW

Zone	Dealer	2025pct
1. North Coast	Coffs Harbour	-4%
	Grafton	62%
	Lismore	1%
	Murwillumbah	-22%
	Taree	-13%
	Wauchope	-5%
2. North - NW	Armidale	-19%
	Dubbo	23%
	Gunnedah	-18%
	Inverell	2%
	Moree	-13%
	Mudgee	33%
	Narrabri	-10%
	Nyngan	-45%
	Quirindi	-16%
	Tamworth	10%
	Walgett	-24%
3. Hunter	Gloucester	57%
	Maitland	3%
	Muswellbrook	-11%
	Newcastle	-5%
	Singleton	24%
4. Sydney	Camden	-32%
	Gosford	-11%
	Sydney	-22%
5. Central West	Cowra	16%
	Forbes	24%
	Grenfell	-17%
	Orange	-14%
	Parkes	31%
	West Wyalong	32%
6. Sth Coast-Tab	Bega	-29%
	Goulburn	-9%
	Moss Vale	-9%
	Queanbeyan	-21%
	Wollongong	-35%
	Young	-42%
7. Riverina	Albury	13%
	Balranald	-36%
	Deniliquin	-29%
	Finley	-36%
	Griffith	-26%
	Narrandera	-6%
	Wagga Wagga	-13%
	Wentworth	33%

Year on year tractor unit growth rate

VIC

Zone	Dealer	2025pct
1. Goulburn-NE	Cobram	7%
	Echuca	-37%
	Euroa	-5%
	Kyabram	-3%
	Shepparton	-14%
	Wangaratta	-10%
	Wodonga	-40%
	Yea	19%
2. Mallee-Loddon	Bendigo	-3%
	Boort	-50%
	Kerang	-12%
	Kyneton	-19%
	Mildura	-4%
	Ouyen	25%
	Swan Hill	-42%
	Wycheproof	13%
3. Wimmera	Hopetoun	-35%
	Horsham	-19%
	Nhill	-19%
	St Arnaud	-67%
	Warracknabeal	-33%
4. Gippsland	Bairnsdale	-45%
	Foster	-30%
	Korumburra	-16%
	Morwell	-29%
	Sale	-17%
	Warragul	-6%
5. Melbourne	Melbourne	-31%
	Pakenham	-16%
	Werribee	-45%
	Whittlesea	63%
	Yarra Glen	-24%
6. Western Vic	Ballarat	-7%
	Colac	-20%
	Geelong	-33%
	Hamilton	-8%
	Mortlake	14%

TAS

Zone	Dealer	2025pct
1. North West	Burnie	2%
2. North - NE	Launceston	-8%
3. South	Hobart	6%

SA

Zone	Dealer	2025pct
1. Mallee-River	Berri	4%
	Mannum	40%
	Murray Bridge	7%
	Pinnaroo	-18%
2. South East	Bordertown	3%
	Meningie	-18%
	Mt Gambier	-19%
	Naracoorte	11%
3. Adelaide	Adelaide	12%
	Gawler	-33%
	Kingscote	-17%
	Lobethal	2%
	Strathalbyn	-17%
	Tanunda	-17%
4. North-Yorke	Clare	-35%
	Crystal Brook	-25%
	Kadina	-46%
	Saddleworth	7%
	Upper North	-64%
5. Eyre	Tumby Bay	13%
	Wudinna	-5%

Year on year tractor unit growth rate

NT

Zone	Dealer	2025pct
1. N.T.	Darwin	9%

WA

Zone	Dealer	2025pct
1. Northern	Carnarvon	43%
	Geraldton	-14%
	Kununurra	-30%
	Morawa	-38%
	Port Hedland	-29%
2. Midlands	Bindoon	-23%
	Kellerberrin	-42%
	Merredin	-11%
	Moora	0%
	Mukinbudin	-18%
	Narembeen	-89%
	Northam	-14%
	Quairading	-29%
	Wongan Hills	-4%
3. Southern	Albany	24%
	Brookton	178%
	Corrigin	-20%
	Esperance	-12%
	Katanning	-24%
	Kulin	29%
	Narrogin	-28%
	Wagin	20%
4. Perth	Perth	33%
5. South West WA	Boyup Brook	-17%
	Bunbury	3%
	Manjimup	29%
	Waroona	-6%
	Witchcliffe	9%

LAWD Auctions offers a complete range of professional plant and machinery sales and remarketing services.

With a specialised focus on the agribusiness sector, we deliver tailored solutions that meet the unique needs of our clients, ensuring an optimal outcome in the sale of each asset.

Leveraging a cutting-edge online auction platform, LAWD Auctions offers a seamless and hassle-free sales experience for agricultural plant and machinery. Whether you're looking to sell a single item or manage an entire fleet of equipment, we provide a streamlined process that maximizes value while minimizing stress.

lawdauctions.bidsonline.com.au

LAWD Auctions