Hungary Agricultural Machinery Overseas Market Analysis Report

Target Country: Hungary | Main Category: Agricultural Machinery

Report Update Date: June 30, 2026

Hungary Agricultural Machinery Key Conclusions

Hungary's agricultural machinery market recorded imports of approximately €850 million in 2025, with import dependency exceeding 75%. Germany, Italy, and Austria are the top three source countries, collectively accounting for about 60% of imports. In H1 2026, affected by euro exchange rate fluctuations and steel cost pass-through, end-user machinery prices rose approximately 3%-5% year-on-year. China's agricultural machinery exports to Hungary are on a rapid growth trajectory, with small and medium-sized tractors and tillage machinery as the main growth drivers, presenting a clear market opportunity window.

- 2025 Total Agricultural Machinery Imports: Approx. €850 million (Hungarian Central Statistical Office, KSH)
- Import Dependency: Approx. 78%, limited domestic production capacity
- China's Ag Machinery Exports to Hungary (2025): Approx. $120 million, YoY +18%
- 2026 Price Trend: YoY increase of 3%-5% ↑

Source: Hungarian Central Statistical Office (KSH) 2025 Annual Report, China General Administration of Customs 2025 Export Data, Eurostat Q1 2026 Trade Brief

Supply & Demand Fundamentals

Hungary's agricultural machinery market has an annual demand of approximately €1.0-1.1 billion, with domestic production meeting only about 22% of demand. Imports were approximately €850 million in 2025, while exports (mainly parts and used equipment) were approximately €210 million. The main consumption area is mechanized operations for grain cultivation (wheat, corn), accounting for approximately 55%.

Indicator	2024	2025	YoY Change
Market Size (€100 million)	9.8	10.5	+7.1%
Import Value (€100 million)	7.9	8.5	+7.6%
Domestic Production (€100 million)	2.2	2.3	+4.5%
Export Value (€100 million)	1.9	2.1	+10.5%

Source: Hungarian Central Statistical Office (KSH) 2025 Annual Trade Report, Eurostat March 2026 Update

China Market Status

In H1 2026, China's agricultural machinery industry had an overall operating rate of approximately 72%, with capacity utilization at a moderate level. Domestic tractor market prices remained stable with slight declines, but export momentum was strong. In 2025, China's total agricultural machinery exports were approximately $7.8 billion, with notable growth in exports to Central and Eastern Europe, where Hungary is an important emerging market.

- Industry Operating Rate (June 2026): Approx. 72% (Longzhong Information Monthly Survey)
- Small & Medium Tractor Ex-Factory Price: Approx. ¥38,000-65,000/unit, YoY -1.5%

2025 Total Ag Machinery Exports: Approx. $7.8 billion (China General Administration of Customs)

Export Growth to Hungary: 2025 YoY +18%, continued growth in Q1 2026

Source: Longzhong Information June 2026 Ag Machinery Monthly Report, China General Administration of Customs 2025 Export Statistics, Business Community Ag Machinery Price Monitoring

Hungary Market Status

Hungary's agricultural machinery end-user prices are influenced by euro pricing and import tariffs. In June 2026, the retail price of small and medium-sized tractors (50-100 HP) was approximately €18,000-35,000. Main import sources are Germany (28%), Italy (18%), and Austria (13%). Chinese brands hold approximately 3.5% market share but lead in growth rate.

Source Country	2025 Import Share	Main Categories
Germany	28%	Large tractors, harvesters
Italy	18%	Tillage machinery, seeders
Austria	13%	Plant protection machinery, parts
China	3.5%	Small & medium tractors, tillage machinery

Source: Hungarian Central Statistical Office (KSH) 2025 Import Classification Data, Eurostat Q1 2026 Trade Statistics

Product Segmentation Structure

Hungary's agricultural machinery imports are dominated by three core categories: tractors (approx. 38%), harvesting machinery (22%), and tillage & seeding machinery (18%). In 2025, tractor and harvester imports were approximately €320 million and €190 million respectively, with China's penetration rate in the small and medium-sized tractor segment increasing notably.

Subcategory	2025 Import Value (€100M)	YoY Change	China Share
Tractors	3.2	+6.2%	5.1%
Harvesting Machinery	1.9	+4.8%	1.8%
Tillage/Seeding Machinery	1.5	+9.5%	6.3%

Source: Hungarian Central Statistical Office (KSH) 2025 Ag Machinery Segment Import Report, China General Administration of Customs HS Chapter 84 Export Statistics

Core Finished Product Supply & Demand

The Hungarian market has strong demand for 50-120 HP medium-sized tractors, with approximately 6,200 units imported in this range in 2025 and a supply-demand gap of approximately 15%-18%. The combine harvester fleet is approximately 14,000 units, with annual replacement demand of approximately 900-1,100 units. Chinese-made medium tractors are rapidly filling the market gap with their cost-performance advantage.

Medium Tractor (50-120 HP) Annual Import Volume: Approx. 6,200 units (2025)

Supply-Demand Gap: Approx. 15%-18%, mainly in mid-to-low price segments

Combine Harvester Fleet: Approx. 14,000 units, annual replacement approx. 1,000 units

China Tractor Market Share in Hungary: Approx. 5.1% in 2025, projected 6.5% in 2026

Source: CEMA European Ag Machinery Statistics 2025 Annual Report, Hungarian Chamber of Agriculture Q1 2026 Brief, KSH Import Volume Data

Intermediate Goods & Raw Material Value

Core raw materials for agricultural machinery production—hot-rolled steel sheets, diesel engines, and hydraulic components—account for approximately 45%-55% of total machine cost. In June 2026, China's hot-rolled coil price was approximately ¥3,850/ton, up slightly by 2.1% from the start of the year. The CIF price of imported agricultural machinery parts in Hungary is approximately 18%-25% higher than in Chinese production areas due to logistics and tariff stacking.

Raw Material / Intermediate	China Production Price	Hungary CIF Reference Price
Hot-Rolled Coil (Q235)	¥3,850/ton	Approx. €580-620/ton
Diesel Engine (50-100HP)	¥12,000-18,000/unit	Approx. €2,200-3,200/unit
Hydraulic Pump Assembly	¥2,800-4,500/set	Approx. €480-680/set

Source: Business Community June 2026 Steel Price Monitoring, Longzhong Information Ag Machinery Parts Weekly Report, Eurostat Import Price Index

Trade & Macro Indicators

Hungary's GDP growth rate was approximately 1.8% in 2025, with agriculture accounting for approximately 3.2% of GDP. In 2026, the EUR/CNY exchange rate fluctuated between 7.75 and 7.95. The EU Common Agricultural Policy (CAP) allocated approximately €8.5 billion to Hungary for the 2023-2027 period, of which approximately 15% can be used for agricultural machinery subsidies and upgrades.

- Hungary 2025 GDP Growth: 1.8% (World Bank)
- Agriculture Share of GDP: 3.2%, workforce approx. 4.5%
- EUR/CNY Exchange Rate (June 2026): Approx. 7.82, intra-month fluctuation ±1.5%
- CAP Ag Machinery Subsidy Amount: Approx. €1.28 billion (2023-2027 cycle)

Source: World Bank 2025 Hungary Economic Brief, Hungarian Ministry of Finance Q1 2026 Macro Report, European Central Bank Exchange Rate Data

Risks & Opportunity Windows

Geopolitical tensions may affect supply chain stability, and euro exchange rate fluctuations pose pricing risks. However, the Hungarian government continues to promote agricultural modernization, and CAP subsidies provide financial support for machinery upgrades. Chinese agricultural machinery enterprises can leverage the Belt and Road Initiative to deepen their presence in Central and Eastern Europe, with localized assembly and after-sales service network development as key breakthrough points.

- Risk Supply Chain Disruption: Red Sea shipping detours add 15-20 days of transit time and cost
- Risk Exchange Rate Fluctuation: EUR/CNY annualized volatility approx. 6%, affecting export margins
- Opportunity CAP Subsidy Window: 2026-2027 is the peak disbursement period
- Opportunity Localized Assembly: Hungarian industrial park policy incentives can reduce tariff costs

Source: Hungarian Investment Promotion Agency (HIPA) 2026 Investment Guide, European Commission CAP Implementation Report, Economic and Commercial Office of the Chinese Embassy in Hungary 2026 Brief

Data Sources Summary

- Hungarian Central Statistical Office (KSH) — 2025 Annual Trade Report and Ag Machinery Import Classification Data
- Eurostat — Q1 2026 EU Trade Statistics and Price Index
- China General Administration of Customs — 2025 China Ag Machinery Export HS Code Statistics
- World Bank — 2025 Hungary Economic Brief and Macro Indicators
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- Hungarian Chamber of Agriculture — Q1 2026 Ag Machinery Market Brief