



Q2 2026 EQUIPMENT MARKET DEALER PLAYBOOK

What the Data Is Telling Us — and What to Do About It

Key Takeaways from the Tractor Zoom
Summer 2026 Webinar with Andy Campbell

*Macro data in this section sourced from Meridian Agribusiness Advisors.
[Visit meridianagadvisors.com](https://www.meridianagadvisors.com) for more ag industry research.*

**TRACTOR
ZOOM**

THE BIG PICTURE

Where We Are in the Cycle

The ag equipment market remains in a cyclical trough, but stabilization is underway. Dealer inventory levels have improved meaningfully since 2024's peak overstock — the proportion of locations carrying \$9M–\$14M+ has decreased, shifting toward a healthier \$6M–\$11M range. Widespread forced liquidation like summer 2024 is unlikely to repeat.

But the trough isn't over. Our webinar poll showed 60% of dealers attending believe the market bottom arrives at end of 2026 or into 2027, which is nearly identical to what the same group said a year ago about 2025/2026.

Key macro headwinds:

- Input costs remain 20%+ above pre-2020 levels; 45% of farmers cite this as their top concern
- Commodity prices pressured: Crop and livestock concerns elevated simultaneously for the first time since 2023
- Trade uncertainty persists; soybean export commitments running 19% behind last year's pace
- Ag Economy Barometer fell 24 pts YoY; Capital Investment Index near historic lows
- Farm consolidation accelerating: Large-scale farms (<4% of all farms) now produce 51% of total ag product value

The silver lining:

Median farm equity remains strong. It would take simultaneous ~35% drops in both asset values and revenue to push most farms toward insolvency. Farmers are cautious, but not desperate.

Equipment Category Scorecard

The table below reflects Q2 2026 conditions based on Tractor Zoom Pro data. Use this to prioritize pricing, aged inventory reviews, and buying decisions.

Row Crop Tractors

300-424 HP **STRONG**

↓ Moderate Supply Change (YoY)

Strong actual sold values; Low-hour units moving slowly, high-hour strong

175-299 HP **NEUTRAL / WATCH**

↓ ~26% Supply Change (YoY)

Low-hour (<2,000 hrs) velocity down ~33%
Higher-hour units near historical norms

Combines

Class 8 **STRONG**

↓ ~16% Supply Change (YoY)

Auction down ~9% but mostly reflects lower-quality machines at auction; dealer actual sold improving

Class 9 / 10 **NEUTRAL**

↓ ~5% Supply Change (YoY)

Pipeline of 90-240 day inventory at risk of aging through summer; sales volume improving

Harvest Headers

Platform & Row Crop **NEUTRAL**

↓ 20-30% Supply Change (YoY)

Rigid row crop headers strong; folding corn heads seeing steep retail depreciation

Self-Propelled Sprayers

STRONG

↓ 28% Supply Change (YoY)

Aged inventory down to ~33% of supply
Actual sold tracking near list price; healthy pipeline

Utility Tractors

NEUTRAL

↓ 30% Supply Change (YoY)

Auction values 5-10% stronger YoY; large slug of 90-240 day inventory risks aging Aug-Dec

Round Balers

WATCH

↓ ~25% Supply Change (YoY)

Chronic aged inventory across brands; market follows cattle herd size

Planters

STRONG

↓ 37% Supply Change (YoY)

Longest in decline = first to recover; early order activity in late May/June; 22% of current inventory is 0-30 days (fresh trade-ins)

4WD Tractors (425+ HP)

WATCH

↓ ~14% Supply Change (YoY)

Aged inventory not declining; values softening across all metrics; price-elastic buyers pulling back

Grain Carts

HIGH RISK

↑ Supply Rising

Days advertised up 30%+; prices up significantly in 2026; demand highly price-elastic

High-Speed Disks / Tillage

HIGH RISK

Days advertised increasing faster than grain carts
waning popularity + no-till trend

STRUGGLING CATEGORIES

Price Elasticity

Some equipment is **price elastic**. Buyers delay, repair, or substitute when prices rise relative to purchasing power.

At-risk categories share the following traits:

- Durable and fixable (can survive another season)
- Discretionary rather than operationally critical
- High price point relative to tightening farm budgets
- Susceptible to brand-switching or behavioral shifts (e.g., no-till replacing tillage passes)
- Already purchased in volume during the 2021–2023 boom



Most price-elastic right now:

- Grain carts
- High-speed disks
- Smaller row crop tractors (emerging)
- 4WD tractors



More defensive:

- Self-propelled sprayers (fungicide ROI strong; new tech driving demand)
- Class 8 combines
- Planters (supply so depleted that pent-up demand is returning)



Read Andy's full analysis on grain carts in the farmequipment.com article.

Where Action Creates an Advantage

The through-line message for dealers: ***Holding costs are high, and acting on good data beats waiting for perfect information.***

In prior years, auction volume provided an adequate price signal.

In 2026, auction volume is lower and less representative of the true market. Dealers still pricing off list or old comps are flying blind.

The ones moving equipment are tracking **actual sold values** in real time.



"With holding costs as high as they are, taking action is better than not taking action. The more accurate and recent the data, the better and faster the decisions."

— Andy Campbell



Not yet submitting your sold data through Tractor Zoom Pro?

It takes minutes to set up and gives you access to the real-time sold comps that are driving better decisions this season. If you're a Tractor Zoom Pro user, contact your Customer Success Manager to get started.

ACTION ITEMS

What Dealers Should Do Now

1 Run Aged Inventory Reviews (Before Harvest)

The next 90 days are critical for utility tractors, Class 9/10 combines, and 4WD units sitting 90–240 days. If these don't move before harvest, they'll carry interest and depreciation through winter.

- Pull 90-day and 180-day lists by category this week
- Flag any units crossing the 180- or 270-day threshold before October
- Set price-review policy for all units at 90 and 180 days — not just problem pieces

2 Don't Discount Auction for the Right Units

Utility tractor auction values are running 5–10% stronger YoY. Row crop tractor auction results (e.g., 8R370s) are also outperforming 2024–2025. Auction can be a legitimate clearing mechanism — not a last resort.

- Run comps before assuming retail is better
- Ensure your actual sold data is current before going to auction

3 Price Grain Carts and Tillage Aggressively

These categories are sitting. Buyers are walking away, delaying, or switching brands. Days on lot are escalating fast.

- Don't wait for end-of-season urgency to reprice
- For dealer-to-dealer transfers, consider moving aged carts now rather than carrying through fall

4 Build Pre-Sell Lists for the Post-Harvest Rebound

Demand pockets could emerge by end-of-year in regions with stronger crop insurance coverage, recovering commodity prices, and farmers who have deferred purchases for 2–3 years.

- Identify likely fall 2026 traders using CRM history, hours, and UCC data
- Start those conversations now — be the dealership that already knows their situation
- Capture purchase triggers in CRM (e.g., "Will upgrade sprayer if bean prices hit \$X")

5 Shift Focus Towards Absorption

Dealer priorities are already shifting: "sell more used" is down as the primary focus; "improve absorption" is rising. As whole goods slow and customer equipment ages, parts and service opportunity grows.

- Seasonal inspections convert harvest pain points into labor revenue
- Extended warranty and upgrade kit conversations during service visits
- Train sales to sell the whole dealership, not just the machine

6 Consider Diversification

Housing construction legislation creates new demand for compact track loaders and compact tractors from contractors and rural residential buyers, a meaningful offset to whole-goods pressure in the near term.

Upcoming Macroeconomic Pivots to Watch

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Factor	Potential Impact	Timeline
Farm Bill passage	Consistency for farm financing decisions; not a direct demand boost	Near-term
Housing construction surge	Demand for CTLs, compact tractors, residential turf equipment	H2 2026
Nitrogen / input cost volatility (Strait of Hormuz)	Pressures corn/wheat input budgets; watch sprayer demand sensitivity	Ongoing
Brazil safrinha crop risk	Could modestly boost corn prices if yields are affected	H2 2026
Europe heat + Russia/Ukraine disruptions	Supportive for wheat market	Ongoing
New planter early-order activity	May signal earliest market recovery for large ag equipment	Watch Q3
Class 9/10 combine summer sellthrough	If aged pipeline doesn't move, this category gets more challenging at harvest	Critical - Next 60 days

Keep Moving Forward

The dealers who emerge strongest won't be the ones who waited for a clear signal.

They'll be the ones who:

1. Had the data to price accurately and move aging units before interest compounded
2. Were already in front of their best prospects when the market turned
3. Aligned team KPIs and comp structures to the current cycle (turns, absorption, trade accuracy) not last cycle's metrics



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Join our next live webinar built specifically for equipment dealers. We'll be sharing timely insights, expert perspective, and practical takeaways you can put to work at your dealership.

Registration details and the full agenda are coming soon. Save the date now and we'll send you everything you need as it becomes available.

Tuesday, September 15, 2026
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