Dairy Herd Management Market by Product, Application & by End User -
Global Forecast to 2018

Description: Dairy Herd Management Market by Product (Hardware, Systems & Software), Application (Feeding, Milking, Heat Stress, Animal Comfort, & Reproduction Management) & by End User (Small, Large & Cooperative Dairy Farms) - Global Forecast to 2018

The rapidly increasing demand for dairy products is the primary growth driver of this market. According to the Food and Agriculture Organization, global annual milk production increased from 618 million tons in 2003 to 754 million tons in 2012. The sustained increase in demand for dairy products will in turn drive the demand for dairy herd management products. Furthermore, the increased cost of labor and substantial cost advantage offered by automated dairy herd management techniques over traditional techniques are also factors that are expected to aid the growth of this market in the forecast period. On the other hand, low adoption levels in developing countries, which are responsible for a large proportion of the global milk production, will impede the growth of the dairy herd management market.

In this report, the global dairy herd management market is segmented by application, end user, product, and geography. The application segments included in this report are animal comfort, calf management, feeding management, heat stress management, milk harvesting, reproduction management, and other applications. The end-user segments included in this report are dairy farms and other end users. The dairy farms segment is further sub-segmented into small-scale, large-scale, and cooperative dairy farms. The product segments included in this report are hardware and systems and standalone software. The hardware and systems segment is further sub-segmented into accessories, cattle management systems, feeding management systems, and milk management systems. The standalone software segment is further sub-segmented into on-premise software and web-based/cloud-based software.

A combination of bottom-up and top-down approaches were used to calculate the market size and growth rates of the global dairy herd management market and its sub-segments. Secondary information was used to identify the overall revenues, geographic reach, and product portfolios of market players. Estimates of their dairy herd management segment revenues were validated through primary interviews. Primary interviews with key opinion leaders were also used to determine the percentage shares of each sub-segment and the relative differences in the growth rates.

The competitive landscape covers the growth strategies adopted by industry players in the last three years. Company profiles of important organizations in this market are included in this report. These profiles include financial information, service portfolios, and recent developments in the organizations. This report further includes information about mergers and acquisitions, agreements and partnerships, and new product launches in this market. The above mentioned market research data, current market size, and forecast of future trends will help the key players and new entrants to make necessary decisions regarding geographic focus, product offerings of competitors, R&D investments for innovations in products and technologies, and levels of output.

The report also provides qualitative insights about key market shares, growth rates, and market drivers for all important sub-segments. It maps the market sizes and growth rates of each sub-segment and identifies the segments poised for rapid growth in each of the 26 geographic and regional segments. The report also includes the company profiles of market leaders. The profiles include financial performance, product portfolios, and market developments for each company. The report also provides a competitive landscape of these market leaders and identifies the key growth strategies in this market.

Reasons to purchase this report:

The report will enable both established firms and new entrants to gauge the pulse of the market and help them make important strategic growth decisions.

The report provides insights on the following pointers:

- Market Dynamics: Comprehensive information on product portfolios of top players in the dairy herd
management market. The report analyzes the dairy herd management market by product, application, end user, and geography.

- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the dairy herd management market.

- Competitive Assessment: In-depth assessment of market shares, strategies, geographic and business segments, and product portfolios of leading players in the dairy herd management market.

- Market Development: Comprehensive information about the lucrative emerging markets. The report analyzes the market for various dairy herd management products across geographies.

- Market Diversification: Exhaustive information about new products and services, untapped geographies, recent developments, and investments in the dairy herd management market.

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*Details on Business Overview, Financials, Product Portfolio, Key Strategy, & Recent Developments Might Not Be Captured in Case of Unlisted Companies.

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