Precision Farming Software & Services Market by Software, Services, Hardware, Application, & Geography - Analysis & Forecast to 2020

Description: Precision Farming Software & Services Market by Software (Web & Cloud-based), Services (Consulting, Maintenance & Support, & Others), Hardware (Sensors, Guidance & Steering, GPS Devices, & Others), Application, & Geography - Analysis & Forecast to 2020

The precision farming software & services market report analyzes the key trends in the market on the basis of the demand in different applications of agriculture, such as crop management, financial management, farm inventory management, personnel management, and weather tracking & forecasting. The report provides an in-depth analysis of various developments in this market, along with the key market trends. The market of precision farming software & services has also been segmented on the basis of different types of hardware components which are being integrated with the software, which include sensors, GPS/GNSS devices, guidance and steering, and display devices.

The precision farming software & services market also cover the market ranking of the key industry players present in the market. The market size of the precision farming software & services market, in terms of value, estimated in this report is provided from 2014 to 2020. The report gives an overview of the major geographic regions in the precision farming software & services, such as the Americas, Europe, APAC, and RoW. The report also discusses about the recent developments in the market and the impact analysis of the market dynamics.

The penetration of the precision farming software & services market in the emerging applications of precision agriculture has been tremendous. They are being used for controlling various functions, such as crop management, financial management, labor management, and for managing various farm operational activities. One of the major reasons for the high demand of precision farming software & services is the increasing usage of information technology solutions by the young generation of farmers.

The major market for the precision farming software & services lies in the American and European countries, such as the U.S., Canada, France, and Germany. However, the APAC and RoW regions are estimated to have high growth rates with the increasing adoption rate of precision farming solutions in countries such as Australia, China, and Japan. Some of the major players in the market are Deere & Company (U.S.), Trimble Navigation, Ltd. (U.S.), Topcon Precision Agriculture (U.S.), SST Development Group, Inc. (U.S.), Monsanto Company (U.S.), Raven Industries, Inc. (U.S.), Dickey-John Corporation (U.S.), Ag Leader Technology (U.S.), AgJunction (U.S.), and CNH Industrial NV (U.K.).

The report focuses on providing detailed segmentation of the precision farming software & services market, combined with the qualitative and quantitative analyses of each and every aspect of the classification on the basis of the component types, applications, industry verticals, and geographies. All the numbers at every level of detail are forecast till 2020 to give a glimpse of the potential market size (in terms of value) in this market.

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