Dairy Herd Management Market by Product, Application, and Region - Global Forecast to 2021

Description: Increasing herd size of dairy farms and growing production & consumption of milk and dairy products across various regions are the major factors driving the growth of the market. In addition, factors such as substantial cost savings associated with dairy herd management and key benefits offered by the implementation of smart farming techniques are further stimulating the growth of the market. However, the dearth of trained dairy professionals across the globe and ongoing campaigns to save dairy animals from unethical practices are restraining the growth of the market.

Based on product, the global dairy herd management market is broadly categorized into hardware & systems and standalone software. The hardware & systems segment includes milk management systems, fertility management systems, feeding management systems, cattle management systems, and accessories; whereas the standalone software segment includes on-premise software and web-based/cloud-based software.

The hardware & systems segment is estimated to account for the largest share of the market in 2016; this large share is attributed to the rising demand for herd management systems as well as dairy products, increasing preference for automated hardware and systems, technological advancements, and increasing number of dairy cattle globally.

On the basis of application, the global dairy herd management market is segmented into milk harvesting, reproduction management, animal comfort, calf management, feeding management, heat stress management, and other applications (genetic management, cattle sorting, weighing, data analysis, decision support, and financial management).

The milk harvesting segment is expected to account for the largest share of the market in 2016. A number of factors such as increasing preference for automated milk harvesting systems, high focus of farmers towards increasing milk yield, and growing demand for dairy products are driving the market growth in this application segment.

By region, the dairy herd management market is segmented into North America, Europe, Asia-Pacific, and the Rest of the World. As of 2016, Europe is estimated to account for the largest share of the global market, followed by North America.

The key players in the dairy herd management market includes Afimilk Ltd. (Kibbutz, Israel), GEA Group AG (Germany), DeLaval (Sweden), Dairy Master (Ireland), BouMatic (U.S.), Infovet (India), Lely Holdings S.A.R.L (Netherlands), SCR Dairy, Inc. (Israel), Sum-It Computer Systems, Ltd. (U.K.), and Valley Agriculture Software (U.S.).

Target Audience

The major stakeholders of the dairy herd management market include:

- Dairy herd management hardware and system manufacturers and vendors
- Associations related to dairy herd management, medium-scale, and large-scale dairy farms
- Research and consulting firms
- Dairy herd management software manufacturers and vendors

This research report categorizes the global dairy herd management market into the following segments and subsegments:

Global Dairy Herd Management Market, by Product

- Hardware and Systems
  -- Milk Management Systems
  -- Fertility Management Systems
Global Dairy Herd Management Market, by Application

- Milk Harvesting
- Reproduction Management
- Animal Comfort
- Feeding Management
- Heat Stress Management
- Calf Management
- Others

Global Dairy Herd Management Market, by Region

- North America
  -- U.S.
  -- Canada
- Europe
  -- Germany
  -- U.K.
  -- France
  -- Rest of Europe
- Asia-Pacific
  -- China
  -- New Zealand and Australia
  -- India
  -- Rest of Asia-Pacific
- RoW (Rest of the World)

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