Description: The report on the connected cow and farm market provides an in-depth analysis of the market size, forecasts and opportunities of the various systems and services that cater to the connected farm ecosystem. The study includes market analysis of seven categories of systems - Health Monitoring, Mating Management, Herd Management, Automated Milking, Comfort & Cleaning, Automated Feeding, and others.

The study also covers the analysis of the market for services for the connected farm environment. Further to this, the report also provides the market data for systems across five regions - North America, Europe, Asia-Pacific, Central America and Latin America (CALA), and Middle-East and Africa (MEA).

The connected cow and farm market report also includes insights into key market requirements gathered from users, buyers, farmers, farm owners, and consultants. The report also provides their preferences, priorities and perception of the application of connected systems in this ecosystem. The study also covers key demand side ratings such as user ratings across regions for farm systems, services, dashboard features, and deployment timeframes.

The analysis in this report will help market participants, vendors, suppliers, system integrators, channel players, manufacturers, and value added resellers (VARs) to develop strategies, marketing goals and business decisions based on the actionable market intelligence from this report.

The connected cow and farm market is segmented into two categories - Systems and Services; by Regions.

By Systems - the market size and forecasts is provided by seven types of systems: Health Monitoring, Mating Management, Herd Management, Automated Milking, Comfort & Cleaning, Automated Feeding and Others.

By Services - the market size and forecasts is provided for three types of services: Consulting and Implementation, Training and Development, and Maintenance.

By Regions - the market size and forecasts is provided for five regions: North America, Europe, Middle-East & Africa, Central/Latin America and Asia-Pacific.

Market Definition

Connected cow and farm systems are automated and connected systems deployed at farms that perform specific functions and gather and communicate data obtained from the farm and animals. These systems are a subset of the larger agricultural systems that relates to farms and animal husbandry.

For the purpose of the study, the both systems and services deployed for the connected cow and farm environment are included for the analysis of market sizes, forecasts and estimates. The resale or used systems deployed at farms are not included for the purpose of the calculations of market sizes and estimates.

The connected cow and farm systems market is segmented further by Health Monitoring, Mating Management, Herd Management, Automated Milking, Comfort & Cleaning, Automated Feeding, and Others. The services market includes consulting and implementation, training, and maintenance. Both of these segments are further classified by regions.

Research Methodology

One of the most challenging aspects of sizing the connected cows and farm systems market was to objectively encompass the devices, software, analytics, sensors, and other technologies across the systems market. The data engineering itself comes with the backing of multi-tiered scenario based analysis.
Three levels of adoption were considered and the most balanced and neutral perspective has been employed as the base for the data model. This enables the research to be a straight-up non-biased evaluation. The standard top-down and bottom-up methodologies were followed to build more robustness to the market estimates. With STP analysis being the base for the top down approach, the addressable and available market estimates were identified from top-level data points.

The bottom up approach was used to qualitatively assess large volumes of customer groups (farmers, users, farm owners) that represent the target market segment, across different geographies. These customer groups act like the sample of the overall market and were employed to identify buying behavior and initial customers.

A custom data layer was designed and embedded along with the bottom-up approach towards verifying and authenticating buyer decisions and preferences from a number perspective as well. These quantitative validations form the backbone of customer intelligence, by supporting our derived intelligence on the buyer market and customer preferences.

Data gathering for both the approaches was achieved through a rigorous period of information gathering from both secondary and primary sources over the last year. Information collected through several interviews with industry participants, manufacturers, suppliers, vendors, farm owners, business owners, consultants, organizations, and regulators were analyzed and engineered to understand buying, spending, demand and supply patterns.

These data sets were further interpreted to see how it is applicable across the value chain through market-data associations. Post this, the market engineered data was applied with multiple check points to validate consistencies, manage error samples and reduce variances. The report on the connected cow market is built on a strong and dependable data foundation, passing multiple levels of data validations and checkpoints.
Market Size and Forecasts by Regions

4.2 Mating Management
- Market Overview
- Market Size and Forecasts by Regions

4.3 Herd Management
- Market Overview
- Market Size and Forecasts by Regions

4.4 Automated Milking
- Market Overview by Regions
- Market Size and Forecasts by Regions

4.5 Comfort and Cleaning
- Market Overview
- Market Size and Forecasts by Regions

4.6 Automated Feeding
- Market Overview
- Market Size and Forecasts by Regions

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- Market size and Forecast by Systems

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5.4 Central America/Latin America
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