Global Precision Agriculture Market - Strategic Assessment and Forecast 2017-2022

Description: Precision agriculture involves the smart usage of technology to enable better decision making and optimized use of resources on farming. Precision agriculture can stand to be a key to achieve higher yields and to effectively tackle the rising food demand. Precision farming, involves deployment of a web of sensors, drones and software to gather, process and analyze data to derive actionable insights for on-farm decisions.

Worldwide precision agriculture market research report considers the present scenario and growth aspect of worldwide precision agriculture market for the period 2017-2022. It includes the market growth drivers, trends, and restraints and provides an in-depth analysis of the market size of the major regions and key countries. It also analyzes leading five vendors and ten other prominent vendors in the precision agriculture market.

Scope of the Report:

This market research report categories the global precision agriculture market based on component, application type and geography. The report provides the market size in terms of revenue

By Component

- Hardware
- Sensors
- Drones
- GPS Devices
- Software

By Application

- Guidance and Monitoring System
- GIS
- GNSS
- Remote Sensing
- Variable Rate Technology
- Telematics

By Geography

- APAC
- EMEA
- Latin America
- North America

By Countries

- Africa
- Australia
- Canada
- China
- Europe
- France
- Germany
- India
- Japan
- South Korea
- Spain
- US
The market research report also provides the market share and profiles the key vendors operating in the
global precision agriculture market and provides the detailed competitive landscape of key players.

Precision Agriculture Market - Market Size and Dynamics

Analysts expects the worldwide precision agriculture market to reach approx. US$ 7.9 billion growing at a
CAGR of 16%. The market is going to witness a drastic growth due to the huge adoption of precision
agriculture. The evolution of GIS and GNSS ecosystem, falling prices of sensors and the mobile revolution
has enabled the adoption of navigation systems and its expanded application in the domain of agriculture.
Some of the major factors that are driving the adoption of precision agriculture are Urbanisation, climatic
factors, demand and price agility and sustainability.

Guidance and monitoring systems, Variable rate technologies and Telematics are some of the major
applications discussed in precision agriculture. Guidance and monitoring systems remains to be the fastest
growing application. Guidance systems can be termed to be in advanced stage of adoption on account of
well-established case studies in various other applications (GPS and remote sensing).

Variable rate technologies on the other hand are limited by the fact that they are to be integrated with the
conventional farm equipment for their end use accomplishment. GIS and remote sensing is majorly used by
federal agencies and research projects for large-scale analysis in agriculture.

Precision Agriculture Market - Trends, Drivers, and Challenges

The market research report outlines the emerging trends, major driving factors and upcoming challenges of
global precision agriculture market. Proliferation of mobile connectivity and smartphones, volatile prices of
commodities and input raw materials, population growth driving increased food demand are among the
major driving factors of precision agriculture market described in the report.

The global precision agriculture market is going to witness a dramatic shift in its growth due to the emerging
trends in the global market. One of the emerging trends of precision agriculture market included and
analysed in the report are regulatory frameworks to impart better clarity on UAV usage. Drones constitute a
vital device of the Precision agriculture ecosystem. The regulatory landscape associated with the usage of
drones is undergoing an evolution with policy makers wither upgrading the regulatory frameworks or
establishing new ones.

The adoption of smartphones in farming community is viewed as a precursor to Precision agriculture for
that it enables better exchange of information with various stakeholders. Hence, proliferation of mobile
connectivity and smartphones is described as one of the major factors driving the growth of the market.

The report contains the details of the upcoming challenges for the precision agriculture market. It also
provides the Porter’s five forces analysis along with a description of each of the forces and its impact on the
market.

Precision Agriculture Market - Geographical Analysis

The report includes the market analysis of global precision agriculture market in different regions such as
North America, APAC, EMEA and Latin America. The report outlines the major market share holder in the
market and the market size analysis of all the regions.

The market research report also provides the market size and forecast of key countries. Precision agriculture
fits the requirement of adopting improved technologies in the major countries of APAC region to enhance
their yields. Countries such as India, China, Japan, Indonesia and Bangladesh represents a huge market for
precision agriculture.

EMEA represents a diverse yet large agricultural markets that are characterized with their own set of
nuances. While Europe represents an ideal ready-to-be tapped opportunity for Precision agriculture players,
the same is not the case for Middle East and Africa.

North America represents the largest market for Precision agriculture also US stands to be the largest
market. The region represents the fastest in terms of growth and largest in the world in terms of adoption
and demand for precision agriculture.
Precision Agriculture Market - Market Share and Key Vendors

This market research report profiles the major companies in the market and also provides the competitive landscape of key players. Within the report covers the entire precision agriculture market outlook regarding the value chain operating within the market. The major players in the market include:

- AGCO Corporation
- AgJunction
- Deere and Company
- Trimble Navigation
- Topcon Corporation

Other Top Vendors of precision agriculture market include Ag Leader Technology, DICKEY - john Corporation, Precision Planting Company, Lindsay, Raven Industries, Novaraint Inc, SST Software, TeeJet Technologies, Valmont Industries, Yara International.

Why Should you buy this report?

The report gives reasonable answers for the following questions which leads you to know the in- depth market analysis of precision agriculture market such as:

1. How has the market been performing and what are some of the current changes which are expected to change the landscape of electronic precision agriculture in the coming years?
2. What are the various factors that can affect the market and in what way over the next few years?
3. What are the emerging trends and challenges for the market over the next five years?
4. What is the market size and market forecast for each market segment?
5. What is the market size and market forecast for each user type?
6. Which regions are going to have the largest market share and what are the factors propelling the market growth in that region?
7. Which are the key countries and the market size and market forecast in the key countries?
8. Which companies are the key vendors in the market?
9. What are the strategies used by the top vendors, and what are the opportunities to grow?
10. Which companies are the emerging vendors?

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