

# **Artificial Intelligence (AI) in Agriculture Market By Component (Solution, Services), By Technology (Machine Learning, Computer Vision, Predictive Analysis) By Application (Soil Monitoring, Livestock Health Monitoring, Intelligent Spraying, Drone Analytics, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032**

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## **Abstracts**

The AI in agriculture market was valued at \$2.3 billion in 2023 and is estimated to reach \$14.6 billion by 2032, exhibiting a CAGR of 23.2% from 2024 to 2032.

The integration of AI in agriculture focuses on enhancing various aspects of farming and agricultural practices. By adopting precision farming, making decisions based on data and utilizing advanced analytics with machine learning algorithms and other AI tools, farmers gather and analyze extensive data concerning their crops, including weather conditions, soil quality, and plant development. This empowers farmers to boost crop production, minimize wastage, and improve profitability through the optimization of farming processes.

The global AI in agriculture market is witnessing notable growth due to several factors such as advancements in AI and data analytics and government support and initiatives such as funding R&D projects and partnering with tech firms to innovate agricultural field. Furthermore, dependence on advanced technology for farming solutions that optimize agricultural practices, improve productivity, and ensure food security is expected to propel the market. One of the major trends is the launch of an expert GenAI system to benefit farmers and up-level agronomists in their daily work. It has been using proprietary agronomic data to train a large language model with

years of internal data, insights from thousands of trials within its vast testing network, and centuries of aggregated experience globally.

However, high cost of initial development restrains the development of the market. Nevertheless, surge in demand for precision farming solutions is expected to provide ample opportunities for the market growth during the forecast period. In November 2023, GrubMarket launched the Farm-GPT, a groundbreaking new generative AI product, designed to empower American farmers and growers with valuable data-driven insights for maximizing profits and optimizing crop selection. Farm-GPT harnesses the power of advanced AI and leverages the latest available pricing data from both the USDA and proprietary sources to assist farmers in making informed decisions about which commodities to cultivate based on market demand and revenue potential.

## Segmentation Overview

The AI in agriculture market is segmented into component, technology, application, and region. Depending on the component, the market is divided into solution and services. As per technology, it is segregated into machine learning, computer vision, and predictive analysis. According to the application, it is classified into crop and soil monitoring, livestock health monitoring, intelligent spraying, drone analytics, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

## Key Findings

By component, the solution segment held the highest share in the market in 2023.

Depending on technology, the predictive analysis segment acquired the maximum share in the market in 2023.

According to the application, the drone analytics segment was the major shareholder in 2023.

Region wise, North America dominated the AI in agriculture market in 2023.

## Competitive Analysis

The major players operating in the AI in agriculture market include Microsoft

Corporation, IBM Corporation, Gamaya, Taranis, PrecisionHawk, Corteva, ec2ce, Prospera Technologies, Ltd., Valmont Industries, and Climate LLC. These market players have adopted different strategies and techniques, including promotions, partnerships, collaborations, mergers & acquisitions, and advertising to strengthen their foothold in the competitive market.

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End user preferences and pain points

Industry life cycle assessment, by region

Product Benchmarking / Product specification and applications

Product Life Cycles

Scenario Analysis & Growth Trend Comparison

Technology Trend Analysis

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Market share analysis of players by products/segments

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Additional company profiles with specific client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Criss-cross segment analysis- market size and forecast

Expanded list for Company Profiles

Historic market data

Market share analysis of players at global/region/country level

SWOT Analysis

## Key Market Segments

### By Component

Solution

Services

### By Technology

Machine Learning

Computer Vision

Predictive Analysis

### By Application

Soil Monitoring

Livestock Health Monitoring

Intelligent Spraying

Drone Analytics

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

Spain

UK

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Thailand

Malaysia

Indonesia

Rest of Asia-Pacific

Latin America

Argentina

Brazil

Colombia

Rest of Latin America

Middle East and Africa

South Africa

Saudi Arabia

UAE

Rest of MEA

Key Market Players

Microsoft Corporation

IBM Corporation

Gamaya

Taranis

PrecisionHawk

Corteva

ec2ce

Prospera Technologies, Ltd.

valmont industries

Climate LLC



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