

Smart Irrigation Controllers Market By Type (Weather-Based Controllers, Soil-Based Controllers), By End User (Agriculture, Non- Agriculture) : Global Opportunity Analysis and Industry Forecast, 2024-2032

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Abstracts

The smart irrigation controllers market was valued at \$1.3 billion in 2023, and is projected to reach \$3.3 billion by 2032, growing at a CAGR of 11.5% from 2024 to 2032.

Smart irrigation controller is an technology-driven device that optimizes water usage for agricultural, commercial, and residential landscapes by automatically adjusting watering schedules based on real-time environmental data. These devices integrate sensors and weather data to ensure water efficiency, preventing over- or under-watering. By leveraging technology such as soil moisture sensors, weather forecasts, and plant-specific watering requirements, smart irrigation controllers contribute to sustainable water management, reduce water waste, and enhance crop health.

The growth of the global smart irrigation controllers market is driven by increase in global emphasis on water conservation due to scarcity and environmental concerns. A study by the U.S. Environmental Protection Agency (EPA) in 2020 estimated that switching to smart irrigation controllers can save up to 30% of water usage in residential and commercial landscapes. This highlights the significant water-saving potential of such systems, especially in regions with water scarcity. In addition, supportive policies, subsidies, and rebates by governments to promote water-efficient technologies as well as surge in adoption of precision agriculture practices have notably contributed toward the growth of the global market. According to a report by the Food and Agriculture Organization (FAO) in 2020, precision agriculture practices, including smart irrigation technologies, have improved water use efficiency in agriculture by up to 50%,

significantly enhancing crop yields while reducing water waste. Moreover, rise in focus on sustainability and reducing environmental impact is leading residential, commercial, and agricultural users to shift to smarter water management solutions, which acts as a key driving force of the global market. Furthermore, unpredictable weather patterns are pushing the need for advanced irrigation systems that adjust based on real-time climate data, thus fostering the market growth. However, high initial investment required for installing smart irrigation systems, including sensors, controllers, and connectivity, can be prohibitive, especially for small-scale farmers or residential users, thereby hampering the market growth. Moreover, limited awareness and adoption of smart irrigation technologies acts as the key deterrent factor of the global market. On the contrary, innovations in sensor technology, cloud computing, and IoT have significantly improved the functionality of smart irrigation systems, are expected to offer lucrative opportunities for the expansion of the global market during the forecast period.

The global smart irrigation controllers market is segmented into type, end user, and region. On the basis of type, the market is divided into weather-based controllers and soil-based controllers. As per end user, it is segregated into agriculture and non-agriculture. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, Latin America, and Middle East & Africa.

Key Findings

By type, the weather-based controllers segment is anticipated to experience fastest growth in the smart irrigation controllers market from 2024 to 2032.

On the basis of end user, the agriculture segment is expected to register the highest growth rate during the forecast period.

Region wise, North America accounted for the highest market share in 2023; however, Asia-Pacific is expected to grow with a highest CAGR during the forecast period.

Competition Analysis

Competitive analysis and profiles of the major players in the global smart irrigation controllers market include Rachio, Rain Bird Corporation, Hunter Industries, Inc., Netafim, The Toro Company, Orbit Irrigation Products, Weathermatic, LLC, HydroPoint Data Systems, Baseline Systems, and Galcon. These major players have adopted various key development strategies such as business expansion, new product

launches, and partnerships to sustain the intense competition and gain a strong foothold in the global market.

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Investment Opportunities

New Product Development/ Product Matrix of Key Players

Additional company profiles with specific to client's interest

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

Key Market Segments

By Type

Weather-Based Controllers

Soil-Based Controllers

By End User

Agriculture

Non- Agriculture

By Region

North America

U.S.

Canada

Mexico

Europe

France

Germany

Italy

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Rest of Asia-Pacific

Latin America

Brazil

Chile

Argentina

Rest of Latin America

Middle East and Africa

Saudi Arabia

UAE

South Africa

Nigeria

Rest Of Middle East and Africa

Key Market Players

Rachio

Rain Bird Corporation

Hunter Industries, Inc.

Netafim

The Toro Company

Orbit Irrigation Products

Weathermatic, LLC

HydroPoint Data Systems

Baseline Systems

Galcon

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