

# **Soil Moisture Sensor Market By Product (Tensiometric, Volumetric, and Solid-State Sensor), Type (Analog and Digital), and Application (Agriculture, Research, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027**

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## **Abstracts**

The global soil moisture sensors market was valued at \$215.8 million in 2019 and is projected to reach \$411.2 million by 2027, registering a CAGR of 9.1% from 2020 to 2027. Soil moisture sensor is an agricultural equipment, which is connected to an irrigation system controller for measuring the soil moisture content in the active root zone before each scheduled irrigation event so as to bypass the cycle when the soil moisture content is above a user-defined set point.

The development of the agricultural sector majorly drives the growth of the soil moisture sensors market, as soil moisture is a vital parameter in agriculture. Moreover, soil moisture sensors assist environmentalist in understanding the functioning of natural environment, which is expected to boost the market growth. Furthermore, introduction of wireless soil moisture sensors and adoption of smart agriculture techniques are expected to provide lucrative growth opportunities. However, emergence of soilless farming techniques such as hydroponics is expected to hinder the growth of the market.

The soil moisture sensors industry is segmented into product, type, application and region. Depending on product, the market is classified into tensiometric, volumetric, and solid-state sensors. By type, it is bifurcated into analog and digital. On the basis of application, it is segregated into agriculture, research, and others. Region wise, the global soil moisture sensors market is analyzed across North America (U.S., Canada,

and Mexico), Europe (UK, Germany, France, and rest of Europe), Asia-Pacific (China, India, Japan, and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The key players operating in the market include Acclima, Inc., Delta-T Devices Ltd, METER Group, Inc., OTT Hydromet GmbH, SDEC France, Smartcultiva Corporation, Spectrum Technologies, Inc., Stevens Water Monitoring Systems Inc., Trellis, and Vegetronix, Inc.

## Soil Moisture Sensor Market Key Segments

### By Product

Tensiometric

Volumetric

Solid-state Sensors

### By Type

Analog

Digital

### By Application

Agriculture

Research

Others

### By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

India

Japan

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Key Market Players

Acclima Inc.

Delta-T Devices Ltd

METER Group Inc.

OTT Hydromet GmbH

SDEC France

Smartcultiva Corporation

Spectrum Technologies Inc.

Stevens Water Monitoring Systems Inc.

Trellis

Vegetronix Inc.

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