

# **Agri-Fintech Market: The Rise of Digital Lending and Insurance for Farmers - A Global and Regional Analysis: Focus on Application, Product, and Regional Analysis - Analysis and Forecast, 2025-2035**

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## **Abstracts**

The agri-fintech market is witnessing rapid growth, driven primarily by the urgent need to address financial exclusion among farmers and improve access to credit, insurance, and digital payment solutions. The rising risks from climate change, unpredictable weather patterns, and market volatility have made traditional financing inadequate, positioning digital lending and insurance as essential tools for agricultural resilience. Innovations in AI, mobile platforms, and blockchain are enabling real-time credit scoring, yield-based loans, and weather-indexed insurance, making financial services more accessible and efficient. For example, platforms like Jai Kisan in India provide microloans, crop insurance, and integrated payment solutions, supporting both smallholders and large-scale farms. While adoption is expanding, challenges such as low digital literacy, fragmented regulatory frameworks, and infrastructure gaps persist; however, government support and technological innovation continue to fuel market growth.

## **Market Overview**

The agri-fintech market revenue was \$7,299.6 million in 2024, and it is expected to reach \$64,696.8 million by 2035, advancing at a CAGR of 21.27% during the forecast period (2025-2035). Agri-FinTech has emerged as a critical enabler of financial inclusion and modernization in the global agricultural sector, addressing long-standing gaps in access to credit, insurance, payments, and risk management for farmers and agribusinesses. By integrating digital finance with agricultural data ecosystems, the sector leverages technologies such as mobile banking, AI-driven credit scoring, satellite

imagery, and blockchain-based traceability to assess farmer risk profiles, streamline lending, and enable faster financial transactions. These innovations allow financial institutions and agri-platforms to deliver tailored financial services to smallholder farmers and rural enterprises that have traditionally been underserved by conventional banking systems.

## **Industrial Impact**

The agri-fintech market is transforming the agricultural finance landscape by shifting farmers' and agribusinesses' decision-making from intuition-based to data-driven financial management. By combining farm-level data, transaction histories, credit scoring models, and real-time market insights, Agri-fintech platforms are enabling precise lending, crop insurance, and payment solutions, improving capital access and reducing financial risks across the value chain. This has led to enhanced investment planning, better cash flow management, and increased adoption of modern farming practices, ultimately driving productivity and operational efficiency.

A major industrial impact is on financial inclusion and risk mitigation. AI-enabled credit assessments, digital wallets, and blockchain-secured transactions allow smallholders and rural enterprises to access loans, insurance, and payment services previously unavailable. Large agribusinesses use integrated agri-fintech solutions to streamline supplier financing and optimize input procurement, while small-scale farmers benefit from mobile-first platforms that facilitate timely credit, insurance claims, and market payments. Collectively, these innovations are strengthening the resilience, scalability, and sustainability of the agricultural sector.

## **Market Segmentation:**

### Segmentation 1: By Application

Small-Hold Farmers

Agri-Businesses and Cooperatives

Fisheries and Aquaculture Farmers

Agri-Traders and Input Dealers

Others

## Small Hold Farmers Lead the Market (by Application)

Small-hold farmers constitute the largest and most influential segment in the global agri-fintech market due to their vast numbers and limited access to formal financial services. Their demand for micro-credit, insurance, and digital payments drives most market transactions, which agri-fintech platforms address through collateral-free, data-driven lending solutions. The seasonal nature of their credit needs ensures consistent, repeat usage of these platforms.

Increasingly, smallholders are organized into Farmer Producer Organizations (FPOs) and cooperatives, enabling fintechs to offer bundled financial services efficiently. Group onboarding reduces customer acquisition costs, improves risk management, and strengthens the adoption of digital finance solutions. For example, Jai Kisan, India's leading rural fintech, has supported 800,000 farmers and 100,000 rural enterprises via its Bharat Khata platform. After raising USD 3 million (INR 26.5 crore) in an extended Series B round in April 2025, the company, despite a FY2024 loss of USD 5.5 million (INR 51 crore), is expanding its reach and product offerings. Partnering with over 350 corporates, Jai Kisan has facilitated roughly USD 655 million (INR 6,000 crore) in agricultural credit and, with its new NBFC license via Kushal Innovation Capital, can now co-lend with government banks directly.

## Segmentation 2: By Product

Digital Agri-Lending Platforms

Agri-Insurance (Digital/Parametric Models) Platforms

Digital Payment and Settlement Platforms

Credit Scoring and Risk Analytic Platforms

Farmer Financial Management and Advisory Platforms

Others

## Digital Agri-Lending Platforms Dominate the Market (by Product)

Digital agri-lending platforms dominate the agri-fintech market as they directly address the persistent financial exclusion faced by smallholder farmers, who form the largest customer base. These platforms offer instant, collateral-free, and data-driven loans by leveraging alternative data such as crop cycles, input usage, and transaction histories, enabling farmers to access timely credit for seeds, fertilizers, and equipment. The cyclical nature of agricultural financing, recurring every cropping season, ensures steady and repeat demand, while partnerships with Farmer Producer Organizations (FPOs) and cooperatives amplify reach, reduce customer acquisition costs, and mitigate credit risk through pooled volumes and standardized data. Moreover, the scalability and operational efficiency of digital platforms allow rapid penetration into rural and remote markets, providing real-time disbursal, repayment tracking, and integration with other fintech services like insurance and digital payments. Collectively, these factors make digital agri-lending the most dominant and transformative segment within the global agri-fintech ecosystem.

### Segmentation 3: By Region

North America

Europe

Asia-Pacific

Rest-of-the-World

### Asia Pacific Leads the Market (by Region)

Asia-Pacific dominates the global agri-fintech market, fueled by its vast farming population and rapid digital adoption. The region's digital lending platforms address critical credit gaps for smallholders in countries like India, Indonesia, and Vietnam, offering micro loans, input financing, and harvest-linked credit primarily through mobile apps. Digital insurance is gaining traction via scalable public-private schemes, such as India's crop insurance and Indonesia's rice insurance programs. Mobile-first solutions, exemplified by India's UPI and China's Alipay, enable widespread rural access, while government policies and subsidies provide strong regulatory support. Combined with large-scale farming needs, this creates an ideal environment for agri-fintech growth. Platforms increasingly bundle credit, insurance, and payments on a single interface,

empowering even smallholder farmers to transact digitally. Asia-Pacific is projected to remain the largest agri-fintech market globally through 2035.

### Recent Developments in the Agri-Fintech Market

In July 2025, Growers Edge, a financial technology firm offering modern financial products and data-driven tools for agricultural retailers, manufacturers, and lenders, announced the acquisition of FarmTest, an automated performance testing platform for commercial farms.

In April 2025, Growers Edge, an agriculture-focused fintech firm, secured \$25 million in a recent funding round to expand its innovative financial solutions designed for ag retailers, manufacturers, and lenders.

### How can this report add value to an organization?

**Product/Innovation Strategy:** Agri-fintech players are focusing on developing digital lending platforms, mobile-first payments, insurance solutions, and integrated farm management financial tools. Key innovations include AI-driven credit scoring using alternative data, blockchain-based transaction tracking, real-time risk assessment for crop insurance, and bundled service platforms that combine credit, insurance, and payments in a single interface. Companies are also investing in partnerships with fintech, banks, and government agencies to expand coverage and ensure regulatory compliance. The strategy emphasizes scalable, customizable, and user-friendly solutions that address the diverse financial needs of smallholder farmers and agri-enterprises.

**Growth/Marketing Strategy:** Market growth is driven by digital adoption in rural areas, financial inclusion initiatives, and strategic collaborations with government schemes and cooperatives. Players are leveraging mobile-first campaigns, localized content, and education programs to increase farmer awareness and adoption. Expansion strategies include entering emerging markets, onboarding Farmer Producer Organizations (FPOs), and offering seasonal credit products aligned with cropping cycles. Marketing approaches focus on value-based propositions access to timely credit, risk mitigation, and seamless transactions tailored to local needs and seasonal demand patterns.

**Competitive Strategy:** Leading agri-fintech firms differentiate through technology integration, alternative data utilization, strategic partnerships, and portfolio

diversification. Competitive benchmarking highlights innovation pipelines, mobile penetration, lending volume, insurance coverage, and geographic reach. Firms aim to strengthen their position via strategic acquisitions, collaborations with banks and NBFCs, and expansion of bundled digital financial services. Success depends on agility in adapting to local regulations, trust-building among farmers, and delivering reliable, high-value digital finance solutions.

## **Research Methodology**

### Data Sources

#### Primary Data Sources

The primary sources involve industry experts from the 'Agri-Fintech Market: The Rise of Digital Lending and Insurance for Farmers' and various stakeholders in the ecosystem. Respondents, including CEOs, vice presidents, marketing directors, and technology and innovation directors, have been interviewed to gather and verify both qualitative and quantitative aspects of this research study.

The key data points taken from primary sources include:

- validation and triangulation of all the numbers and graphs
- validation of report segmentations and key qualitative findings
- understanding the competitive landscape
- validation of the numbers of various markets for the market type
- percentage split of individual markets for geographical analysis

#### Secondary Data Sources

This research study involves the usage of extensive secondary research, directories, company websites, and annual reports. It also utilizes databases, such as Hoover's, Bloomberg, Businessweek, and Factiva, to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the global market. In addition to core data sources, the study referenced insights from reputable

organizations and resources such as the USDA Economic Research Service (ERS), the Food and Agriculture Organization (FAO) of the United Nations, the International Food Policy Research Institute (IFPRI), and leading agri-tech platforms such as Farmonaut and EOS Data Analytics (EOSDA) are essential. These sources offer comprehensive insights into precision agriculture, digital farming, sustainability practices, and technology adoption, which have a significant impact on map tool production worldwide.

Secondary research has been done to obtain crucial information about the industry's value chain, revenue models, the market's monetary chain, the total pool of key players, and the current and potential use cases and applications.

The key data points taken from secondary research include:

- segmentations and percentage shares

- data for market value

- key industry trends of the top players in the market

- qualitative insights into various aspects of the market, key trends, and emerging areas of innovation

- quantitative data for mathematical and statistical calculations

## Data Triangulation

This research study involves the usage of extensive secondary sources, such as certified publications, articles from recognized authors, white papers, annual reports of companies, directories, and major databases, to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the agri-fintech market: the rise of digital lending and insurance for farmers.

The process of market engineering involves the calculation of the market statistics, market size estimation, market forecast, market crackdown, and data triangulation (the methodology for such quantitative data processes has been explained in further sections). A primary research study has been undertaken to gather information and validate market numbers for segmentation types and industry trends among key players in the market.

## Key Market Players and Competition Synopsis

The agri-fintech market is becoming increasingly competitive, fueled by rapid digital adoption, growing demand for farmer credit, and innovation in risk management solutions. Between 2023 and 2025, key players have focused on integrating AI-driven credit scoring, satellite-based yield assessment, and mobile payment platforms into unified agri-fintech solutions that enhance financial access and operational efficiency for farmers. In April 2025, Jai Kisan expanded its Bharat Khata platform to offer bundled microloans, crop insurance, and digital payment services, leveraging alternative data for instant, collateral-free lending. In March 2025, AgriDigital launched an end-to-end digital financing and supply chain platform for smallholders in Southeast Asia, linking financing, input procurement, and market access. Meanwhile, CropIn strengthened its agri-tech and fintech convergence by integrating real-time satellite monitoring with automated loan disbursement, enabling predictive financial services and improving risk management across diverse farming segments.

### Some prominent names established in this market are:

Apollo Agriculture

AgriDigital

CropIn

Pula Advisors

FarmDrive

Farmers Business Network (FBN)

Jai Kisan

Oxbury Bank

ProducePay

Samunnati

GramCover

ACRE Africa

eFishery

StarAgri

Kiva

Tingo Group Inc.

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