

Agriculture Soil Sampling and Testing Market - A Global and Regional Analysis: Focus on Application, Product, and Region - Analysis and Forecast, 2023-2028

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Abstracts

Introduction to Soil Sampling and Testing

The global agriculture soil sampling and testing market was valued at \$3.76 billion in 2022 and is anticipated to reach \$5.79 billion by 2028, witnessing a CAGR of 7.65% during the forecast period 2023-2028. This growth can be attributed to factors such as technological advancements, precision agriculture's reliance on data, environmental consciousness, regulatory pressures, optimized fertilizer use, feeding a growing population, increased investments, and growing awareness about soil testing benefits.

Agriculture soil sampling and testing stand as integral components of modern agriculture, aiding in disease prevention, sustainable practices, and optimal crop production. Governments' support and expert recommendations underscore their significance in maintaining soil health, preserving environmental integrity, and securing agricultural prosperity.

Market Introduction

Soil-borne diseases pose a significant challenge to crop yield, leading to substantial losses due to inadequate soil testing and management methods. Agriculture soil sampling and testing play a crucial role in safeguarding against soil-borne diseases through a multifaceted approach. Agriculture soil sampling and testing is a practice that helps farmers assess the nutrient status and pH level of their soil, as well as detect the presence of soil-borne diseases that can affect crop growth and yield.



Agriculture soil sampling and testing play a vital role in assessing soil suitability for various crops, reducing disease susceptibility, and promoting sustainable agricultural practices. These tools contribute to soil health, crop resilience, and overall prevention of soil-borne diseases.

Impact

Soil testing helps farmers understand the specific nutrient requirements of their crops. By tailoring fertilizer applications based on soil test results, farmers can create optimal growing conditions. This often leads to increased crop yields, improved crop quality, and better overall plant health. Soil testing provides a scientific basis for managing the application of fertilizers and other soil amendments. This ensures that crops receive the right amount and type of nutrients they need to thrive, which can lead to increased yields and improved crop quality.

Soil pH significantly affects nutrient availability to plants. Soil testing reveals the pH level, and if it's too acidic or alkaline, farmers can take corrective measures such as adding lime or sulfur to adjust the pH. Balancing pH enhances nutrient uptake and fosters a healthier soil ecosystem, supporting beneficial microbial activity and root development.

Proper agriculture soil sampling and testing help prevent excessive nutrient runoff and leaching into water bodies. This runoff can lead to harmful algal blooms, water pollution, and ecosystem disruption. By managing nutrient application based on soil test results, farmers contribute to the protection of local water resources and maintain a more sustainable agricultural system.

Market Segmentation:

Segmentation 1: by End User

Crop Insurance Company

Agriculture Cooperatives

Government and Research Institutes

Agribusiness Company



Others

Agribusiness Company to Generate High Demand over the Forecast Period

The agribusiness company segment generated \$1,078.4 million in revenue in 2022, and by 2028, the segment is expected to reach \$1,740.3 million at a CAGR of 8.46%. The agribusiness company segment makes use of soil sampling and soil testing in agriculture for a variety of reasons, such as:

Soil Sampling: Companies conduct soil sampling by sending trained professionals to collect representative samples, ensuring accuracy and reliability to capture soil heterogeneity in nutrient levels, pH, texture, and other properties.

Soil Testing: Soil testing in laboratories analyzes soil samples for pH, nutrient content, organic matter, cation exchange capacity (CEC), and heavy metals, providing valuable information for farmers' nutrient management and crop selection.

Sustainable Agriculture Practices: Agribusiness company segment may also advise farmers on adopting sustainable agriculture practices. This could include recommending organic soil amendments, cover cropping, reduced tillage techniques, and precision farming methods to minimize environmental impact and promote long-term soil health.

Technology Integration: In the modern era, the agribusiness company segment may leverage technology to streamline agriculture soil sampling and testing processes. They might use geographic information systems (GIS), remote sensing, or digital soil mapping techniques to improve the efficiency and accuracy of soil analysis.

Segmentation 2: by Testing Objective

Nutrient Testing

Moisture Testing

Acidity Test

Pesticides and Contamination Test



Others (Salinity Test, Carbon Test and Soil Testing for Texture and Structure)

Nutrient Testing to be the Leading Application Segment in the Global Agriculture Soil Sampling and Testing Market

Nutrients are crucial for plant growth, tree growth, and crop growth. Agriculture soil sampling and testing are essential for determining nutrient health. Laboratories collect samples from various fields, analyzing soil conditions and management practices. Soil testing assesses critical elements such as nitrogen, phosphorus, potassium, calcium, magnesium, sulfur, iron, manganese, etc. These insights help farmers and agronomists make informed decisions about nutrient management techniques.

Segmentation 3: by Product

Soil Testing

Manual Sampling and Testing Kit

Digital Mapping Platform

Soil Sampling and Testing-as-a-Service

Professional Laboratory Service

Sampling Services

Zone Sampling

Grid Sampling

Professional Laboratory Services to be the Largest Product Segment during the Forecast Period

In 2022, based on product, agriculture soil sampling and testing generated revenue of \$2,118.2 million from professional laboratory services. These services offer accurate soil analysis by skilled scientists, aiding informed decisions on nutrient application and environmental compliance. Their historical data tracking, certification, and digital



integration further enhance their credibility, long-term benefits, and accessibility. As a trusted source of valuable insights, professional laboratory services play a pivotal role in optimizing agricultural practices, ensuring sustainable land management, and fostering improved soil health.

There are some companies that provide only laboratory services; they won't provide any soil sampling services. Hence, the respective farmer, grower, and landowner need to provide soil to this professional laboratory. Testing of the soil is done in the laboratory, and a report is sent to the customer. The results of soil testing can be used by the owner to make informed decisions about plant growth and soil management. For example, if a soil test shows that the nutrient content is low, the gardener can apply fertilizer to improve the soil. If the pH of the soil is too low, the gardener can add lime to raise the pH, and if the soil is contaminated, the gardener can take steps to remediate it.

Segmentation 4: by Region

North America - U.S., and Rest-of-North America

Europe - U.K., Spain, Ukraine, and Rest-of-Europe

South America - Argentina, Brazil, and Rest-of-South America

Rest-of-the-World

The North America agriculture soil sampling and testing market was valued at \$1,227.2 million in 2022 and is expected to reach \$1,812.2 million by 2028 at a CAGR of 6.87%.

One of the primary drivers is the stringent regulations in place in North America. These regulations pertain to food safety, environmental protection, and agricultural practices, including nutritional content, chemical use, and labeling. Compliance with these regulations often requires soil testing, which has led to an increase in demand for these services.

Another factor contributing to the growth of this market is increasing consumer awareness about food safety. As consumers become more knowledgeable about the origins of their food and the practices used in its production, there is a growing demand for soil testing to ensure the safety and quality of agricultural products.



Technological advancements have also played a significant role in driving this market growth. The development of advanced testing methods and technologies, such as remote sensing, DNA testing, and rapid diagnostic techniques, have improved the efficiency and accuracy of agricultural testing.

The growth in organic farming in North America has further increased the need for soil testing. Organic farmers rely heavily on soil health for crop productivity, making soil testing a crucial part of their farming practices.

Environmental protection efforts are another key driver. Soil testing plays a vital role in environmental protection by preventing over-fertilization and nutrient runoff.

The presence of numerous agriculture testing companies in North America also contributes to the market's growth. These providers offer a range of services, from basic soil tests to more comprehensive analyses, catering to the diverse needs of farmers and agribusinesses.

Recent Developments in the Global Agriculture Soil Sampling and Testing Market

In June 2023, SGS collaborated with AgriCircle AG to provide soil health measurement solutions for regenerative farming practices. This cooperation would empower farmers and other stakeholders in the agri-food industry with cutting-edge tools and expertise to drive sustainable farming practices.

In June 2023, Woods End Laboratories, a subsidiary of Deveron Corp., was selected by the U.S Department of Agriculture ("USDA") to support Michigan State University's \$1.95 million 'Soil Carbon IDEA: Inclusion, Diversity, Equity and Access' program.

In April 2023, ALS acquired Hidro.Lab that has been recognized as a renowned and reputable provider of quality environmental testing.

In April 2023, Agvise Laboratories introduced the Agvise Soil Health Index. This index provides a comprehensive assessment of soil's health, including its nutrient levels, pH, organic matter content, and more. It can help identify areas where the soil needs improvement and assist in making informed decisions about crop management practices.

Demand - Drivers and Limitations



The following are the demand drivers for the global agriculture soil sampling and testing market:

Increased Emphasis on Organic Farming

Advancements in Soil Testing Technologies

The market is expected to face some limitations due to the following challenges:

Lack of Awareness and Education among Farmers

The following are the opportunities for the global agriculture soil sampling and testing market:

Government Investment Support to Promote Soil Testing

Growing Demand for Sustainable Agriculture

How Can This Report Add Value to an Organization?

Market Insight: The global agriculture soil sampling and testing market report provides insights into industry trends, growth drivers, and product categories such as manual kits, digital platforms, lab services, and sampling services. It covers diverse testing objectives, i.e., nutrients, moisture, acidity, pesticides, contamination, salinity, and more. The analysis also includes end users such as agribusinesses, cooperatives, research institutes, insurers, and farmers. This data-rich report enables organizations to grasp market dynamics, identify opportunities, and align products effectively.

Product/Innovation Strategy: The report highlights different agriculture soil sampling and testing technologies and their adoption in the market. It provides insights into industry advancements, helping organizations align their product development strategies with market needs. Furthermore, it explores various applications of these technologies, assisting organizations in identifying areas for product diversification and expansion.

Growth/Marketing Strategy: The report empowers organizations to gauge market demand by showcasing various agriculture soil sampling and testing solutions. It offers



insights into industry advancements, enabling companies to align their growth strategies with market needs. Additionally, it explores diverse applications of these technologies, helping organizations identify opportunities for expansion in the precision agriculture market.

Competitive Strategy: The report profiles major players in the agriculture soil sampling and testing market. It evaluates the competitive landscape, product offerings, and strategic approaches of these players. Organizations can leverage this information to understand their competitors' strengths and weaknesses, identify potential areas for collaboration or partnerships, and strategically position themselves in the market to gain a competitive edge.

Competitive Landscape of Global Agriculture Soil Sampling and Testing Market

The global agriculture soil sampling and testing market is highly fragmented, with several large multinationals and many start-ups operating in it. The agriculture soil sampling and testing market is highly fragmented, where five companies held around 10% and others claimed over 90% as of 2022. Notable players include HANNA INSTRUMENTS INC., LaMotte Company, and more. Other major players include Ward Laboratories Inc., Midwest Laboratories, Deveron Corp., Eurofins Scientific, Earth Optics, and Brookside Laboratories.



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