

# **Asia-Pacific Agriculture Technology-as-a-Service Market: Focus on Application, Service Type, Pricing, and Country - Analysis and Forecast, 2024-2034**

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## **Abstracts**

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This report will be delivered in 7-10 working days. Introduction to Asia-Pacific Agriculture Technology-as-a-Service Market

The Asia-Pacific agriculture technology-as-a-service market, valued at \$1.24 billion in 2024, is expected to reach \$4.80 billion by 2034, exhibiting a robust CAGR of 14.48% during the forecast period 2024-2034. The increasing demand for scalable, reasonably priced solutions that increase farm productivity and advance sustainability is a major factor propelling the APAC Agriculture Technology-as-a-Service (Agri-TaaS) market. By allowing farmers to use cutting-edge technologies without having to make significant upfront investments, this model increases the accessibility and efficacy of precision farming.

### **Market Introduction**

The market for APAC agriculture technology-as-a-service, or Agri-TaaS, is expanding rapidly due to the growing need for scalable, affordable solutions that increase agricultural output and advance sustainability. Smart agriculture adoption is becoming more and more crucial as the region deals with issues like population growth and food security. Agri-TaaS optimizes crop production and resource management by utilizing cutting-edge digital tools such as automation, cloud-based management platforms, IoT sensors, AI-driven analytics, and precision farming technologies. With this service model, farmers can access cutting-edge technology on a pay-per-use or subscription

basis, doing away with the need for significant upfront expenditures.

By enticing traditional farmers to adopt digital transformation, government programs, encouraging laws, and investments in rural infrastructure throughout Asia-Pacific are further propelling market expansion. Additionally, innovative startups and collaborations are driving breakthroughs in digital agriculture. By integrating machine learning and big data analytics, Agri-TaaS solutions offer predictive insights and proactive crop management, enhancing yield and resource efficiency. Localized service models tailored to specific climatic and agronomic conditions are also emerging, further bolstering the market's growth potential and transforming the region's agricultural landscape.

## Market Segmentation

### Segmentation 1: Application

- Harvest Dynamics Monitoring

- Soil Management and Testing

- Crop Health Monitoring

- Irrigation

- Others

### Segmentation 2: by Service Type

- Software-as-a-Service (SaaS)

- o On-Cloud

- o On-Premises

- Equipment-as-a-Service (EaaS)

o Agriculture Drone-as-a-Service (ADaaS)

o Agriculture Robot-as-a-Service (ARaaS)

### Segmentation 3: by Pricing

Subscription

Pay-per-Use

### Segmentation 4: by Country

Japan

India

China

South Korea

Rest-of-Asia-Pacific

How can this report add value to an organization?

**Product/Innovation Strategy:** The product segment helps the reader understand the different applications of agriculture technology-as-a-service and their potential in APAC region. Moreover, the study gives the reader a detailed understanding of the end-use industries and different products offered by different regulations, consortiums and associations, and government programs impacting agriculture technology-as-a-service manufacturers for various purposes.

**Growth/Marketing Strategy:** The Asia-Pacific agriculture technology-as-a-service market has seen major development by key players operating in the market, such as business expansion, partnership, collaboration, and joint venture. The favored strategy for the companies has been partnership, collaboration, and joint venture activities to strengthen their position in the APAC agriculture technology-as-a-service market.

**Competitive Strategy:** Key players in the Asia-Pacific agriculture technology-as-a-service market analyzed and profiled in the study involve agriculture technology-as-a-service providers, including market segments covered by distinct product kinds, applications served, and regional presence, as well as the influence of important market tactics employed. Moreover, a detailed competitive benchmarking of the players operating in the APAC agriculture technology-as-a-service market has been done to help the reader understand how players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations will aid the reader in understanding the untapped revenue pockets in the agriculture technology-as-a-service market.

### Key Market Players and Competition Synopsis

The companies that are profiled in the report have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, application, and market penetration.

Some prominent names established in the agriculture technology-as-a-service market are:

Cropin Technology Solutions Private Limited

TOPCON CORPORATION

KUBOTA Corporation

EM3 Agriservices

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