

# Asia-Pacific IoT in Agriculture Market: Focus on Application, Product, and Country - Analysis and Forecast, 2023-2033

<https://marketpublishers.com/r/A0E54DC1440EEN.html>

Date: October 2024

Pages: 0

Price: US\$ 3,250.00 (Single User License)

ID: A0E54DC1440EEN

## Abstracts

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This report will be delivered in 7-10 working days. Introduction to Asia-Pacific IoT in Agriculture Market

The Asia-Pacific IoT in the agriculture market was valued at \$4.63 billion in 2023 and is expected to reach \$18.64 billion by 2033. The Internet of Things (IoT) is critical to the Asia-Pacific (APAC) agriculture sector because it represents a major breakthrough in the management and optimization of agricultural processes. Farmers and agribusinesses may access a variety of real-time data from sensors that track weather, crop health, soil moisture, and other important elements by implementing IoT technologies. With the use of advanced analytics, this data is examined to support precision farming methods that improve quality and production while cutting expenses and minimizing the negative effects of pesticide, fertilizer, and water usage on the environment.

In addition, IoT technology helps mitigate the manpower scarcity issue and increases output by automating a range of agricultural operations, including planting and harvesting. IoT integration in agriculture improves sustainability and efficiency and contributes to food security by encouraging smarter, more effective techniques. As the APAC region continues to develop, the implementation of IoT in agriculture presents significant opportunities for innovation and growth, ensuring a more resilient and productive agricultural landscape.

## Market Introduction

The demand for increased productivity and efficiency in the agricultural industry is driving a notable expansion in the Asia-Pacific (APAC) IoT in agriculture market. Farmers are resorting to Internet of Things (IoT) technologies to streamline their operations and guarantee sustainable practices as a result of the region's rapid population growth and rising food demand.

IoT technologies, like sensors and linked devices, give farmers access to real-time information on a range of factors, such as crop health, soil moisture, weather, and livestock monitoring. Precision agriculture is made possible by this data, which permits focused actions that increase crop yields while minimizing resource waste. Farmers may minimize their influence on the environment by using advanced analytics to make well-informed decisions that optimize their usage of pesticides, fertilizers, and water.

Furthermore, by automating procedures like irrigation, planting, and harvesting, IoT technologies aid in addressing the labor crisis in agriculture. Government measures supporting smart farming and technical improvements are driving the expansion of the Internet of Things (IoT) in the agriculture sector, as the area continues to embrace digital transformation.

In general, the IoT for agriculture market in Asia-Pacific is expected to grow significantly, providing cutting-edge solutions that improve food security, sustainability, and agricultural production in the face of changing global issues.

## Market Segmentation

### Segmentation 1: by Application

Precision Crop Farming

Livestock Monitoring and Management

Indoor Farming

Aquaculture

Others

## Segmentation 2: by Component

### Hardware

- o Processors and Sensors

- o Communication Modules

- o Others

### Software

## Segmentation 3: by Country

Japan

India

China

Australia and New Zealand

Indonesia

Vietnam

Malaysia

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 types of components available for deployment and their potential in APAC region. Moreover, the study provides the reader with a detailed understanding of the APAC IoT in agriculture market by application on the basis of application (precision crop

farming, livestock monitoring and management, indoor farming, aquaculture, and others) and product on the basis of component (hardware and software).

**Growth/Marketing Strategy:** The Asia-Pacific IoT in agriculture 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 partnerships and contracts to strengthen their position in the IoT in agriculture market.

**Competitive Strategy:** Key players in the Asia-Pacific IoT in agriculture market analyzed and profiled in the study involve major IoT in agriculture, offering companies providing IoT in agriculture for the purpose. Moreover, a detailed competitive benchmarking of the players operating in the IoT in agriculture 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 market.

## Contents

Executive Summary  
Scope and Definition

### 1 MARKETS

- 1.1 Trends: Current and Future Impact Assessment
  - 1.1.1 Trends: Overview
  - 1.1.2 Agricultural Drones
  - 1.1.3 Autonomous Systems and Agricultural Robots
  - 1.1.4 Blockchain for Traceability
- 1.2 Supply Chain Analysis
  - 1.2.1 Value Chain Analysis
- 1.3 Research and Development Review
  - 1.3.1 Patent Filing Trend (by Country, Number of Patents)
- 1.4 Regulatory Landscape
- 1.5 Market Dynamics Overview
  - 1.5.1 Market Drivers
    - 1.5.1.1 Increase in Demand for Agricultural Efficiency and Productivity
    - 1.5.1.2 Advancements in Agricultural Technologies
    - 1.5.1.3 Rise in Adoption of Precision Farming
  - 1.5.2 Market Restraints
    - 1.5.2.1 Lack of Trained Personnel
    - 1.5.2.2 High Initial Investment Costs
  - 1.5.3 Market Opportunities
    - 1.5.3.1 Integration of IoT in Robotics
    - 1.5.3.2 Livestock Monitoring and Management

### 2 REGIONS

- 2.1 Regional Summary
- 2.2 Drivers and Restraints
- 2.3 Asia-Pacific
  - 2.3.1 Regional Overview
  - 2.3.2 Driving Factors for Market Growth
  - 2.3.3 Factors Challenging the Market
  - 2.3.4 Application
  - 2.3.5 Product

- 2.3.6 China
- 2.3.7 Application
- 2.3.8 Product
- 2.3.9 India
- 2.3.10 Application
- 2.3.11 Product
- 2.3.12 Japan
- 2.3.13 Application
- 2.3.14 Product
- 2.3.15 Australia and New Zealand
- 2.3.16 Application
- 2.3.17 Product
- 2.3.18 Indonesia
- 2.3.19 Application
- 2.3.20 Product
- 2.3.21 Vietnam
- 2.3.22 Product
- 2.3.23 Product
- 2.3.24 Malaysia
- 2.3.25 Application
- 2.3.26 Product
- 2.3.27 Rest-of-Asia-Pacific
- 2.3.28 Product

### **3 MARKETS – COMPETITIVE BENCHMARKING & COMPANY PROFILES**

- 3.1 Next Frontiers
- 3.2 Geographic Assessment
  - 3.2.1 Eruvaka Technologies
    - 3.2.1.1 Overview
    - 3.2.1.2 Top Products/Product Portfolio
    - 3.2.1.3 Top Competitors
    - 3.2.1.4 Target Customers
    - 3.2.1.5 Key Personnel
    - 3.2.1.6 Analyst View
    - 3.2.1.7 Market Share

### **4 RESEARCH METHODOLOGY**

## 4.1 Data Sources

### 4.1.1 Primary Data Sources

### 4.1.2 Secondary Data Sources

### 4.1.3 Data Triangulation

## 4.2 Market Estimation and Forecast

## List Of Figures

### LIST OF FIGURES

- Figure 1: Asia-Pacific IoT in Agriculture Market (by Application), 2022, 2026, and 2033
- Figure 2: Asia-Pacific IoT in Agriculture Market (by Component), 2022, 2026, and 2033
- Figure 3: IoT in Agriculture Market, Recent Developments
- Figure 4: Supply Chain and Risks within the Supply Chain
- Figure 5: IoT in Agriculture Market (by Number of Patents), January 2020-December 2023
- Figure 6: IoT in Agriculture Market (by Country), January 2020-December 2023
- Figure 7: Impact Analysis of Market Navigating Factors, 2022-2033
- Figure 8: China IoT in Agriculture Market, \$Million, 2022-2033
- Figure 9: India IoT in Agriculture Market, \$Million, 2022-2033
- Figure 10: Japan IoT in Agriculture Market, \$Million, 2022-2033
- Figure 11: Australia and New Zealand IoT in Agriculture Market, \$Million, 2022-2033
- Figure 12: Indonesia IoT in Agriculture Market, \$Million, 2022-2033
- Figure 13: Vietnam IoT in Agriculture Market, \$Million, 2022-2033
- Figure 14: Malaysia IoT in Agriculture Market, \$Million, 2022-2033
- Figure 15: Rest-of-Asia-Pacific IoT in Agriculture Market, \$Million, 2022-2033
- Figure 16: Strategic Initiatives, 2020-2024
- Figure 17: Share of Strategic Initiatives
- Figure 18: Data Triangulation
- Figure 19: Top-Down and Bottom-Up Approach
- Figure 20: Assumptions and Limitations



## List Of Tables

### LIST OF TABLES

Table 1: Market Snapshot

Table 2: IoT in Agriculture Market, Opportunities

Table 3: IoT in Agriculture Market (by Region), \$Million, 2022-2033

Table 4: IoT in Agriculture Market (by Region), Thousand Unit, 2022-2033

Table 5: Asia-Pacific IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 6: Asia-Pacific IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 7: Asia-Pacific IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 8: China IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 9: China IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 10: China IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 11: India IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 12: India IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 13: India IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 14: Japan IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 15: Japan IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 16: Japan IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 17: Australia and New Zealand IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 18: Australia and New Zealand IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 19: Australia and New Zealand IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 20: Indonesia IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 21: Indonesia IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 22: Indonesia IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 23: Vietnam IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 24: Vietnam IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 25: Vietnam IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 26: Malaysia IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 27: Malaysia IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 28: Malaysia IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

Table 29: Rest-of-Asia-Pacific IoT in Agriculture Market (by Application), \$Million, 2022-2033

Table 30: Rest-of-Asia-Pacific IoT in Agriculture Market (by Component), \$Million, 2022-2033

Table 31: Rest-of-Asia-Pacific IoT in Agriculture Market (by Component), Thousand Unit, 2022-2033

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