

Asia-Pacific Satellite Imaging for Agriculture Market: Analysis and Forecast, 2023-2028

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Abstracts

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Introduction to Asia-Pacific Satellite Imaging for Agriculture Market

The Asia-Pacific satellite imaging for agriculture market (excluding China) was valued at \$53.5 million in 2023, and it is expected to grow with a CAGR of 8.11% during the forecast period 2023-2028 to reach \$79.0 million by 2028. The satellite imaging for agriculture technology market is poised for growth due to the rising demand for improved and sustainable agricultural practices.

Market Introduction

The Asia-Pacific (APAC) satellite imaging for agriculture market is witnessing significant growth driven by the increasing adoption of satellite technology in the agriculture sector. Satellite imaging provides valuable insights into crop health, soil moisture levels, and vegetation analysis, enabling farmers to make informed decisions regarding crop management and resource allocation. With the region's vast agricultural landscape and the growing demand for food security, there is a rising need for advanced monitoring and precision farming techniques. Additionally, government initiatives promoting the use of satellite technology in agriculture and collaborations between technology providers and agricultural stakeholders further boost market growth. As APAC countries embrace digital transformation in agriculture, the satellite imaging market presents promising opportunities for improving productivity, sustainability, and crop yield across the region.

Market Segmentation:

Segmentation 1: by Application

Crop Health Monitoring

Soil Mapping

Forestry

Others

Segmentation 2: by End User

Agribusinesses

Government and Non-Government Agencies

Research Institutes

Others

Segmentation 3: by Product

Data Acquisition

Processing

Analytics

Integrated Delivery Platform

Segmentation 4: by Country

Japan

India

South Korea

Australia and New Zealand

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 technologies used for satellite imaging for agriculture and their potential. Moreover, the study gives the reader a detailed understanding of the different solutions provided by the satellite imaging technology providers, such as imaging, processing, and analyzing. Compared to conventional agricultural methods, satellite imaging technology enables more exact targeting of planting, soil mapping, and forestry, allowing farmers to save money by maximizing the use of their inputs.

Growth/Marketing Strategy: The APAC satellite imaging for 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, collaborations, and joint ventures to strengthen their position in the APAC satellite imaging for agriculture market.

Competitive Strategy: Key players in the APAC satellite imaging for agriculture market analyzed and profiled in the study involve satellite imaging technology-based product manufacturers, 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 satellite imaging for 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.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from

primary experts and analyzing company coverage, product portfolio, and market penetration.

Some prominent names established in this market are:

NaraSpace Inc

SatSure

Synspective

Contents

Executive Summary

Scope of the Study

1 MARKETS

1.1 Industry Outlook

1.1.1 Market Definition

1.1.2 Ongoing Trends

1.1.2.1 Development of Small Satellite Constellations

1.1.2.2 Integration with other technologies

1.1.3 Ecosystem/Ongoing Programs

1.1.3.1 Consortiums, Associations, and Regulatory Bodies

1.1.3.2 Government Initiatives and Impacts

1.2 Business Dynamics

1.2.1 Business Drivers

1.2.1.1 Increasing Requirements from Insurance Sector

1.2.1.2 Increasing Farm Consolidation

1.2.1.3 High Benefits over Other Remote Sensing Technology and Infield Monitoring

Technology

1.2.1.4 Need for Sustainable Agriculture Practices

1.2.2 Business Challenges

1.2.2.1 Technical Challenges in Obtaining and Analyzing Satellite Imagery

1.2.2.1.1 Hindrance Due to Cloud Cover

1.2.2.1.2 Hindrance due to Spatial and Temporal Resolution

1.2.2.2 Limited Awareness and Understanding across Developing Countries

1.2.2.3 Geopolitical Issues

1.2.3 Market Strategies and Developments

1.2.3.1 Business Strategies

1.2.3.1.1 Product Developments

1.2.3.1.2 Market Developments

1.2.3.2 Corporate Strategies

1.2.3.2.1 Mergers and Acquisitions

1.2.3.2.2 Partnerships, Collaborations, and Joint Ventures

1.2.3.2.3 Snapshot of Corporate Strategies Adopted by the Key Players in the

Market

1.2.3.3 Case Study

1.2.3.3.1 Airbus in Yield Optimization

- 1.2.3.3.2 Planet Labs PBC in Irrigation Intelligence
- 1.2.3.3.3 EOS Data Analytics, Inc in Precision Agriculture
- 1.2.4 Business Opportunities
 - 1.2.4.1 Rising Threat of Climate Risk
 - 1.2.4.2 Artificial Intelligence (AI) and Machine Learning (ML) in Action
 - 1.2.4.3 Tapping Small Holding Farmer with Affordable Solutions
- 1.3 Start-Up Landscape
 - 1.3.1 Key Start-Ups in the Ecosystem
 - 1.3.2 Funding Analysis
 - 1.3.2.1 Total Investment and Number of Funding Deals
 - 1.3.2.2 Top Funding Deals by the Start-ups
 - 1.3.2.3 Funding Analysis (by Country)
 - 1.3.2.4 Top Investors
- 1.4 Active Satellites for Digital Agriculture Application and their Technicalities
- 1.5 Impact of Russia-Ukraine Crisis on the Satellite Imaging for Agriculture Market

2 REGION

- 2.1 Satellite Imaging for Agriculture Market - by Region
- 2.2 China
 - 2.2.1 Markets
 - 2.2.1.1 Buyer Attributes
 - 2.2.1.1.1 Farm Size, Number of Farms, and State of Digitalization
 - 2.2.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors
 - 2.2.1.2 Business Challenges
 - 2.2.1.3 Business Drivers
 - 2.2.2 Applications
 - 2.2.2.1 China Satellite Imaging for Agriculture Market (by Application)
 - 2.2.2.2 China Satellite Imaging for Agriculture Market (by End User)
 - 2.2.3 Products
 - 2.2.3.1 China Satellite Imaging for Agriculture Market (by Product)
- 2.3 Asia-Pacific
 - 2.3.1 Markets
 - 2.3.1.1 Key Providers in Asia-Pacific
 - 2.3.1.2 Buyer Attributes
 - 2.3.1.2.1 Farm Size, Number of Farms, and State of Digitalization
 - 2.3.1.2.2 Crop Pattern, Biotic, and Abiotic Stress Factors
 - 2.3.1.3 Business Challenges
 - 2.3.1.4 Business Drivers

2.3.2 Applications

2.3.2.1 Asia-Pacific Satellite Imaging for Agriculture Market (by Application)

2.3.2.2 Asia-Pacific Satellite Imaging for Agriculture Market (by End User)

2.3.3 Products

2.3.3.1 Asia-Pacific Satellite Imaging for Agriculture Market (by Product)

2.3.4 Asia-Pacific (by Country)

2.3.4.1 Japan

2.3.4.1.1 Markets

2.3.4.1.1.1 Buyer Attributes

2.3.4.1.1.1.1 Farm Size, Number of Farms, and State of Digitalization

2.3.4.1.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors

2.3.4.1.1.2 Business Challenges

2.3.4.1.1.3 Business Drivers

2.3.4.1.2 Application

2.3.4.1.2.1 Japan Satellite Imaging for Agriculture Market (by Application)

2.3.4.1.2.2 Japan Satellite Imaging for Agriculture Market (by End User)

2.3.4.1.3 Product

2.3.4.1.3.1 Japan Satellite Imaging for Agriculture Market (by Product)

2.3.4.2 Australia and New Zealand

2.3.4.2.1 Markets

2.3.4.2.1.1 Buyer Attributes

2.3.4.2.1.1.1 Farm Size, Number of Farms, and State of Digitalization

2.3.4.2.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors

2.3.4.2.1.2 Business Challenges

2.3.4.2.1.3 Business Drivers

2.3.4.2.2 Application

2.3.4.2.2.1 Australia and New Zealand Satellite Imaging for Agriculture Market (by Application)

2.3.4.2.2.2 Australia and New Zealand Satellite Imaging for Agriculture Market (by End User)

2.3.4.2.3 Product

2.3.4.2.3.1 Australia and New Zealand Satellite Imaging for Agriculture Market (by Product)

2.3.4.3 South Korea

2.3.4.3.1 Markets

2.3.4.3.1.1 Buyer Attributes

2.3.4.3.1.1.1 Farm Size, Number of Farms, and State of Digitalization

2.3.4.3.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors

2.3.4.3.1.2 Business Challenges

- 2.3.4.3.1.3 Business Drivers
- 2.3.4.3.2 Application
 - 2.3.4.3.2.1 South Korea Satellite Imaging for Agriculture Market (by Application)
 - 2.3.4.3.2.2 South Korea Satellite Imaging for Agriculture Market (by End User)
- 2.3.4.3.3 Product
 - 2.3.4.3.3.1 South Korea Satellite Imaging for Agriculture Market (by Product)
- 2.3.4.4 India
 - 2.3.4.4.1 Markets
 - 2.3.4.4.1.1 Buyer Attributes
 - 2.3.4.4.1.1.1 Farm Size, Number of Farms, and State of Digitalization
 - 2.3.4.4.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors
 - 2.3.4.4.1.2 Business Challenges
 - 2.3.4.4.1.3 Business Drivers
 - 2.3.4.4.2 Application
 - 2.3.4.4.2.1 India Satellite Imaging for Agriculture Market (by Application)
 - 2.3.4.4.2.2 India Satellite Imaging for Agriculture Market (by End User)
 - 2.3.4.4.3 Product
 - 2.3.4.4.3.1 India Satellite Imaging for Agriculture Market (by Product)
- 2.3.4.5 Rest-of-Asia-Pacific
 - 2.3.4.5.1 Markets
 - 2.3.4.5.1.1 Buyer Attributes
 - 2.3.4.5.1.1.1 Farm Size, Number of Farms, and State of Digitalization
 - 2.3.4.5.1.1.2 Crop Pattern, Biotic, and Abiotic Stress Factors
 - 2.3.4.5.1.2 Business Challenges
 - 2.3.4.5.1.3 Business Drivers
 - 2.3.4.5.2 Application
 - 2.3.4.5.2.1 Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by Application)
 - 2.3.4.5.2.2 Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by End User)
 - 2.3.4.5.3 Product
 - 2.3.4.5.3.1 Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by Product)

3 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

- 3.1 Competitive Benchmarking
- 3.2 Market Share Analysis
- 3.3 Company Profiles

3.3.1 NaraSpace Inc

3.3.1.1 Company Overview

3.3.1.1.1 Role of NaraSpace Inc in the Satellite Imaging for Agriculture Market

3.3.1.1.2 Product Portfolio

3.3.1.2 Corporate Strategies

3.3.1.2.1 Partnership, Joint Venture, Collaboration and Alliance

3.3.1.3 Customer Profile

3.3.1.3.1 Target Customer Segment

3.3.1.4 Analyst View

3.3.1.4.1 Regional Growth

3.3.2 SatSure

3.3.2.1 Company Overview

3.3.2.1.1 Role of SatSure in the Satellite Imaging for Agriculture Market

3.3.2.1.2 Product Portfolio

3.3.2.2 Business Strategies

3.3.2.2.1 Product Development

3.3.2.3 Corporate Strategies

3.3.2.3.1 Merger and Acquisition

3.3.2.3.2 Partnership, Joint Venture, Collaboration and Alliance

3.3.2.4 Customer Profile

3.3.2.4.1 Target Customer Segment

3.3.2.5 Analyst View

3.3.2.5.1 Regional Growth

3.3.3 Synspective

3.3.3.1 Company Overview

3.3.3.1.1 Role of Synspective in the Satellite Imaging for Agriculture Market

3.3.3.1.2 Product Portfolio

3.3.3.2 Corporate Strategies

3.3.3.2.1 Partnership, Joint Venture, Collaboration and Alliance

3.3.3.3 Customer Profile

3.3.3.3.1 Target Customer Segment

3.3.3.3.2 Key Clients

3.3.3.4 Analyst View

3.3.3.4.1 Regional Growth

4 RESEARCH METHODOLOGY

4.1 Primary Data Sources

4.2 Secondary Data Sources

4.3 Market Estimation and Forecast

List Of Figures

LIST OF FIGURES

- Figure 1: Global Operational Stock of Active Agriculture Satellites for Digital Applications, 2000-2022
- Figure 2: Asia-Pacific Satellite Imaging for Agriculture Market, \$Million, 2022-2028
- Figure 3: Market Dynamics of the Satellite Imaging for Agriculture Market
- Figure 4: Asia-Pacific Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028
- Figure 5: Asia-Pacific Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028
- Figure 6: Asia-Pacific Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028
- Figure 7: Satellite Imaging for Agriculture Market (by Region), \$Million, 2022
- Figure 8: Features of the EOS SAT-1 Satellite
- Figure 9: European Union (EU) Farm and Farmland by Land Size Class, 2018
- Figure 10: Share of Key Market Strategies and Developments, January 2019-April 2023
- Figure 11: Share of Product Developments and Innovations (by Company), January 2019-April 2023
- Figure 12: Share of Market Developments (by Company), January 2019-April 2023
- Figure 13: Share of Mergers and Acquisitions (by Company), January 2019-April 2023
- Figure 14: Share of Partnerships, Collaborations, and Joint Ventures (by Company), January 2019-April 2023
- Figure 15: Total Investment and Number of Funding Deals in the Satellite Imaging for Agriculture Market, 2017-2022
- Figure 16: Country-Wise Funding Share in the Satellite Imaging for Agriculture Market, 2017-2022
- Figure 17: Top Investors in the Satellite Imaging for Agriculture Market, 2017-2022
- Figure 18: Farm Size, Number of Farms, and State of Digitalization in China
- Figure 19: Crop Pattern, Biotic, and Abiotic Stress Factors
- Figure 20: Farm Size, Number of Farms, and State of Digitalization in Asia-Pacific
- Figure 21: Crop Pattern, Biotic, and Abiotic Stress Factors
- Figure 22: Farm Size, Number of Farms, and State of Digitalization in Japan
- Figure 23: Crop Pattern, Biotic, and Abiotic Stress Factors
- Figure 24: Farm Size, Number of Farms, and State of Digitalization in Australia and New Zealand
- Figure 25: Crop Pattern, Biotic, and Abiotic Stress Factors
- Figure 26: Farm Size, Number of Farms, and State of Digitalization in South Korea

Figure 27: Crop Pattern, Biotic, and Abiotic Stress Factors

Figure 28: Farm Size, Number of Farms, and State of Digitalization in India

Figure 29: Crop Pattern, Biotic, and Abiotic Stress Factors

Figure 30: Farm Size, Number of Farms, and State of Digitalization in Rest-of-Asia-Pacific

Figure 31: Crop Pattern, Biotic, and Abiotic Stress Factors

Figure 32: Competitive Benchmarking Matrix for Key Satellite Imaging for Agriculture Providers

Figure 33: Market Share Analysis of Satellite Imaging for Agriculture Market, 2021

Figure 34: Satellite Imaging for Agriculture Market: Research Methodology

Figure 35: Data Triangulation

Figure 36: Top-Down and Bottom-Up Approach

Figure 37: Assumptions and Limitations

List Of Tables

LIST OF TABLES

Table 1: Key Consortiums, Associations, and Regulatory Bodies in the Satellite Imaging for Agriculture Market

Table 2: Government Initiatives

Table 3: Benefits of Satellite Imaging vs. Drone

Table 4: Free Satellite Imagery Sources

Table 5: Key Startups in the Satellite Imaging for Agriculture Market, 2019-2023

Table 6: Top Funding by the Start-ups in the Satellite Imaging for Agriculture Market, 2022

Table 7: Active Agriculture Satellites Technical Information

Table 8: Satellite Imaging for Agriculture Market (by Region), \$Million, 2022-2028

Table 9: China Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 10: China Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 11: China Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 12: Asia-Pacific Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 13: Asia-Pacific Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 14: Asia-Pacific Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 15: Asia-Pacific Satellite Imaging for Agriculture (by Country), \$Million, 2022-2028

Table 16: Japan Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 17: Japan Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 18: Japan Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 19: Australia and New Zealand Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 20: Australia and New Zealand Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 21: Australia and New Zealand Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 22: South Korea Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 23: South Korea Satellite Imaging for Agriculture Market (by End User), \$Thousand, 2022-2028

Table 24: South Korea Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 25: India Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 26: India Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 27: India Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 28: Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by Application), \$Million, 2022-2028

Table 29: Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by End User), \$Million, 2022-2028

Table 30: Rest-of-Asia-Pacific Satellite Imaging for Agriculture Market (by Product), \$Million, 2022-2028

Table 31: NaraSpace Inc: Product Portfolio

Table 32: NaraSpace Inc: Partnership, Joint Venture, Collaboration, and Alliance

Table 33: SatSure: Product Portfolio

Table 34: SatSure: Product Development

Table 35: SatSure: Merger and Acquisition

Table 36: SatSure: Partnership, Joint Venture, Collaboration, and Alliance

Table 37: Synspective: Product Portfolio

Table 38: Synspective: Partnership, Joint Venture, Collaboration, and Alliance

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