

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

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