

# **Data Management and Analysis Market for Agritech - A Global and Regional Analysis: Focus on Data Capturing Methods and Supporting Technologies, Application, Product, and Regional Analysis - Analysis and Forecast, 2025-2035**

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## **Abstracts**

### **Introduction of Data Management and Analysis Market for Agritech**

The data management and analysis market for agritech is growing at a pace mainly due to the growing need for sustainability and food security. The other significant factor that contributes to the augmented growth of the market is the risk associated with climate change. The risks related to pests, weeds, and volatile weather conditions make digital agriculture no longer optional; it has become an indispensable part of agriculture. It directly stimulates the market. The high market growth is also attributed to factors such as the diversification in the application portfolio. The most explicitly visible application, apart from farming, is the use of digital tools in livestock management. For instance, in 2024, Precision Livestock Technologies, a U.S.-based agritech organization, launched an AI-based feed intake monitoring solution, with the motive of enhancing cattle nutrition strategies with the help of predictive analytics.

However, even after increasing applications, the market growth has been hampered by certain factors such as high up-front costs and unclear ROI for smaller farms, and fragmented standards and interoperability issues. In the absence of universally accepted data protocols or standards, it is difficult for the devices to communicate with each other. The market is still able to cope with the challenges with the help of support from governments and technological developments by private organizations in the agritech arena.

## Market Overview

The data management and analysis market for agritech's revenue was \$3,201.5 million in 2024, and it is expected to reach \$10,243.0 million by 2035, advancing at a CAGR of 11.10% during the forecast period (2025-2035). Data management and analysis for agritech has emerged as a pivotal enabler of the global agricultural transformation, as farmers, agribusinesses, and policymakers seek to increase productivity, improve resource efficiency, and ensure sustainability in food production. The sector leverages a combination of advanced technologies, such as AI, ML, IoT sensors, satellite imagery, and cloud-based computing, to collect, process, and analyze vast volumes of farm and supply chain data. This enables stakeholders to make data-driven decisions that enhance crop yields, reduce input waste, and mitigate risks associated with weather variability, pests, and market fluctuations.

## Industrial Impact

The data management and analysis market for agritech is reshaping the agricultural industry by transitioning decision-making from experience-based judgment to evidence-based, real-time intelligence. By integrating multiple data sources, ranging from soil moisture sensors and drone imagery to satellite weather forecasts and market price feeds, these platforms are enabling farmers and agribusinesses to operate with unprecedented precision. The resulting improvements in yield forecasting, input optimization, and risk mitigation are delivering measurable productivity gains while lowering environmental impact.

One of the most significant impacts is on resource efficiency. AI-driven variable rate technology (VRT) recommendations and predictive irrigation scheduling are helping producers reduce fertilizer, pesticide, and water usage by double-digit percentages, aligning with sustainability targets and regulatory compliance requirements. Large-scale commercial farms are using advanced analytics to benchmark performance across fields and seasons, while smallholders in emerging markets are leveraging mobile-first analytics platforms to access agronomic advice, improving resilience and market participation.

## Market Segmentation:

Segmentation 1: by Application

Precision Farming

Forestry

Livestock Management

Aquaculture

### Precision Farming Leads the Market (by Application)

Precision farming has outpaced other applications of data management and analysis, or other types of agriculture, due to one significant reason, i.e., lower input costs and higher profitability than other categories. Precision farming uses GPS, IoT, and remote sensing to apply exact amounts of inputs (such as water, fertilizer, and pesticides), reducing waste and increasing efficiency. Automated decision-making systems minimize manual intervention and human error. With site-specific crop management (SSCM), farmers can increase output per hectare without expanding land use. Also, it helps reduce emissions, soil erosion, carbon footprint, and water usage, addressing critical issues of climate change and land degradation.

The technological developments happening in the field also contribute to its position as the frontrunner. In 2025, a software product, “Software Drone Powered Farming,” was launched by DJI Brazil. It showcased expanded drone-based crop spraying, mapping, and analytics capabilities, unveiled at Agrishow?2025 in Brazil, highlighting new software drone integration for digital field operations.

### Segmentation 2: by Solution

Full-Stack Digital Farming Platforms

OEM-Integrated Data Platforms

Agronomic Decision Support Suites

Precision Irrigation and Soil Health Management Platforms

Remote Sensing and Imagery Analysis Suites

Farm ERP and Finance-Integrated Platforms

## Full-Stack Digital Farming Platforms Dominate the Market (by Solution)

Full-stack digital farming platforms are in growing demand across the world because they offer integrated, end-to-end solutions, unifying everything from data collection and agronomic analytics to farm operations, input sourcing, supply chain, and market linkages. Unlike single-point digital ag solutions (e.g., just weather apps or yield prediction tools), full-stack platforms provide a seamless, scalable, and actionable ecosystem for diverse stakeholders across the agricultural value chain. It is a one-stop solution that combines precision agriculture, financial tools, advisory, input procurement, supply chain management, and output marketing, reducing tech fragmentation. All farm operations (soil health, weather, crop stage, machinery, and market pricing) are connected via a single source of truth, improving real-time decisions.

Many agribusinesses are integrating the solution into their farming techniques. Granular Insights by Corteva Agriscience is farm management software (FMS) designed to enhance the profitability tracking of agricultural operations. It helps growers and advisors collaborate on planning, growing, and analyzing fields. Using features such as satellite imagery, visual analysis, and historical data, farmers can be more informed about yield performance and predictions.

## Segmentation 3: by Region

North America

Europe

Asia-Pacific

Rest-of-the-World

## North America Leads the Market (by Region)

North America is the leader in the market. This is because the need for sustainable farming is high in the region, which is the most significant driver for the adoption of digital technologies in agriculture. The focus on resource conservation and food security, and the surging need for climate resilience, are also driving the market in the

region.

North America is swiftly adopting digital technologies in agriculture, with the U.S. leading in the region. This is because the U.S. government has taken initiatives for climate-smart farming practices, such as partnerships for climate-smart commodities. Also, the country has been investing heavily in this field. For instance, in 2022, the U.S. government allocated around \$3.1 billion for digital agricultural projects. The Canadian government also launched a program, “Canadian Agri-food Automation and Intelligence Network (CAAIN)” to support AI, robotics, IoT, and digital platforms for smart agriculture. The government also invested around \$49.5 million in digital agriculture. In Mexico, the rapid growth of digital agriculture has also been fueled by the government efforts and the need for resource optimization. The country launched an AgTech program in 2024.

### **Recent Developments in the Data Management and Analysis Market for Agritech**

In 2022, BASF integrated Xarvio Field Manager into select farm operations. This integration was part of a broader strategy to expand BASF's digital offerings in the horticultural sector, particularly with the acquisition of Horta's Decision Support System (DSS) and plant growth models in 2022.

In early 2025, BASF unveiled Xarvio Field Manager for Fruits & Veggies, targeting wine and table grape growers in Europe and Türkiye.

In August 2025, U.K. startup Spotta adapted its pest-monitoring IoT sensors, originally designed for hotels, to detect red palm weevil infestations in date plantations in real-time.

### **How can this report add value to an organization?**

**Product/Innovation Strategy:** This report provides a detailed analysis of the data management and analysis market for agritech, segmented by application and solution. It covers various solutions, such as full-stack digital farming platforms, OEM-integrated data platforms, agronomic decision support suites, precision irrigation and soil health management platforms, remote sensing and imagery analysis suites, and farm ERP and finance-integrated platforms, for several applications such as precision farming, forestry, livestock management, and aquaculture. The report helps innovators identify gaps in the current offering landscape and adapt product roadmaps to deliver differentiated,

scalable, and regulatory-compliant solutions.

**Growth/Marketing Strategy:** The data management and analysis market for agritech has been rapidly evolving, with major players engaging in capacity expansion, strategic alliances, and pilot deployments to strengthen their market position. This report tracks those developments and provides insights into how key companies are entering or expanding into application segments. It supports marketing teams in identifying high-growth sectors, aligning value propositions with end-user expectations, and crafting targeted go-to-market strategies based on regional dynamics and technological readiness.

**Competitive Strategy:** A thorough competitive landscape is provided, profiling leading players based on their product offerings, innovation pipelines, partnerships, and expansion plans. Competitive benchmarking enables readers to evaluate how companies are positioned across product types and application areas.

## **Research Methodology**

### Data Sources

#### Primary Data Sources

The primary sources involve industry experts from the data management and analysis market for agritech and various stakeholders in the ecosystem. Respondents, including CEOs, vice presidents, marketing directors, and technology and innovation directors, have been interviewed to gather and verify both qualitative and quantitative aspects of this research study.

#### **The key data points taken from primary sources include:**

- validation and triangulation of all the numbers and graphs

- validation of report segmentations and key qualitative findings

- understanding the competitive landscape

- validation of the numbers of several categories

- percentage split of individual markets for geographical analysis

## Secondary Data Sources

This research study involves the usage of extensive secondary research, directories, company websites, and annual reports. It also makes use of databases, such as Hoovers, Bloomberg, Businessweek, and Factiva, to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the global market. In addition to core data sources, the study referenced insights from reputable organizations and websites, such as the Food and Agriculture Organization (FAO), United States Department of Agriculture (USDA), National Institute of Food and Agriculture (NIFA), Farm Bureau Federation (FBF), Canadian Agri-Food Automation and Intelligence Network (CAAIN), Smart Agriculture Council Mexico, Ministry of Agriculture, Food and Rural Affairs (MAFRA), Korea National Agricultural Cooperative Federation (NACF), Ministry of Agriculture and Rural Affairs (MARA), International Cooperative Agricultural Organization (ICAO), and others, to understand trends in the adoption of data management and analysis solutions for agritech.

Secondary research has been done to obtain crucial information about the industry's value chain, revenue models, the market's monetary chain, the total pool of key players, and the current and potential use cases and applications.

### **The key data points taken from secondary research include:**

segmentations and percentage shares

data for market value

key industry trends of the top players in the market

qualitative insights into various aspects of the market, key trends, and emerging areas of innovation

quantitative data for mathematical and statistical calculations

## **Data Triangulation**

This research study utilizes extensive secondary sources, including certified

publications, articles by recognized authors, white papers, company annual reports, directories, and major databases, to collect useful and effective information for a comprehensive, technical, market-oriented, and commercial study of the data management and analysis market for agritech.

The process of market engineering involves the calculation of the market statistics, market size estimation, market forecast, market crackdown, and data triangulation (the methodology for such quantitative data processes has been explained in further sections). A primary research study has been undertaken to gather information and validate market numbers for segmentation types and industry trends among key players in the market.

### **Key Market Players and Competition Synopsis**

The data management and analysis market for agritech has been gaining strong traction, driven by the agriculture sector's accelerated adoption of precision farming, IoT-enabled monitoring, and AI-powered decision support tools. Between 2023 and 2025, the sector has witnessed an increasing integration of multi-source data streams, including soil sensors, satellite imagery, weather forecasts, and supply chain inputs, into unified platforms that provide real-time insights for growers and agribusinesses.

In March 2025, Climate LLC (Bayer) launched a next-generation Climate FieldView analytics module integrating machine learning–driven yield prediction with localized pest and disease risk modeling, enabling farmers to make more accurate in-season decisions. In February 2025, TELUS Agriculture unveiled its fully integrated farm-to-food supply chain data platform, connecting production analytics with downstream traceability, addressing both productivity and compliance demands. Semios, in collaboration with Agworld, expanded its orchard and vineyard analytics suite in January 2025, integrating real-time pest trapping data with water stress monitoring for high-value crops.

Some prominent names established in this market are:

Climate LLC

TELUS Agriculture

SemiosBio Technologies Inc.

Deere & Company

Trimble Inc.

Corteva (Granular)

Bushel Inc.

Ag Leader Technology

AgriWebb

Conservis

BASF (xarvio)

Yara International (Atfarm, etc.)

CropX Inc.

Arable Labs

Valmont Industries (Valley)

This report can be delivered within 1 working day.

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