

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

<https://marketpublishers.com/r/EDD334CE0C2BEN.html>

Date: February 2025

Pages: 0

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

ID: EDD334CE0C2BEN

Abstracts

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

The Europe agriculture technology-as-a-service market, valued at \$1.07 billion in 2024, is expected to reach \$3.90 billion by 2034, exhibiting a robust CAGR of 13.81% during the forecast period 2024-2034. Growing demand for scalable, cost-effective solutions that increase farm productivity and sustainability is a major factor propelling the Europe Agriculture Technology-as-a-Service (Agri-TaaS) Market. Precision farming is now more accessible and effective thanks to this model, which allows farmers to take advantage of cutting-edge technologies without significant upfront investments.

Market Introduction

The market for agriculture technology-as-a-service (Agri-TaaS) in Europe is expanding significantly as more farmers use digital tools to increase sustainability, efficiency, and productivity. Without having to make significant upfront investments, this model gives agricultural stakeholders access to cutting-edge technologies like precision farming tools, AI-powered analytics, IoT-based monitoring, and automation. Through pay-per-use or subscription-based services, Agri-TaaS offers scalable and affordable solutions that maximize farming operations.

The increasing demand for food production, climate change challenges, and the need

for resource-efficient farming practices are major factors propelling market expansion. The region is seeing a surge in adoption of smart agriculture due to government initiatives and growing awareness of data-driven decision-making in farming.

Cloud-based farm management platforms, AI-driven predictive analytics, and the integration of robotics and drones for precision agriculture are some of the emerging trends in the European market. Agri-TaaS is essential to lowering input costs, minimizing environmental impact, and maximizing crop yields as sustainable farming methods gain traction.

Europe's Agri-TaaS market is expected to grow, transforming conventional farming practices and influencing the direction of agriculture, thanks to rising investments in agritech startups and collaborations between technology companies and agricultural enterprises.

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)

On-Cloud

On-Premises

Equipment-as-a-Service (EaaS)

Agriculture Drone-as-a-Service (ADaaS)

Agriculture Robot-as-a-Service (ARaaS)

Segmentation 3: by Pricing

Subscription

Pay-per-Use

Segmentation 4: by Country

Germany

France

U.K.

Italy

Rest-of-Europe

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 Europe. 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 Europe 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 Europe agriculture technology-as-a-service market.

Competitive Strategy: Key players in the Europe 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 Europe 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 market are:

Hexagon AB

365FarmNet GmbH

AGRIVI

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