

# Europe Precision Planting Market: Focus on Crop Type, Deployment Type, and Country - Analysis and Forecast, 2025-2035

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## Abstracts

### Introduction to Europe Precision Planting Market

The Europe precision planting market's revenue was \$523.5 million in 2024, and it is expected to reach \$974.0 million by 2035, advancing at a CAGR of 5.73% during the forecast period (2025-2035). The increasing demand for sustainable food production and rising seed prices that promote efficiency are driving the steady expansion of the precision planting business in Europe. It is crucial to increase agricultural output without expanding farmland because the EU's population is predicted to grow and the world's food needs are predicted to reach previously unheard-of levels by 2050. While adjusting cultivars to soil diversity increases resilience across a variety of terrains, precision and multi-hybrid planters assist European farmers in optimizing seed depth and spacing, enhancing germination and yield. Precision planting promotes resource efficiency and climate-smart agriculture, which is in line with the EU Green Deal and Farm-to-Fork programs.

Despite these advantages, difficulties exist. Adoption is hampered by high implementation costs, especially for small and medium farms in Europe. Wider implementation is also limited by the intricacy of technology and the absence of digital infrastructure in some areas. Since many smaller farming communities are still ignorant of the advantages of precision planting, awareness gaps also impede penetration. Precision planting will become a key component of Europe's sustainable agricultural policy once these obstacles are removed by encouraging EU policies, subsidies, and farmer training.

### Market Introduction

The focus for food security, sustainable agriculture, and technological advancement in the region is propelling the Europe Precision Planting Market's continuous expansion. European farmers are increasingly using precision planting technologies to maximize seed placement, depth, and spacing due to a lack of arable land and growing seed prices. These technologies help the EU's Green Deal and Farm-to-Fork policies for sustainable farming by reducing input waste and increasing crop yields and germination rates.

The adoption of advanced systems such as GPS-guided planters, variable rate technology (VRT), and multi-hybrid planters is enabling European growers to adapt seeding practices to soil variability and climate conditions. This improves efficiency, resilience, and profitability while supporting the region's sustainability objectives. With the help of robust government initiatives, subsidies, and farmer awareness campaigns, nations like Germany, France, the UK, and the Netherlands are setting the standard for adoption. In an effort to increase output, Eastern European countries like Poland and the Czech Republic are likewise investing more in precision agriculture.

Widespread adoption is nevertheless hampered by obstacles including expensive equipment, a lack of technical know-how, and interoperability problems. Despite these obstacles, precision planting is emerging as a major force behind Europe's agricultural modernization thanks to growing ESG commitments, digital revolution in agriculture, and cross-industry partnerships.

## Market Segmentation:

### Segmentation 1: by Crop Type

Cereals and Grains

Oilseeds and Pulses

Fruits and Vegetables

Others

### Segmentation 2: by Deployment Type

Precision Planters

Planting Retrofit Kits

Autonomous Planting Systems

Drone-Based Seeding Systems

### Segmentation 3: by Region

Europe

### Europe Precision Planting Market Trends, Drivers and Challenges

#### Market Trends

Growing adoption of smart farming technologies (IoT, GPS, AI, and data analytics) to improve planting precision and yield.

Rising integration of automation and control systems in planting machinery to optimize seed placement and depth.

Expansion of farm management software that enables variable rate seeding and real-time decision-making.

Increasing focus on sustainability and climate-smart farming practices to meet EU environmental goals.

Large-scale farm consolidation in Europe driving demand for advanced precision planting equipment.

#### Market Drivers

Rising demand for higher food production with limited arable land and natural resources.

Government support and incentives for sustainable agriculture and digital farming adoption.

Labor shortages in agriculture pushing farmers to adopt automation-based solutions.

Yield optimization and input efficiency, reducing waste of seeds, fertilizers, and water.

Increased investment in climate-smart agriculture and sustainable farming innovations .

## Market Challenges

High initial investment costs for precision planting equipment and supporting technologies.

Data security and privacy concerns in digital agriculture platforms.

Lack of interoperability between different equipment and software providers.

Limited technical expertise and awareness among smallholder farmers.

Complexity of data management and analytics for site-specific planting decisions.

How can this report add value to an organization?

**Product/Innovation Strategy:** This report provides a detailed analysis of the Europe precision planting market, segmented by crop type and deployment type. It covers various precision planting systems, such as precision planters, planting retrofit kits, autonomous planting systems, and drone-based seeding systems, for several crops such as cereals and grains, oilseeds and pulses, fruits and vegetables, and others. 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 Europe precision planting market 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.

This report can be delivered in 2 working days.

## Contents

Executive Summary  
Scope and Definition

### **1 MARKET: INDUSTRY OUTLOOK**

#### 1.1 Market Dynamics

1.1.1 Trends, Drivers, Challenges, and Opportunities: Current and Future Impact Assessment

#### 1.2 Trends

1.2.1 Increased Need for Workforce Mechanization for Better Crop Yield

1.2.2 Rapid Adoption of Smart Sensor Technology in Precision Agriculture Landscape

1.2.3 Pricing Forecast

#### 1.3 R&D Review

1.3.1 Patent Filing Trend (by Number of Patents, Year, and Country)

#### 1.4 Regulatory Landscape

#### 1.5 Startup Landscape

#### 1.6 Market Dynamics

##### 1.6.1 Market Drivers

1.6.1.1 Heightened Demand for Global Food Production

1.6.1.2 Sharp Rise in Seed Costs Driving Adoption

##### 1.6.2 Market Restraints

1.6.2.1 Lack of Awareness and Infrastructure in Developing Regions

1.6.2.2 High Cost of Implementing Precision Planting Solutions

##### 1.6.3 Market Opportunities

1.6.3.1 Adoption of Precision Planting in Specialty and High-Value Crops

1.6.3.2 Gaining Traction of Drone Technology

### **2 REGION**

#### 2.1 Regional Summary

#### 2.2 Europe

2.2.1 Regional Overview

2.2.2 Driving Factors for Market Growth

2.2.3 Factors Challenging the Market

2.2.3.1 Application

2.2.3.2 Product

2.2.4 Germany

- 2.2.4.1 Application
- 2.2.4.2 Product
- 2.2.5 France
  - 2.2.5.1 Application
  - 2.2.5.2 Product
- 2.2.6 U.K.
  - 2.2.6.1 Application
  - 2.2.6.2 Product
- 2.2.7 Italy
  - 2.2.7.1 Application
  - 2.2.7.2 Product
- 2.2.8 Spain
  - 2.2.8.1 Application
  - 2.2.8.2 Product
- 2.2.9 The Netherlands
  - 2.2.9.1 Application
  - 2.2.9.2 Product
- 2.2.10 Denmark
  - 2.2.10.1 Application
  - 2.2.10.2 Product
- 2.2.11 Rest-of-Europe
  - 2.2.11.1 Application
  - 2.2.11.2 Product

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

- 3.1 CNH Industrial N.V.
  - 3.1.1 Overview
  - 3.1.2 Top Products/Product Portfolio
  - 3.1.3 Top Competitors
  - 3.1.4 Target Customers
  - 3.1.5 Key Personal
  - 3.1.6 Analyst View
  - 3.1.7 Market Share, 2024
- 3.2 V?derstad Group
  - 3.2.1 Overview
  - 3.2.2 Top Products/Product Portfolio
  - 3.2.3 Top Competitors
  - 3.2.4 Target Customers

3.2.5 Key Personal

3.2.6 Analyst View

3.2.7 Market Share, 2024

### 3.3 HORSCH Maschinen GmbH

3.3.1 Overview

3.3.2 Top Products/Product Portfolio

3.3.3 Top Competitors

3.3.4 Target Customers

3.3.5 Key Personal

3.3.6 Analyst View

3.3.7 Market Share, 2024

### 3.4 KUHN SAS

3.4.1 Overview

3.4.2 Top Products/Product Portfolio

3.4.3 Top Competitors

3.4.4 Target Customers

3.4.5 Key Personal

3.4.6 Analyst View

3.4.7 Market Share, 2024

### 3.5 Maschio Gaspardo S.p.A.

3.5.1 Overview

3.5.2 Top Products/Product Portfolio

3.5.3 Top Competitors

3.5.4 Target Customers

3.5.5 Key Personal

3.5.6 Analyst View

3.5.7 Market Share, 2024

### 3.6 Skyssed GmbH

3.6.1 Overview

3.6.2 Top Products/Product Portfolio

3.6.3 Top Competitors

3.6.4 Target Customers

3.6.5 Key Personal

3.6.6 Analyst View

3.6.7 Market Share, 2024

## 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: Europe Precision Planting Market (by Scenario), \$Million, 2025, 2030, and 2035

Figure 2: Europe Precision Planting Market, 2024-2035

Figure 3: Market Snapshot, 2024

Figure 4: Precision Planting Market, \$Million, 2024 and 2035

Figure 5: Europe Precision Planting Market (by Crop Type), \$Million, 2024, 2030, and 2035

Figure 6: Europe Precision Planting Market (by Crop Type), Unit, 2024, 2030, and 2035

Figure 7: Europe Precision Planting Market (by Deployment Type), \$Million, 2024, 2030, and 2035

Figure 8: Europe Precision Planting Market (by Deployment Type), Units, 2024, 2030, and 2035

Figure 9: Precision Planting Market Segmentation

Figure 10: Pricing Analysis: Global Average Pricing for the Precision Planting Products, \$/Units

Figure 11: Patent Analysis (by Year and by Country), January 2021-December 2024

Figure 12: Germany Precision Planting Market, \$Million, 2024-2035

Figure 13: France Precision Planting Market, \$Million, 2024-2035

Figure 14: U.K. Precision Planting Market, \$Million, 2024-2035

Figure 15: Italy Precision Planting Market, \$Million, 2024-2035

Figure 16: Spain Precision Planting Market, \$Million, 2024-2035

Figure 17: The Netherlands Precision Planting Market, \$Million, 2024-2035

Figure 18: Denmark Precision Planting Market, \$Million, 2024-2035

Figure 19: Rest-of-Europe Precision Planting Market, \$Million, 2024-2035

Figure 20: Strategic Initiatives, January 2022-April 2025

Figure 21: Data Triangulation

Figure 22: Top-Down and Bottom-Up Approach

Figure 23: Assumptions and Limitations

## List Of Tables

### LIST OF TABLES

Table 1: Market Snapshot

Table 2: Competitive Landscape Snapshot

Table 3: Regulatory/Standards Landscape in the Precision Planting Market

Table 4: Startup Landscape in the Europe Precision Planting Market

Table 5: Precision Planting Market (by Region), \$Million, 2024-2035

Table 6: Precision Planting Market (by Region), Unit, 2024-2035

Table 7: Europe Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 8: Europe Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 9: Europe Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 10: Europe Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 11: Germany Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 12: Germany Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 13: Germany Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 14: Germany Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 15: France Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 16: France Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 17: France Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 18: France Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 19: U.K. Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 20: U.K. Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 21: U.K. Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 22: U.K. Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 23: Italy Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 24: Italy Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 25: Italy Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 26: Italy Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 27: Spain Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 28: Spain Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 29: Spain Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 30: Spain Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 31: The Netherlands Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 32: The Netherlands Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 33: The Netherlands Precision Planting Market (by Deployment Type), \$Million,

2024-2035

Table 34: The Netherlands Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 35: Denmark Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 36: Denmark Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 37: Denmark Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 38: Denmark Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 39: Rest-of-Europe Precision Planting Market (by Crop Type), \$Million, 2024-2035

Table 40: Rest-of-Europe Precision Planting Market (by Crop Type), Unit, 2024-2035

Table 41: Rest-of-Europe Precision Planting Market (by Deployment Type), \$Million, 2024-2035

Table 42: Rest-of-Europe Precision Planting Market (by Deployment Type), Unit, 2024-2035

Table 43: Market Share, 2024

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