

Precision Weeding Market - A Global and Regional Analysis: Focus on Application, Site of Application, Type, and Competitive Landscape - Analysis and Forecast, 2024-2034

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Abstracts

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Global Precision Weeding Market: Industry Overview

The global precision weeding market is projected to reach \$10,658.8 million by 2034 from \$1,810.2 million in 2023, growing at a CAGR of 17.74% during the forecast period of 2024-2034.

The precision weeding market is emerging as a significant sector within agricultural technology, driven by the increasing demand for sustainable farming practices and enhanced crop yields. This market involves the use of advanced technologies such as machine learning, robotics, and artificial intelligence to identify and eliminate weeds with high precision, thereby minimizing the use of herbicides and reducing environmental impact. Precision weeding systems, including autonomous robots and smart sprayers, utilize sensors and imaging technologies to distinguish between crops and weeds. These systems enable targeted weed control, which is more efficient and eco-friendly compared to traditional blanket spraying methods. The adoption of precision weeding is particularly gaining traction in regions with stringent environmental regulations and a high prevalence of herbicide-resistant weeds. Key players in the market are continuously innovating to improve the accuracy and efficiency of their solutions. Factors such as rising labor costs, the need for sustainable agricultural practices, and technological advancements are propelling the growth of the precision weeding market. Additionally, government initiatives promoting precision farming and the increasing

availability of funding for agri-tech startups are further accelerating market expansion. As the agriculture industry continues to evolve, precision weeding is poised to play a crucial role in the future of farming.

Market Lifecycle Stage

The global precision weeding market follows a distinctive lifecycle characterized by several key phases. Initially, the market is in the emergence stage, driven by technological advancements in agriculture and the rising need for sustainable farming practices. During this phase, early adopters, typically large-scale and progressive farmers, begin to integrate precision weeding technologies, such as automated weeding robots and AI-driven systems, into their operations. Due to awareness of the benefits, such as reduced chemical usage and increased crop yields and spreads, the market transitions into the growth stage. Here, adoption rates accelerate, supported by declining costs of technology and increasing evidence of effectiveness. This phase sees heightened competition among manufacturers, leading to rapid innovation and improvement of precision weeding solutions. The maturity stage follows, where market penetration reaches its peak. Adoption has become widespread across various agricultural sectors, from smallholder farms to large agricultural enterprises. During this phase, the focus shifts toward optimizing and integrating these technologies with other precision agriculture tools, ensuring interoperability and ease of use. Eventually, the market enters the saturation stage, characterized by slowed growth as most potential users have adopted the technology. Companies may then focus on servicing and maintaining existing systems, exploring upgrades, and finding new applications or emerging markets to sustain growth.

Industrial Impact

The global precision weeding market is experiencing significant growth due to technological advancements and the increasing need for sustainable agricultural practices. Precision weeding, which utilizes technologies such as machine vision, robotics, and artificial intelligence, enables farmers to target and remove weeds with high accuracy, reducing the need for chemical herbicides. This not only helps in lowering production costs but also mitigates environmental impact and promotes healthier crop growth. The adoption of precision weeding technologies is driven by several factors, including the rising demand for organic produce and the necessity to enhance crop yield to meet the growing global food demand. Additionally, labor shortages in agriculture have accelerated the integration of automated solutions, further boosting the market. Key players in the industry are investing heavily in research and

development to introduce more efficient and cost-effective weeding solutions. The collaboration between tech companies and agricultural firms is fostering innovation, leading to the development of advanced weeding robots and smart farming systems. As a result, the precision weeding market is poised to transform traditional farming methods, offering sustainable solutions to the challenges faced by modern agriculture. This market evolution is expected to continue, driven by technological advancements and the increasing focus on sustainable farming practices.

Market Segmentation:

Segmentation 1: by Application

Agriculture

Cereals and Grains

Berries and Vegetables

Oilseeds and Pulses

Orchard and Vineyards

Non-Agriculture

The agriculture segment is one of the prominent application segments in the global precision weeding market.

Segmentation 2: by Site of Application

Open Field

Controlled-Environmental Agriculture

The global precision weeding market is estimated to be led by open field in terms of site of application.

Segmentation 3: by Type

Weed Detection Platform

Weed Management

Robotic Weeder

Drone or UAV Sprayer

Integrated Retrofit Technology

The global precision weeding market is estimated to be led by the weed management segment in terms of type.

Segmentation 4: by Region

North America - U.S., Canada, and Mexico

Europe - Germany, France, Italy, U.K., and Rest-of-Europe

Asia-Pacific - China, India, Japan, South Korea, and Rest-of-Asia-Pacific

Rest-of-the-World - U.A.E, Brazil, and Others

In the precision weeding market, North America is anticipated to gain traction in terms of precision weeding.

Recent Developments in the Global Precision Weeding Market

In February 2022, Naio Technologies launched a new Orio agriculture robot. This strategy strengthened the product portfolio of the company.

In January 2023, Greeneye Technology partnered with Farmers Business Network. Through this partnership, Greeneye would fuel its growth and expansion in the U.S. market and beyond.

In April 2023, FarmWise launched a next-generation weeding implement named Vulcan. Vulcan can differentiate and identify plants and remove weeds with high

precision by using computer vision and deep learning models.

In March 2022, Deere & Company launched See & Spray Ultimate. It was developed with the expertise of Blue River Technology, an artificial intelligence developer acquired by Deere & Company in 2017. This enhanced the product portfolio of the company in the precision weeding market.

Demand – Drivers and Limitations

The following are the demand drivers for the global Precision Weeding Market:

Increasing Technological Advancements

Growing Concerns about Herbicide-Resistant Weeds

The market is expected to face some limitations as well due to the following challenges:

High Initial Cost of Precision Weeding Technologies or Equipment

Increasing Cyberattacks and Rising Concerns over Data Security

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different precision weeding equipment and solutions. Moreover, the study provides the reader with a detailed understanding of the global precision weeding market. Furthermore, there is a growing demand for reliable and cost-effective precision weeding. Manufacturers can seize opportunities to design and produce next-generation precision weeding equipment.

Growth/Marketing Strategy: The global precision weeding market has seen major development by key players operating in the market, such as business expansions, partnerships, collaborations, mergers and acquisitions, and joint ventures. The favored strategy for the companies has been product developments, business expansions, and acquisitions to strengthen their position in the global precision weeding market.

Competitive Strategy: Key players in the global precision weeding market analyzed and profiled in the study involve precision weeding manufacturers and the overall ecosystem. Moreover, a detailed competitive benchmarking of the players operating in the global precision weeding 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, acquisitions, 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, analyzing company coverage, product portfolio, and market penetration.

The global precision weeding market has been segmented by different types, among which weed detection platform held around 79% and weed management held around 21% of the total production in 2023 in terms of value.

Some of the prominent established names in this market are:

Company Type 1 (by Type): Weed Detection Platform

Deere & Company

Trimble Inc.

One Smart Spray

WEED-IT

Ecorobotix SA

Naio Technologies

Latitudo 40

Others

Company Type 2 (by Type): Weed Management

XAG Co., Ltd.

Carbon Robotics

FarmWise

AGCO Corporation

AgEagle Aerial Systems Inc

Erisha Agritech

Others

Companies that are not a part of the previously mentioned pool have been well represented across different sections of the report (wherever applicable).

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