

# Smart Crop Monitoring Market - A Global and Regional Analysis: Focus on End-Use Industry, Type, Process, and Country Level Analysis - Analysis and Forecast, 2024-2034

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## Abstracts

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This report will be delivered in 7-10 working days. Global Smart Crop Monitoring Market Overview

The global smart crop monitoring market was valued at \$4,883.0 million in 2023 and is expected to grow at a CAGR of 15.74%, reaching \$23,803.6 million by 2034. The market is driven by increasing demand for precision agriculture and sustainable farming practices, leading to innovations in monitoring technologies. Advanced data analytics, IoT solutions, and evolving regulatory frameworks are shaping this dynamic market, enabling accurate and efficient monitoring of crop health, soil conditions, and resource management. Strategic partnerships and technological advancements are further influencing the market, emphasizing the need for reliable, high-precision tools to enhance productivity and sustainability in agriculture. As demand grows, the market continues to focus on innovation and environmental stewardship.

### Introduction of Smart Crop Monitoring

The study conducted by BIS Research defines smart crop monitoring as the process of utilizing advanced technologies to assess and manage various factors affecting crop growth, such as soil conditions, weather patterns, and plant health. Smart crop monitoring employs tools such as sensors, drones, and data analytics to collect real-time information and optimize agricultural practices. This process is critical for improving

crop yields, conserving resources such as water and fertilizers, and ensuring sustainable farming. Through the integration of remote sensing, IoT devices, and AI-driven analytics, smart crop monitoring provides essential insights into the condition of crops, allowing farmers to make data-driven decisions that enhance productivity and environmental stewardship.

## Market Introduction

The global smart crop monitoring market is rapidly gaining prominence due to the increasing demand for sustainable farming practices and the growing need to optimize agricultural productivity. Smart crop monitoring leverages advanced technologies such as sensors and data analytics to provide real-time insights into soil conditions, crop health, and weather patterns. As precision agriculture becomes essential in addressing challenges such as resource scarcity, climate change, and food security, governments and industries are adopting these technologies to improve efficiency and sustainability. The market encompasses a variety of solutions, including IoT-based sensors, drones, and AI-driven analytics, which are critical for monitoring crops, conserving resources, and enhancing yield quality. With the rise of precision farming and the focus on sustainable agriculture, the global smart crop monitoring market is poised for significant growth, driven by technological innovations and the need for comprehensive, data-driven farming solutions.

## Industrial Impact

The global smart crop monitoring market's industrial impact spans agriculture, environmental sustainability, and technological innovation. Advancements in monitoring technologies, such as IoT sensors and data analytics, drive improvements in crop management by enhancing the accuracy and efficiency of monitoring processes. This progress fosters collaborations between farmers, technology developers, and regulatory bodies, elevating industry standards and pushing the boundaries of precision agriculture. Furthermore, the emphasis on precise and reliable crop monitoring solutions aligns with global goals for food security, resource conservation, and sustainable farming practices, influencing broader agricultural practices and promoting the adoption of eco-friendly, data-driven farming techniques. As a result, the smart crop monitoring market plays a crucial role in improving agricultural productivity, driving technological innovation, and supporting sustainable development initiatives worldwide.

The key players operating in the global smart crop monitoring market include CNH Industrial N.V, Deere & Company, Climate LLC, AGRIVI, IBM Corporation, KUBOTA

Corporation, Robert Bosch, DJI, AIRBUS, Small Robot Company, Semios, Trimble, Parrot, CropX Inc., Naio Technologies. These companies are focusing on strategic partnerships, collaborations, and acquisitions to enhance their product offerings and expand their market presence.

## Market Segmentation:

### Segmentation 1: by Application

Disease and Pest Detection

Nutrient Management

Weed Management

Crop Insurance

### Disease and Pest Detection Segment to Dominate the Global Smart Crop Monitoring Market (by Application)

In the global smart crop monitoring market, disease and pest detection remains the leading application, driven by the critical need to protect crops and ensure agricultural productivity. Smart crop monitoring is essential for identifying early signs of disease and pest infestations, which can significantly impact yield and quality. With the rise of precision agriculture, farmers are increasingly adopting advanced monitoring technologies to detect threats in real time and implement targeted interventions. Regulatory frameworks promoting sustainable farming practices, along with the growing awareness of the importance of food security, further fuel the demand for disease and pest detection solutions. As concerns about crop health intensify and precision monitoring tools advance, the demand for disease and pest detection is expected to grow significantly, ensuring it remains a vital component in optimizing crop yields and sustainability.

### Segmentation 2: by Product

Sensor Technology

Drones

Robots

Software Scouting

## Software Scouting to Dominate the Global Smart Crop Monitoring Market

In the global smart crop monitoring market, software scouting leads the market due to its unparalleled ability to process real-time data and provide actionable insights for farmers. This advanced technology is essential for monitoring crop health, detecting pest and disease threats, and optimizing resource management. The increasing adoption of precision agriculture and the need for efficient farm management have boosted the demand for software scouting solutions. Furthermore, growing awareness of the benefits of data-driven farming practices is driving the adoption of these tools. As the need for accurate, real-time monitoring intensifies, the use of software scouting in smart crop monitoring is expected to grow significantly, solidifying its position as a critical product for enhancing agricultural productivity and sustainability.

### Segmentation 3: by Region

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

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

Asia-Pacific: China, Japan, Australia, India, and Rest-of-Asia-Pacific

Rest-of-the-World: Latin America and the Middle East and Africa

The North America region is set to dominate the global smart crop monitoring market, driven by the widespread adoption of precision agriculture, technological advancements, and strong government support for sustainable farming practices. Countries such as the U.S. and Canada are experiencing a significant rise in demand for smart crop monitoring solutions due to the increasing focus on optimizing crop yields and resource management. The region's well-established agricultural infrastructure, coupled with a strong push for food security and water conservation, has been fueling the adoption of IoT sensors and data analytics. Governments are implementing policies to encourage sustainable farming, which boosts the demand for advanced monitoring

technologies. Additionally, the region's commitment to technological innovation has been promoting the development of sophisticated tools for real-time crop health monitoring and resource optimization. As North America continues to lead in precision agriculture, it is expected to maintain its leadership position in the global smart crop monitoring market, significantly contributing to agricultural efficiency and sustainability through cutting-edge technologies and data-driven farming practices.

### Recent Developments in the Global Smart Crop Monitoring Market

In February 2024, CropX Technologies, a global provider of digital agriculture solutions, announced the launch of a new product in collaboration with Reinke Irrigation to enhance water management for farmers through precise, field-specific Evapotranspiration (ET) measurements of crop water usage. Reinke Irrigation Direct ET by CropX is an innovative solution that delivers cost-effective Actual Evapotranspiration (ET) measurements via a sensor integrated into Reinke's center pivot irrigation systems, which is available exclusively through Reinke Irrigation.

In 2021, Deere & Company acquired Blue River Technology to incorporate advanced machine learning and computer vision technologies into its agricultural equipment, thereby significantly enhancing its smart crop monitoring and precision agriculture capabilities.

In August 2022, Trimble Inc. launched a new crop monitoring platform that utilizes satellite imagery and IoT sensors to deliver real-time data analytics, enabling farmers to optimize crop health and yields efficiently.

### Demand - Drivers, Limitations, and Opportunities

#### Market Demand Drivers: Increasing Number of Pest Variant, Driving Demand for Smart Monitoring Technologies

In regions with extensive agricultural activity, the emergence of new pest variants poses a significant challenge to crop production. Climate change, global trade, and evolving pest resistance have contributed to the rise of more resilient and diverse pest species, threatening crop yields and food security. According to the U.S. Department of Agriculture (USDA), pests are responsible for up to 40% of global crop losses annually. The increasing prevalence of these pest variants is driving the demand for advanced

smart monitoring technologies in agriculture.

Smart crop monitoring systems, equipped with IoT sensors and AI-powered data analytics, allow for real-time detection of pests, enabling farmers to identify and mitigate infestations before they cause widespread damage. As pest pressures rise, particularly in regions with high agricultural output, the adoption of these technologies is becoming crucial for sustainable farming. The ability to detect and respond to pest threats in a timely manner minimizes crop loss and reduces the need for chemical pesticides, supporting both environmental sustainability and crop health. As a result, the increasing number of pest variants is a key driver in the growing demand for smart crop monitoring solutions, ensuring efficient pest management and enhancing agricultural productivity.

### Market Challenges: Growing Concerns over Data Security

Growing concerns over data security represent a significant restraint in the global smart crop monitoring market. As these systems increasingly rely on IoT devices, cloud-based platforms, and AI-driven analytics to collect and process real-time data from farms, the risk of data breaches and cyberattacks has become a critical issue. Farmers and agricultural businesses are often concerned about the vulnerability of their sensitive data, such as crop health information, field productivity, and proprietary farming practices, which could be exploited or misused if accessed by unauthorized parties.

In several cases, small to mid-sized farms, particularly in regions with limited technological infrastructure, have faced challenges in adopting smart monitoring technologies due to the lack of robust data protection measures. For instance, many farmers in North America and Europe have voiced concerns over potential data misuse by third-party companies or competitors, creating hesitancy in embracing these digital solutions.

The high cost of implementing advanced cybersecurity measures further exacerbates this issue, particularly for smaller agricultural enterprises with limited budgets. Addressing these data security concerns is essential for fostering broader adoption of smart crop monitoring technologies and ensuring that farmers can confidently use these innovations to enhance productivity and sustainability without compromising the safety and privacy of their data.

### Market Opportunities: Partnerships with Agri-Tech Startups

Forming partnerships with Agri-Tech startups presents a significant growth opportunity



in the global smart crop monitoring market. As the agriculture industry increasingly adopts digital solutions to optimize farming practices, Agri-Tech startups are at the forefront of developing innovative technologies such as AI-driven analytics, IoT-based sensors, and remote sensing tools. By collaborating with these startups, smart crop monitoring providers can enhance their technological capabilities, expand their product offerings, and tap into cutting-edge advancements in precision agriculture.

These partnerships offer the potential to co-develop customized solutions that address specific farming challenges, such as pest detection, resource optimization, and crop health monitoring. Additionally, aligning with Agri-Tech innovators can help smart monitoring providers stay ahead of industry trends, adapt to evolving farmer needs, and solidify their position in the rapidly growing market. By investing in these collaborations, companies can unlock new revenue streams, broaden their market presence, and contribute to the advancement of sustainable, data-driven agriculture practices worldwide.

How can this report add value to an organization?

This report can add value to an organization in several ways. Some of these are given here:

**Product/Innovation Strategy:** The product segment helps readers understand the various applications of smart crop monitoring technologies based on use cases (such as soil health monitoring, weather forecasting, pest and disease detection, water management, and yield prediction). It covers different technologies, including IoT sensors, drones, and data analytics platforms. With ongoing advancements in precision agriculture, increased investments, and growing awareness of sustainable farming, the smart crop monitoring business offers a high-revenue, high-investment opportunity.

**Growth/Marketing Strategy:** The global smart crop monitoring market is rapidly expanding, offering substantial opportunities for both established and emerging market players. Key strategies covered include mergers and acquisitions, product launches, partnerships, collaborations, and business expansions. Companies in this market tend to focus on product innovation and development to maintain and strengthen their market position.

**Competitive Strategy:** The report profiles key players in the global smart crop monitoring market, including technology providers and Agri-Tech companies. It offers a comprehensive view of the competitive landscape, including partnerships, agreements,

and collaborations, helping readers identify untapped revenue opportunities in the market.

## Research Methodology

### Factors for Data Prediction and Modeling

The base currency considered for the market analysis is US\$. Considering the average conversion rate for that particular year, currencies other than the US\$ have been converted to the US\$ for all statistical calculations.

The currency conversion rate has been taken from the historical exchange rate of the Oanda website.

Nearly all the recent developments from January 2021 to September 2024 have been considered in this research study.

The information rendered in the report is a result of in-depth primary interviews, surveys, and secondary analysis.

Where relevant information was not available, proxy indicators and extrapolation were employed.

Any economic downturn in the future has not been taken into consideration for the market estimation and forecast.

Technologies currently used are expected to persist through the forecast with no major technological breakthroughs.

### Market Estimation and Forecast

This research study involves the usage of extensive secondary sources, such as certified publications, articles from recognized authors, white papers, annual reports of companies, directories, and major databases to collect useful and effective information for an extensive, technical, market-oriented, and commercial study of the global smart crop monitoring market.

The market engineering process involves the calculation of the market statistics, market



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

## Primary Research

The primary sources involve industry experts from the global smart crop monitoring market and various stakeholders in the ecosystem. Respondents such as CEOs, vice presidents, marketing directors, and technology and innovation directors have been interviewed to obtain 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 reports segmentation and key qualitative findings
- understanding the competitive landscape
- validation of the numbers of various markets for market type
- percentage split of individual markets for geographical analysis

## Secondary Research

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 the data sources, the study has been undertaken with the help of other data sources and websites, such as the Census Bureau, OICA, and ACEA.

Secondary research was 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 of the market

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

quantitative data for mathematical and statistical calculations

### Key Market Players and Competition Synopsis

The companies that are profiled in the global smart crop monitoring market have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and market penetration.

Some of the prominent names in this market are:

CNH Industrial N.V

Deere & Company

The Climate Corporation

AGRIVI

IBM Corporation

KUBOTA Corporation

Robert Bosch GmbH

DJI

AIRBUS

Small Robot Company

Semios

Trimble Inc.

Parrot

CropX Inc.

Na?o Technologies

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

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