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Europe IoT in Agriculture Market Size study, by System (Automation and control systems, Sensing and Monitoring Devices, Livestock Monitoring Hardware, Fish Farming Hardware, Smart Greenhouse Hardware, Software) by Farm Type (Large, Mid Size, Small Farms), by Application (Precision Farming, Livestock Monitoring, Smart Greenhouse, Fish Farm Monitoring) and Country Forecasts 2022-2032

https://marketpublishers.com/r/EFB9A7F97E39EN.html
Date: July 2024
Pages: 200
Price: US$ 4,950.00 (Single User License)
ID: EFB9A7F97E39EN

Abstracts

Europe IoT in Agriculture Market is valued approximately USD 6.76 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 12.02% over the forecast period 2024-2032. The IoT in Agriculture helps in providing application of IoT technologies in agricultural practices. IoT in Agriculture involves the use of connected devices, sensors, and data analytics to improve various aspects of farming operations such as crop monitoring, livestock management, irrigation control, and supply chain management. In Europe IoT in Agriculture Market, IoT technologies enable farmers and agricultural businesses to collect real-time data on environmental conditions, crop health, soil moisture levels, and equipment performance. This data is then analyzed to optimize agricultural processes, increase productivity, reduce resource usage, and make more informed decisions. Trends such as integration of artificial intelligence (AI) and machine learning algorithms with IoT systems are enhancing the predictive and prescriptive capabilities of agricultural technologies. These technologies analyze large volumes of data collected from IoT sensors to provide actionable insights, such as personalized crop management recommendations and early detection of pest outbreaks or crop diseases.

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The accelerating shift to robotics and automation is a driving force behind the increasing demand for the Europe IoT in Agriculture Market. As labor costs rise and the availability of skilled agricultural workers becomes more limited, farmers are turning to robotics and automation to streamline operations, improve efficiency, and maintain competitiveness. For instance, in May 2022, European Commission announced its new project, Robs4Crops, that purposes to benefit farmers fill labor scarcities using farming controllers and smart tools to fully autonomous farming systems. Furthermore, IoT technologies play a critical role in enabling the integration and coordination of robotic systems across the agricultural value chain. Through the deployment of IoT sensors, actuators, and connected devices, farmers can monitor and control robotic equipment remotely, optimizing tasks such as planting, harvesting, and livestock management. Thus, the Europe IoT in Agriculture Market is poised for significant growth as the adoption of robotics and automation continues to expand across the agricultural sector. However, scarcity of skilled labor and a high initial investment can stifle market growth between 2022 and 2032.

The key countries considered for the Europe IoT in Agriculture market study includes UK, Germany, France, Italy, Spain, and Rest of Europe. In 2023, Germany was the dominating market. Germany is known for its strong technological infrastructure and innovative capabilities. The country's expertise in engineering and manufacturing enables the development and adoption of cutting-edge IoT solutions tailored to the agricultural sector. This includes precision farming technologies, smart sensors, and automation systems designed to optimize farming operations and enhance productivity. In Germany, IoT technologies enable farmers to implement precision farming practices, monitor resource usage, and reduce environmental impact. For instance, in February 2022, Vodafone Business announced that 5 European farms in Germany, Ireland, Italy and Spain piloting a new MyFarmWeb service that can accelerate the digitization of farming by supporting farmers with a mobile app linked to agricultural IoT sensors across Europe. The market in UK, on the other hand, is expected to develop at the fastest rate over the forecast period 2024-2032.

Major market player included in this report are:
Agro Aim Hung?ria Kft
365FarmNet GmbH
Care4Agro B.V.
Company 4
Company 5
Company 6
Company 7

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Company 8
Company 9
Company 10

The detailed segments and sub-segment of the market are explained below:

By System
Automation and control systems
Sensing and monitoring devices
Livestock monitoring Hardware
Fish farming hardware
Smart greenhouse hardware
Software

By Farm Type
Large
Mid Size
Small Farms

By Application
Precision farming
Livestock monitoring
Smart greenhouse
Fish farm monitoring

By Region:
Europe
UK
Germany
France
Spain
Italy
ROE

Years considered for the study are as follows:
Historical year – 2022
Base year – 2023
Forecast period – 2024 to 2032

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Key Takeaways:
Market Estimates & Forecast for 10 years from 2022 to 2032.
Annualized revenues and Country level analysis for each market segment.
Detailed analysis of geographical landscape with Country level analysis.
Competitive landscape with information on major players in the market.
Analysis of key business strategies and recommendations on future market approach.
Analysis of competitive structure of the market.
Demand side and supply side analysis of the market.

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