

Global Agricultural Variable Rate TechnologyMarket Size study, by Offering (Hardware, Variable Rate Software, Variable Rate Services), by Type (Fertilizer VRT, Crop Protection Chemical VRT, Soil Sensing, Seeding VRT, Yield Monitoring, Irrigation VRT), By Crop Type (Cereals and Grains, Oilseeds & Pulses, Fruits & Vegetables), by Application Method (Map-based VRT, Sensor-based VRT,), by Application Fit (Fertilizers, Crop Protection Chemicals, Other application fit) and Regional Forecasts 2022-2028

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Abstracts

Global Agricultural Variable Rate TechnologyMarket is valued approximately XX in 2021 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2022-2028. Agriculture VRT is a technology-driven precision farming component that is utilized to deliver a variety of crop materials to a particular area. These items include fertilizers, crop protection agents, and seeds, all of which aid in agricultural production optimization. VRT-based crop management reduces production costs, increases crop profitability, and has a favourable environmental effect, giving it an advantage over conventional uniform crop management. VRT in agriculture is dedicated to offering intelligent and creative technical solutions using variable-rate capable machinery, Artificial Intelligence (AI), and drone technology, as well as supporting other agricultural advancements to boost crop yields and profitability. The global increase in crop demand would boost the market for agricultural VRT.

According to the United Nations' median prediction, the world's population will expand to roughly 8.5 billion by 2030, thereby increasing worldwide demand for food and water.

However, there is tremendous expansion in agriculture, yet remaining landmass will be a major criterion. As a result, several governments are funding agricultural technological breakthroughs that will assist boost crop yields with existing terrain. Furthermore, technical developments in the equipment utilised to increase output are assisting participants in the agricultural variable rate market to strengthen their position. Kubota Corporation signed a partnership agreement with Bloomfield Robotics in December 2021, which will promote the transition to smart agriculture on tree crop farms by forming an alliance with Bloomfield through investments. CNH Industrial N.V. will acquire Raven Industries, Inc., a precision agriculture technology leader based in the United States, in November 2021. The acquisition builds on a long partnership and is a significant step forward in CNH Industrial's digital transformation. However, high costs of agriculture VRT equipment is expected to hamper the market growth.

The key regions considered for the global Agricultural Variable Rate TechnologyMarketstudy includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the world's top manufacturer of agriculture VRT. North America held a share of the global agriculture variable rate technology (VRT) market. North America is a major exporter of a variety of agricultural products; the region is dominated by large-scale farm operations, with a primary focus on exports driving the region's large market size for VRT. Asia Pacific is one of the fastest-growing Agri-tech Markets. It is one of the potential markets for agriculture VRT because to its enormous farming area and rapid population increase. Asia Pacific encompasses a large land region and includes nations such as China, Japan, India, South Korea, and Australia. Population growth in the region's emerging countries is putting pressure on the agriculture industry to enhance productivity, which is fuelling demand for VRT. Drones used to plant seeds and spray pesticides and fertilizers are becoming increasingly popular in the Southeast Asian country, which is dealing with a manpower shortage exacerbated by the coronavirus outbreak, as well as limitations on employees' migration.

Major market player included in this report are:

Deere & Company
Trimble, Inc
AGCO Corporation
Topcon Corporation
CNH Industrial NV
Kubota Corporation
Yara International
SZ DJI Technology Co., Ltd.

Valmont Industries, Inc
Lindsay Corporation

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Offering:

Hardware
Variable Rate Software
Variable Rate Services

By Type:

Fertilizer VRT
Crop Protection Chemical VRT
Soil Sensing
Seeding VRT
Yield Monitoring
Irrigation VRT

By Crop Type:

Cereals and Grains
Oilseeds & Pulses
Fruits & Vegetables

By Application Method:

Map-based VRT
Sensor-based VRT

By Application Fit:

Fertilizers
Crop Protection Chemicals
Other Application Fit

By Region:

North America
U.S.
Canada
Europe

UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Agricultural Variable Rate TechnologyMarket in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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