

Global Precision Planting Market Size study, by Offering (Hardware, Software, Services), System Type (High-Speed Precision Planting Systems, Precision Air Seeders, Drones), Drive Type (Electric, Hydraulic), Application(Row Crops, Cereals, Oilseeds & Pulses, Forestry) and Regional Forecasts 2020-2027

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Abstracts

Global Precision Planting Market is valued approximately at USD 3.53 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 5.2% over the forecast period 2020-2027. Precision farming is a managerial concept based on observing, responding, and measuring unevenness in inter and intra-field crops. The approach uses information technology (IT) to optimize crop health and productivity. The key focus of Precision Planting is to ensure sustainability, profitability and environment protection. To provide optimization in plant growth precision planting uses real time data about the conditions of the air, crops and soil. The benefits associated with use of Precision planting drives the market growth. Further, swelling food demand owing to exponentially growing population has triggered the need for higher crop yields demanding optimization in agriculture. For Instance: in the all India food grain production rose from 251.54 million tons in 2015-16 to 275.11 million tons in 2016-17, while the cultivated area also increased from 123.22 million hectares in 2015-16 to 129.23 million hectares in 2016-17. Thus, driving the market growth. Also, modernization in the agriculture sector along with adoption of various automation techniques fuel the market growth. Moreover, increasing product launches catering to diversified needs of the agricultural sector increases the product portfolio driving the market growth. For Instance: in January 2019, Precision Planting LLC, launched two new products. First, SmartDepth, an automated solution for managing depth of the planter. SmartDepth changes the depth of the seed plantation according to the moisture

content of the furrow. Secondly, the company launched FurrowForce closing systems which automates furrow closing row by row and provides visibility to closing performance on a 20*20 display. However, high implementation and operational costs impedes the growth of the market over the forecast period of 2020-2027. Although, tremendous research in order to develop new techniques for planting and monitoring growth presents a lucrative opportunity for the market.

The regional analysis of global Precision Planting market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the growing modernization in the agricultural sector and presence of major market players in the region. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising population would create lucrative growth prospects for the Precision Planting market across Asia-Pacific region.

Major market player included in this report are:

Deere & Company

Trimble, Inc.

AGCO Corporation

CNH Industrial

Topcon Positioning

Kinze Manufacturing

Buhler Industries, Inc.

Bourgault Industries Ltd.

Kubota Corporation

Dendra Systems

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

Software

Services

By System Type:

High-Speed Precision Planting Systems

Precision Air Seeders

Drones

By Drive Type:

Electric

Hydraulic

By Application:

Row Crops

Cereals

Oilseeds & Pulses

Forestry

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 – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Precision Planting Market 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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COMPANIES MENTIONED

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Trimble, Inc.
AGCO Corporation
CNH Industrial
Topcon Positioning
Kinze Manufacturing
Buhler Industries, Inc.
Bourgault Industries Ltd.
Kubota Corporation
Dendra Systems

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