

Precision Viticulture Market - 2024-2032

<https://marketpublishers.com/r/P388024ED3B8EN.html>

Date: July 2025

Pages: 210

Price: US\$ 2,999.00 (Single User License)

ID: P388024ED3B8EN

Abstracts

The Precision Viticulture Market was valued at US\$ 3.24 billion in 2024 and is anticipated to reach US\$ 9.51 billion by 2032, at a CAGR of 0.144 from 2026 to 2032.

The report delivers in-depth insights into key market dynamics, including regional growth trends, market segmentation, CAGR projections, and the revenue performance of leading industry players. It also highlights major growth drivers shaping the market landscape. Designed to provide a clear and comprehensive perspective, the report offers a detailed view of the current market size in terms of both value and volume, along with emerging opportunities and the overall development outlook of the Precision Viticulture Market.

This report delivers a comprehensive overview of the Precision Viticulture Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Precision Viticulture Market. The Precision Viticulture Market size, estimates, and forecasts are provided in terms of output/shipments (K MT) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

Precision Viticulture Market Scope:

By Product

Hardware

Software

Services

Others

By Distribution Channel

E-Commerce

Hypermarkets/Supermarkets

Company Stores

Specialty Stores

Others

By Technology

Guidance Systems

Remote Sensing

Variable Rate Technology

By Application

Yield Monitoring

Field Mapping

Crop Scouting

Weather Tracking & Forecasting

Irrigation Management

Inventory Management

Farm Labor Management

Others

Key Players

Ag Leader Technology

Athena IR Tech

Deere & Company.

Topcon

UAV-IQ Inc

Andermatt Group AG

Taranis.

Esri Australia

TeeJet Technologies

AHA Viticulture

Major Highlights

This report delivers a comprehensive overview of the Precision Viticulture Market, with both quantitative and qualitative analyses, to help readers develop growth strategies, assess the competitive landscape, evaluate their position in the current market, and make informed business decisions regarding Precision Viticulture Market. The Precision Viticulture Market size, estimates, and forecasts are provided in terms of output/shipments (K Sqm) and revenue (US\$ millions), with 2025 as the base year and historical and forecast data for 2024–2032.

This report will assist keyword manufacturers, new entrants, and companies across the industry value chain with information on revenues, production, and average prices for the overall market and its sub-segments, by company, by Type, by Application, and by region.

Regional Analysis:

North America (U.S., Canada, Mexico)

Europe (U.K., Italy, Germany, Russia, France, Spain, The Netherlands and Rest of Europe)

Asia-Pacific (India, Japan, China, South Korea, Australia, Indonesia Rest of Asia Pacific)

South America (Colombia, Brazil, Argentina, Rest of South America)

Middle East & Africa (Saudi Arabia, U.A.E., South Africa, Rest of Middle East & Africa)

Partner Identification

Increase Your Customer Base by 3X using our Partner Identification tool

Uncover strategic collaboration opportunities with DataM vetted partners aligned to your ecosystem.

Identify high potential M&A targets based on synergies, market positioning and growth trajectory.

Prioritize partners by strategic fit rather than general capability.

Why Choose DataM?

Data-Driven Insights: Dive into detailed analyses with granular insights such as pricing, market shares and value chain evaluations, enriched by interviews with industry leaders and disruptors.

Post-Purchase Support and Expert Analyst Consultations: As a valued client, gain direct access to our expert analysts for personalized advice and strategic guidance, tailored to your specific needs and challenges.

White Papers and Case Studies: Benefit quarterly from our in-depth studies related to your purchased titles, tailored to refine your operational and marketing strategies for maximum impact.

Annual Updates on Purchased Reports: As an existing customer, enjoy the privilege of annual updates to your reports, ensuring you stay abreast of the latest market insights and technological advancements. Terms and conditions apply.

Specialized Focus on Emerging Markets: DataM differentiates itself by delivering in-depth, specialized insights specifically for emerging markets, rather than offering generalized geographic overviews. This approach equips our clients with a nuanced understanding and actionable intelligence that are essential for navigating and succeeding in high-growth regions.

Value of DataM Reports: Our reports offer specialized insights tailored to the latest trends and specific business inquiries. This personalized approach provides a deeper, strategic perspective, ensuring you receive the precise information necessary to make informed decisions. These insights complement and go beyond what is typically available in generic databases.

Target Audience 2026

Manufacturers/ Buyers

Industry Investors/Investment Bankers

Research Professionals

Emerging Companies

Contents

1. METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Objective and Scope of the Report

2. DEFINITION AND OVERVIEW

3. EXECUTIVE SUMMARY

- 3.1. Snippet by Product
- 3.2. Snippet by Distribution Channel
- 3.3. Snippet by Technology
- 3.4. Snippet by Application
- 3.5. Snippet by Region

4. DYNAMICS

- 4.1. Impacting Factors
 - 4.1.1. Drivers
 - 4.1.1.1. Raising in Demand for High Crop Productivity
 - 4.1.1.2. Increase in Demand for Advanced Technologies
 - 4.1.2. Restraints
 - 4.1.2.1. Less Awareness
 - 4.1.3. Opportunity
 - 4.1.4. Impact Analysis

5. INDUSTRY ANALYSIS

- 5.1. Porter's Five Force Analysis
- 5.2. Supply Chain Analysis
- 5.3. Pricing Analysis
- 5.4. Regulatory Analysis

6. COVID-19 ANALYSIS

- 6.1. Analysis of COVID-19
 - 6.1.1. Scenario Before COVID

- 6.1.2. Scenario During COVID
- 6.1.3. Scenario Post COVID
- 6.2. Pricing Dynamics Amid COVID-19
- 6.3. Demand-Supply Spectrum
- 6.4. Government Initiatives Related to the Market During Pandemic
- 6.5. Manufacturers Strategic Initiatives
- 6.6. Conclusion

7. BY PRODUCT

- 7.1. Introduction
 - 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product
 - 7.1.2. Market Attractiveness Index, By Product
- 7.2. Hardware*
 - 7.2.1. Introduction
 - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
 - 7.2.3. Automation & Control Systems
 - 7.2.4. Sensing & Monitoring Devices
- 7.3. Software
 - 7.3.1. Local/Web -Based
 - 7.3.2. Cloud-based
- 7.4. Services
 - 7.4.1. System Integration and Consulting
 - 7.4.2. Managed Services
 - 7.4.3. Connectivity Services
 - 7.4.4. Assisted Professional Services
 - 7.4.5. Maintenance & Support
- 7.5. Others

8. BY DISTRIBUTION CHANNEL

- 8.1. Introduction
 - 8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 8.1.2. Market Attractiveness Index, By Distribution Channel
- 8.2. E-Commerce*
 - 8.2.1. Introduction
 - 8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
- 8.3. Hypermarkets/Supermarkets
- 8.4. Company Stores

8.5. Specialty Stores

8.6. Others

9. BY TECHNOLOGY

9.1. Introduction

9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology

9.1.2. Market Attractiveness Index, By Technology

9.2. Guidance Systems*

9.2.1. Introduction

9.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

9.2.3. GPS

9.2.4. GIS

9.3. Remote Sensing

9.3.1. Handled

9.3.2. Satellite Sensing

9.4. Variable Rate Technology

10. BY APPLICATION

10.1. Introduction

10.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

10.1.2. Market Attractiveness Index, By Application

10.2. Yield Monitoring*

10.2.1. Introduction

10.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

10.3. Field Mapping

10.4. Crop Scouting

10.5. Weather Tracking & Forecasting

10.6. Irrigation Management

10.7. Inventory Management

10.8. Farm Labor Management

10.9. Others

11. BY REGION

11.1. Introduction

11.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region

11.1.2. Market Attractiveness Index, By Region

11.2. North America

11.2.1. Introduction

11.2.2. Key Region-Specific Dynamics

11.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product

11.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology

11.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

11.2.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

11.2.7.1. U.S.

11.2.7.2. Canada

11.2.7.3. Mexico

11.3. Europe

11.3.1. Introduction

11.3.2. Key Region-Specific Dynamics

11.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product

11.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology

11.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

11.3.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

11.3.7.1. Germany

11.3.7.2. UK

11.3.7.3. France

11.3.7.4. Italy

11.3.7.5. Russia

11.3.7.6. Rest of Europe

11.4. South America

11.4.1. Introduction

11.4.2. Key Region-Specific Dynamics

11.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product

11.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology

11.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

11.4.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

11.4.7.1. Brazil

11.4.7.2. Argentina

11.4.7.3. Rest of South America

11.5. Asia-Pacific

11.5.1. Introduction

11.5.2. Key Region-Specific Dynamics

- 11.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product
- 11.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
- 11.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology
- 11.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
- 11.5.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 11.5.7.1. China
 - 11.5.7.2. India
 - 11.5.7.3. Japan
 - 11.5.7.4. Australia
 - 11.5.7.5. Rest of Asia-Pacific
- 11.6. Middle East and Africa
 - 11.6.1. Introduction
 - 11.6.2. Key Region-Specific Dynamics
 - 11.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product
 - 11.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 11.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Technology
 - 11.6.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

12. COMPETITIVE LANDSCAPE

- 12.1. Competitive Scenario
- 12.2. Market Positioning/Share Analysis
- 12.3. Mergers and Acquisitions Analysis

13. COMPANY PROFILES

- 13.1. Ag Leader Technology *
 - 13.1.1. Company Overview
 - 13.1.2. Product Portfolio and Description
 - 13.1.3. Financial Overview
 - 13.1.4. Key Developments
- 13.2. Athena IR Tech
- 13.3. Deere & Company.
- 13.4. Topcon
- 13.5. UAV-IQ Inc
- 13.6. Andermatt Group AG
- 13.7. Taranis.
- 13.8. Esri Australia
- 13.9. TeeJet Technologies

13.10. AHA Viticulture (*LIST NOT EXHAUSTIVE)

14. APPENDIX

14.1. About Us and Services

14.2. Contact Us

I would like to order

Product name: Precision Viticulture Market - 2024-2032

Product link: <https://marketpublishers.com/r/P388024ED3B8EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P388024ED3B8EN.html>