

# Global Variable Rate Technology (VRT) Market 2023-2029

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## Abstracts

Variable Rate Technology (VRT) is an approach to precision agriculture that involves using technology and data to optimize crop production decisions based on site-specific variability. VRT relies on data collected from a range of sources, including soil sensors, drones, satellites, and weather stations, to analyze and interpret information about soil and crop conditions in real-time. VRT allows farmers to vary the application of fertilizers, pesticides, and other inputs based on the needs of specific areas of their fields, with the goal of maximizing yield while minimizing input costs and environmental impacts. The global variable rate technology market size is projected to grow by USD 5.5 billion from 2023 to 2029, registering a CAGR of 19.68 percent, according to the latest market data.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global variable rate technology market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the type, technology, application, and region. The global market for variable rate technology can be segmented by type: hardware, software, solution. According to the research, the hardware segment had the largest share in the global variable rate technology market. Variable rate technology market is further segmented by technology: map-based, sensor-based. In 2022, the map-based segment made up the largest share of revenue generated by the variable rate technology market. Based on application, the variable rate technology market is segmented into: variable rate fertilization (VRF), variable rate seeding (VRS), variable rate irrigation (VRI),

variable rate crop protection chemical (VRC), others. Among these, the variable rate fertilization (VRF) segment was accounted for the highest revenue generator in 2022. On the basis of region, the variable rate technology market also can be divided into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. North America captured the largest share of the market in 2022.

### Market Segmentation

By type: hardware, software, solution

By technology: map-based, sensor-based

By application: variable rate fertilization (VRF), variable rate seeding (VRS), variable rate irrigation (VRI), variable rate crop protection chemical (VRC), others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report explores the recent developments and profiles of key vendors in the Global Variable Rate Technology Market, including AGCO Corporation, CNH Industrial N.V., Deere & Company, Farmers Edge Inc., Kubota Corporation, Lindsay Corporation, The Climate Corporation, Trimble Inc., Yara International ASA, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global variable rate technology market.

To classify and forecast the global variable rate technology market based on type, technology, application, region.

To identify drivers and challenges for the global variable rate technology market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global variable rate technology market.

To identify and analyze the profile of leading players operating in the global variable rate technology market.

### Why Choose This Report

Gain a reliable outlook of the global variable rate technology market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Others

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AGCO Corporation

CNH Industrial N.V.

Deere & Company

Farmers Edge Inc.

Kubota Corporation

Lindsay Corporation

The Climate Corporation

Trimble Inc.

Yara International ASA

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