

Global Agricultural Data Management Platform Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Agricultural Data Management Platform market size is expected to reach \$ 19763 million by 2032, rising at a market growth of 15.2% CAGR during the forecast period (2026-2032).

An agricultural data management platform is a software system designed to cover the entire lifecycle of agricultural production, operations, management, and services. Utilizing technologies such as the Internet of Things (IoT), remote sensing, GIS, big data, cloud computing, and artificial intelligence, it collects, stores, cleans, analyzes, visualizes, and shares data regarding farmland, crops, meteorology, soil, water and fertilizer, pests and diseases, agricultural machinery, inputs, produce distribution, agricultural business entities, and policies. Its core function is to centrally manage fragmented agricultural data, providing the data foundation necessary for precision farming, crop monitoring, machinery dispatching, produce traceability, agricultural insurance, government regulation, subsidy management, and decision-making for rural industries; this ultimately enhances agricultural productivity, resource utilization efficiency, and the quality of management decisions.

The upstream segment of the industry chain comprises providers of agricultural IoT sensors, weather stations, soil moisture monitoring equipment, pest monitoring devices, agricultural machinery terminals, remote sensing satellite/drone data, GIS mapping, cloud servers, databases, AI algorithms, and cybersecurity services. The midstream consists of agricultural data platform developers, smart agriculture system integrators, and agricultural big data service providers, who handle data collection, cleaning, storage, modeling, visualization, early-warning analysis, and decision support. Downstream clients primarily include agricultural and rural affairs authorities, state-owned agricultural reclamation groups, large-scale planting bases, cooperatives, family

farms, agricultural input enterprises, agricultural insurance companies, produce distribution firms, and research institutions. Agricultural data originates from diverse sources?such as sensors, satellites, weather stations, machinery, farmers, and agribusinesses?and is characterized by spatial, temporal, heterogeneous, and non-standardized attributes; consequently, the platform's value lies in data integration, precision production, crop monitoring, disaster early warning, subsidy oversight, and decision support for agricultural operations. The gross profit margin for agricultural data management platforms is approximately 49%.

Agricultural data management platforms serve as the infrastructure for the digital transformation of agriculture. Agricultural production involves vast amounts of fragmented data?covering land, crops, weather, soil, water and fertilizer, machinery, inputs, pests and diseases, and operational entities. Historically, this data was scattered across various departments, enterprises, and farmers, making it difficult to establish a unified basis for decision-making. The core value of these platforms lies in transforming 'invisible, unmanageable, and unusable' agricultural data into data assets that can be collected, analyzed, used for prediction, and leveraged for decision-making. This supports precision planting, crop monitoring, machinery scheduling, disaster early warning, and the oversight of agricultural policies and subsidies.

Competition among platforms is shifting from data collection capabilities to data application capabilities. Early platforms focused primarily on integrating sensors, cameras, weather stations, remote sensing imagery, and machinery terminals to enable data display and visual management. However, as agricultural scenarios become more complex, customers are increasingly focused on whether platforms can solve practical problems?such as predicting yields, identifying pests and diseases, optimizing water and fertilizer management, assessing disaster losses, and supporting agricultural insurance claims and subsidy oversight. Consequently, future corporate competitiveness will depend less on the volume of hardware integration and more on data modeling, algorithmic capabilities, agricultural knowledge bases, regional crop expertise, and the ability to provide ongoing operational services.

While the industry holds significant long-term potential, short-term commercialization is constrained by the fragmented nature of agricultural operations and a lack of unified data standards. Agricultural data management platforms stand to benefit from the growth of smart agriculture, digital villages, socialized agricultural services, agricultural product traceability, and agricultural insurance, ensuring clear long-term demand. However, current challenges?including the fragmentation of agricultural operators, the limited payment capacity of smallholder farmers, inconsistent data quality at the

grassroots level, and a lack of standardized interfaces between devices and systems?mean that platform projects often rely on procurement by governments, state-owned agricultural reclamation groups, large-scale planting bases, and leading agribusinesses. Future industry development will likely be driven by the synergy of 'government data platforms,' ??'industry operation platforms,' ??and 'base production platforms'; enterprises capable of offering standardized products, regional agricultural models, and effective on-the-ground services will be better positioned to achieve economies of scale.

This report studies the global Agricultural Data Management Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Agricultural Data Management Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Agricultural Data Management Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Agricultural Data Management Platform total market, 2021-2032, (USD Million)

Global Agricultural Data Management Platform total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Agricultural Data Management Platform total market, key domestic companies, and share, (USD Million)

Global Agricultural Data Management Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global Agricultural Data Management Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global Agricultural Data Management Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Agricultural Data Management Platform market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include John Deere, Climate FieldView, Trimble, Corteva, PTx Trimble, BASF, Syngenta Cropwise, CLAAS, AgroVision, AGRIVI, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Agricultural Data Management Platform market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Agricultural Data Management Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Agricultural Data Management Platform Market, Segmentation by Type:

Cloud-Based

On-Premises

Global Agricultural Data Management Platform Market, Segmentation by Managed Area:

Small-Scale Agricultural Data Platform (100,000 Mu)

Global Agricultural Data Management Platform Market, Segmentation by Number of Connected Device:

Lightweight Platform

Standard Platform

Group-Level Platform

Global Agricultural Data Management Platform Market, Segmentation by Application:

Planting Industry

Aquaculture

Others

Companies Profiled:

John Deere

Climate FieldView

Trimble

Corteva

PTx Trimble

BASF

Syngenta Cropwise

CLAAS

AgroVision

AGRIVI

XFarm Technologies

Top Cloud-Agri

DJI Agriculture

XAG

PIESAT

GEOVIS

Kubota

NEC

Yanmar

Key Questions Answered

1. How big is the global Agricultural Data Management Platform market?
2. What is the demand of the global Agricultural Data Management Platform market?
3. What is the year over year growth of the global Agricultural Data Management Platform market?
4. What is the total value of the global Agricultural Data Management Platform market?
5. Who are the Major Players in the global Agricultural Data Management Platform market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

1.1 Agricultural Data Management Platform Introduction

1.2 World Agricultural Data Management Platform Market Size & Forecast (2021 & 2025 & 2032)

1.3 World Agricultural Data Management Platform Total Market by Region (by Headquarter Location)

1.3.1 World Agricultural Data Management Platform Market Size by Region (2021-2032), (by Headquarter Location)

1.3.2 United States Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.3 China Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.4 Europe Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.5 Japan Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.6 South Korea Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.7 ASEAN Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.3.8 India Based Company Agricultural Data Management Platform Revenue (2021-2032)

1.4 Market Drivers, Restraints and Trends

1.4.1 Agricultural Data Management Platform Market Drivers

1.4.2 Factors Affecting Demand

1.4.3 Major Market Trends

2 DEMAND SUMMARY

2.1 World Agricultural Data Management Platform Consumption Value (2021-2032)

2.2 World Agricultural Data Management Platform Consumption Value by Region

2.2.1 World Agricultural Data Management Platform Consumption Value by Region (2021-2026)

2.2.2 World Agricultural Data Management Platform Consumption Value Forecast by Region (2027-2032)

2.3 United States Agricultural Data Management Platform Consumption Value

(2021-2032)

2.4 China Agricultural Data Management Platform Consumption Value (2021-2032)

2.5 Europe Agricultural Data Management Platform Consumption Value (2021-2032)

2.6 Japan Agricultural Data Management Platform Consumption Value (2021-2032)

2.7 South Korea Agricultural Data Management Platform Consumption Value
(2021-2032)

2.8 ASEAN Agricultural Data Management Platform Consumption Value (2021-2032)

2.9 India Agricultural Data Management Platform Consumption Value (2021-2032)

3 WORLD AGRICULTURAL DATA MANAGEMENT PLATFORM COMPANIES COMPETITIVE ANALYSIS

3.1 World Agricultural Data Management Platform Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Agricultural Data Management Platform Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Agricultural Data Management Platform in
2025

3.2.3 Global Concentration Ratios (CR8) for Agricultural Data Management Platform in
2025

3.3 Agricultural Data Management Platform Company Evaluation Quadrant

3.4 Agricultural Data Management Platform Market: Overall Company Footprint
Analysis

3.4.1 Agricultural Data Management Platform Market: Region Footprint

3.4.2 Agricultural Data Management Platform Market: Company Product Type
Footprint

3.4.3 Agricultural Data Management Platform Market: Company Product Application
Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Agricultural Data Management Platform Revenue
Comparison (by Headquarter Location)

4.1.1 United States VS China: Agricultural Data Management Platform Revenue

Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Agricultural Data Management Platform Revenue
Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Agricultural Data
Management Platform Consumption Value Comparison

4.2.1 United States VS China: Agricultural Data Management Platform Consumption
Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Agricultural Data Management Platform Consumption
Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Agricultural Data Management Platform Companies and
Market Share, 2021-2026

4.3.1 United States Based Agricultural Data Management Platform Companies,
Headquarters (States, Country)

4.3.2 United States Based Companies Agricultural Data Management Platform
Revenue, (2021-2026)

4.4 China Based Companies Agricultural Data Management Platform Revenue and
Market Share, 2021-2026

4.4.1 China Based Agricultural Data Management Platform Companies, Company
Headquarters (Province, Country)

4.4.2 China Based Companies Agricultural Data Management Platform Revenue,
(2021-2026)

4.5 Rest of World Based Agricultural Data Management Platform Companies and
Market Share, 2021-2026

4.5.1 Rest of World Based Agricultural Data Management Platform Companies,
Headquarters (Province, Country)

4.5.2 Rest of World Based Companies Agricultural Data Management Platform
Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

5.1 World Agricultural Data Management Platform Market Size Overview by Type: 2021
VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 Cloud-Based

5.2.2 On-Premises

5.3 Market Segment by Type

5.3.1 World Agricultural Data Management Platform Market Size by Type (2021-2026)

5.3.2 World Agricultural Data Management Platform Market Size by Type (2027-2032)

5.3.3 World Agricultural Data Management Platform Market Size Market Share by

Type (2027-2032)

6 MARKET ANALYSIS BY MANAGED AREA

6.1 World Agricultural Data Management Platform Market Size Overview by Managed Area: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Managed Area

6.2.1 Small-Scale Agricultural Data Platform (100,000 Mu)

6.3 Market Segment by Managed Area

6.3.1 World Agricultural Data Management Platform Market Size by Managed Area (2021-2026)

6.3.2 World Agricultural Data Management Platform Market Size by Managed Area (2027-2032)

6.3.3 World Agricultural Data Management Platform Market Size Market Share by Managed Area (2027-2032)

7 MARKET ANALYSIS BY NUMBER OF CONNECTED DEVICE

7.1 World Agricultural Data Management Platform Market Size Overview by Number of Connected Device: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Number of Connected Device

7.2.1 Lightweight Platform

7.2.2 Standard Platform

7.2.3 Group-Level Platform

7.3 Market Segment by Number of Connected Device

7.3.1 World Agricultural Data Management Platform Market Size by Number of Connected Device (2021-2026)

7.3.2 World Agricultural Data Management Platform Market Size by Number of Connected Device (2027-2032)

7.3.3 World Agricultural Data Management Platform Market Size Market Share by Number of Connected Device (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Agricultural Data Management Platform Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Planting Industry

8.2.2 Aquaculture

8.2.3 Others

8.3 Market Segment by Application

8.3.1 World Agricultural Data Management Platform Market Size by Application (2021-2026)

8.3.2 World Agricultural Data Management Platform Market Size by Application (2027-2032)

8.3.3 World Agricultural Data Management Platform Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 John Deere

9.1.1 John Deere Details

9.1.2 John Deere Major Business

9.1.3 John Deere Agricultural Data Management Platform Product and Services

9.1.4 John Deere Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 John Deere Recent Developments/Updates

9.1.6 John Deere Competitive Strengths & Weaknesses

9.2 Climate FieldView

9.2.1 Climate FieldView Details

9.2.2 Climate FieldView Major Business

9.2.3 Climate FieldView Agricultural Data Management Platform Product and Services

9.2.4 Climate FieldView Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Climate FieldView Recent Developments/Updates

9.2.6 Climate FieldView Competitive Strengths & Weaknesses

9.3 Trimble

9.3.1 Trimble Details

9.3.2 Trimble Major Business

9.3.3 Trimble Agricultural Data Management Platform Product and Services

9.3.4 Trimble Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Trimble Recent Developments/Updates

9.3.6 Trimble Competitive Strengths & Weaknesses

9.4 Corteva

9.4.1 Corteva Details

9.4.2 Corteva Major Business

9.4.3 Corteva Agricultural Data Management Platform Product and Services

9.4.4 Corteva Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Corteva Recent Developments/Updates

9.4.6 Corteva Competitive Strengths & Weaknesses

9.5 PTx Trimble

9.5.1 PTx Trimble Details

9.5.2 PTx Trimble Major Business

9.5.3 PTx Trimble Agricultural Data Management Platform Product and Services

9.5.4 PTx Trimble Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 PTx Trimble Recent Developments/Updates

9.5.6 PTx Trimble Competitive Strengths & Weaknesses

9.6 BASF

9.6.1 BASF Details

9.6.2 BASF Major Business

9.6.3 BASF Agricultural Data Management Platform Product and Services

9.6.4 BASF Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 BASF Recent Developments/Updates

9.6.6 BASF Competitive Strengths & Weaknesses

9.7 Syngenta Cropwise

9.7.1 Syngenta Cropwise Details

9.7.2 Syngenta Cropwise Major Business

9.7.3 Syngenta Cropwise Agricultural Data Management Platform Product and Services

9.7.4 Syngenta Cropwise Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.7.5 Syngenta Cropwise Recent Developments/Updates

9.7.6 Syngenta Cropwise Competitive Strengths & Weaknesses

9.8 CLAAS

9.8.1 CLAAS Details

9.8.2 CLAAS Major Business

9.8.3 CLAAS Agricultural Data Management Platform Product and Services

9.8.4 CLAAS Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.8.5 CLAAS Recent Developments/Updates

9.8.6 CLAAS Competitive Strengths & Weaknesses

9.9 AgroVision

9.9.1 AgroVision Details

- 9.9.2 AgroVision Major Business
- 9.9.3 AgroVision Agricultural Data Management Platform Product and Services
- 9.9.4 AgroVision Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.9.5 AgroVision Recent Developments/Updates
- 9.9.6 AgroVision Competitive Strengths & Weaknesses
- 9.10 AGRIVI
 - 9.10.1 AGRIVI Details
 - 9.10.2 AGRIVI Major Business
 - 9.10.3 AGRIVI Agricultural Data Management Platform Product and Services
 - 9.10.4 AGRIVI Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 AGRIVI Recent Developments/Updates
 - 9.10.6 AGRIVI Competitive Strengths & Weaknesses
- 9.11 XFarm Technologies
 - 9.11.1 XFarm Technologies Details
 - 9.11.2 XFarm Technologies Major Business
 - 9.11.3 XFarm Technologies Agricultural Data Management Platform Product and Services
 - 9.11.4 XFarm Technologies Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 XFarm Technologies Recent Developments/Updates
 - 9.11.6 XFarm Technologies Competitive Strengths & Weaknesses
- 9.12 Top Cloud-Agri
 - 9.12.1 Top Cloud-Agri Details
 - 9.12.2 Top Cloud-Agri Major Business
 - 9.12.3 Top Cloud-Agri Agricultural Data Management Platform Product and Services
 - 9.12.4 Top Cloud-Agri Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.12.5 Top Cloud-Agri Recent Developments/Updates
 - 9.12.6 Top Cloud-Agri Competitive Strengths & Weaknesses
- 9.13 DJI Agriculture
 - 9.13.1 DJI Agriculture Details
 - 9.13.2 DJI Agriculture Major Business
 - 9.13.3 DJI Agriculture Agricultural Data Management Platform Product and Services
 - 9.13.4 DJI Agriculture Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 DJI Agriculture Recent Developments/Updates
 - 9.13.6 DJI Agriculture Competitive Strengths & Weaknesses

9.14 XAG

9.14.1 XAG Details

9.14.2 XAG Major Business

9.14.3 XAG Agricultural Data Management Platform Product and Services

9.14.4 XAG Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.14.5 XAG Recent Developments/Updates

9.14.6 XAG Competitive Strengths & Weaknesses

9.15 PIESAT

9.15.1 PIESAT Details

9.15.2 PIESAT Major Business

9.15.3 PIESAT Agricultural Data Management Platform Product and Services

9.15.4 PIESAT Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.15.5 PIESAT Recent Developments/Updates

9.15.6 PIESAT Competitive Strengths & Weaknesses

9.16 GEOVIS

9.16.1 GEOVIS Details

9.16.2 GEOVIS Major Business

9.16.3 GEOVIS Agricultural Data Management Platform Product and Services

9.16.4 GEOVIS Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.16.5 GEOVIS Recent Developments/Updates

9.16.6 GEOVIS Competitive Strengths & Weaknesses

9.17 Kubota

9.17.1 Kubota Details

9.17.2 Kubota Major Business

9.17.3 Kubota Agricultural Data Management Platform Product and Services

9.17.4 Kubota Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.17.5 Kubota Recent Developments/Updates

9.17.6 Kubota Competitive Strengths & Weaknesses

9.18 NEC

9.18.1 NEC Details

9.18.2 NEC Major Business

9.18.3 NEC Agricultural Data Management Platform Product and Services

9.18.4 NEC Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.18.5 NEC Recent Developments/Updates

9.18.6 NEC Competitive Strengths & Weaknesses

9.19 Yanmar

9.19.1 Yanmar Details

9.19.2 Yanmar Major Business

9.19.3 Yanmar Agricultural Data Management Platform Product and Services

9.19.4 Yanmar Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026)

9.19.5 Yanmar Recent Developments/Updates

9.19.6 Yanmar Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

10.1 Agricultural Data Management Platform Industry Chain

10.2 Agricultural Data Management Platform Upstream Analysis

10.3 Agricultural Data Management Platform Midstream Analysis

10.4 Agricultural Data Management Platform Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

12.1 Methodology

12.2 Research Process and Data Source

12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Agricultural Data Management Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Agricultural Data Management Platform Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Agricultural Data Management Platform Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Agricultural Data Management Platform Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Agricultural Data Management Platform Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Agricultural Data Management Platform Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Agricultural Data Management Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Agricultural Data Management Platform Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Agricultural Data Management Platform Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Agricultural Data Management Platform Players in 2025

Table 12. World Agricultural Data Management Platform Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Agricultural Data Management Platform Company Evaluation Quadrant

Table 14. Head Office of Key Agricultural Data Management Platform Players

Table 15. Agricultural Data Management Platform Market: Company Product Type Footprint

Table 16. Agricultural Data Management Platform Market: Company Product Application Footprint

Table 17. Agricultural Data Management Platform Mergers & Acquisitions Activity

Table 18. United States VS China Agricultural Data Management Platform Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Agricultural Data Management Platform Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Agricultural Data Management Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies Agricultural Data Management Platform Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Agricultural Data Management Platform Revenue Market Share (2021-2026)

Table 23. China Based Agricultural Data Management Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies Agricultural Data Management Platform Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Agricultural Data Management Platform Revenue Market Share (2021-2026)

Table 26. Rest of World Based Agricultural Data Management Platform Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Agricultural Data Management Platform Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Agricultural Data Management Platform Revenue Market Share (2021-2026)

Table 29. World Agricultural Data Management Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Agricultural Data Management Platform Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Agricultural Data Management Platform Market Size by Type (2027-2032) & (USD Million)

Table 32. World Agricultural Data Management Platform Market Size by Managed Area, (USD Million), 2021 & 2025 & 2032

Table 33. World Agricultural Data Management Platform Market Size Value by Managed Area (2021-2026) & (USD Million)

Table 34. World Agricultural Data Management Platform Market Size by Managed Area (2027-2032) & (USD Million)

Table 35. World Agricultural Data Management Platform Market Size by Number of Connected Device, (USD Million), 2021 & 2025 & 2032

Table 36. World Agricultural Data Management Platform Market Size Value by Number of Connected Device (2021-2026) & (USD Million)

Table 37. World Agricultural Data Management Platform Market Size by Number of Connected Device (2027-2032) & (USD Million)

Table 38. World Agricultural Data Management Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Agricultural Data Management Platform Market Size by Application

(2021-2026) & (USD Million)

Table 40. World Agricultural Data Management Platform Market Size by Application

(2027-2032) & (USD Million)

Table 41. John Deere Basic Information, Manufacturing Base and Competitors

Table 42. John Deere Major Business

Table 43. John Deere Agricultural Data Management Platform Product and Services

Table 44. John Deere Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. John Deere Recent Developments/Updates

Table 46. John Deere Competitive Strengths & Weaknesses

Table 47. Climate FieldView Basic Information, Manufacturing Base and Competitors

Table 48. Climate FieldView Major Business

Table 49. Climate FieldView Agricultural Data Management Platform Product and Services

Table 50. Climate FieldView Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. Climate FieldView Recent Developments/Updates

Table 52. Climate FieldView Competitive Strengths & Weaknesses

Table 53. Trimble Basic Information, Manufacturing Base and Competitors

Table 54. Trimble Major Business

Table 55. Trimble Agricultural Data Management Platform Product and Services

Table 56. Trimble Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. Trimble Recent Developments/Updates

Table 58. Trimble Competitive Strengths & Weaknesses

Table 59. Corteva Basic Information, Manufacturing Base and Competitors

Table 60. Corteva Major Business

Table 61. Corteva Agricultural Data Management Platform Product and Services

Table 62. Corteva Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Corteva Recent Developments/Updates

Table 64. Corteva Competitive Strengths & Weaknesses

Table 65. PTx Trimble Basic Information, Manufacturing Base and Competitors

Table 66. PTx Trimble Major Business

Table 67. PTx Trimble Agricultural Data Management Platform Product and Services

Table 68. PTx Trimble Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 69. PTx Trimble Recent Developments/Updates

Table 70. PTx Trimble Competitive Strengths & Weaknesses

Table 71. BASF Basic Information, Manufacturing Base and Competitors
Table 72. BASF Major Business
Table 73. BASF Agricultural Data Management Platform Product and Services
Table 74. BASF Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 75. BASF Recent Developments/Updates
Table 76. BASF Competitive Strengths & Weaknesses
Table 77. Syngenta Cropwise Basic Information, Manufacturing Base and Competitors
Table 78. Syngenta Cropwise Major Business
Table 79. Syngenta Cropwise Agricultural Data Management Platform Product and Services
Table 80. Syngenta Cropwise Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 81. Syngenta Cropwise Recent Developments/Updates
Table 82. Syngenta Cropwise Competitive Strengths & Weaknesses
Table 83. CLAAS Basic Information, Manufacturing Base and Competitors
Table 84. CLAAS Major Business
Table 85. CLAAS Agricultural Data Management Platform Product and Services
Table 86. CLAAS Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 87. CLAAS Recent Developments/Updates
Table 88. CLAAS Competitive Strengths & Weaknesses
Table 89. AgroVision Basic Information, Manufacturing Base and Competitors
Table 90. AgroVision Major Business
Table 91. AgroVision Agricultural Data Management Platform Product and Services
Table 92. AgroVision Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 93. AgroVision Recent Developments/Updates
Table 94. AgroVision Competitive Strengths & Weaknesses
Table 95. AGRIVI Basic Information, Manufacturing Base and Competitors
Table 96. AGRIVI Major Business
Table 97. AGRIVI Agricultural Data Management Platform Product and Services
Table 98. AGRIVI Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 99. AGRIVI Recent Developments/Updates
Table 100. AGRIVI Competitive Strengths & Weaknesses
Table 101. XFarm Technologies Basic Information, Manufacturing Base and Competitors
Table 102. XFarm Technologies Major Business

Table 103. XFarm Technologies Agricultural Data Management Platform Product and Services

Table 104. XFarm Technologies Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 105. XFarm Technologies Recent Developments/Updates

Table 106. XFarm Technologies Competitive Strengths & Weaknesses

Table 107. Top Cloud-Agri Basic Information, Manufacturing Base and Competitors

Table 108. Top Cloud-Agri Major Business

Table 109. Top Cloud-Agri Agricultural Data Management Platform Product and Services

Table 110. Top Cloud-Agri Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Top Cloud-Agri Recent Developments/Updates

Table 112. Top Cloud-Agri Competitive Strengths & Weaknesses

Table 113. DJI Agriculture Basic Information, Manufacturing Base and Competitors

Table 114. DJI Agriculture Major Business

Table 115. DJI Agriculture Agricultural Data Management Platform Product and Services

Table 116. DJI Agriculture Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. DJI Agriculture Recent Developments/Updates

Table 118. DJI Agriculture Competitive Strengths & Weaknesses

Table 119. XAG Basic Information, Manufacturing Base and Competitors

Table 120. XAG Major Business

Table 121. XAG Agricultural Data Management Platform Product and Services

Table 122. XAG Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. XAG Recent Developments/Updates

Table 124. XAG Competitive Strengths & Weaknesses

Table 125. PIESAT Basic Information, Manufacturing Base and Competitors

Table 126. PIESAT Major Business

Table 127. PIESAT Agricultural Data Management Platform Product and Services

Table 128. PIESAT Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. PIESAT Recent Developments/Updates

Table 130. PIESAT Competitive Strengths & Weaknesses

Table 131. GEOVIS Basic Information, Manufacturing Base and Competitors

Table 132. GEOVIS Major Business

Table 133. GEOVIS Agricultural Data Management Platform Product and Services

Table 134. GEOVIS Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. GEOVIS Recent Developments/Updates

Table 136. GEOVIS Competitive Strengths & Weaknesses

Table 137. Kubota Basic Information, Manufacturing Base and Competitors

Table 138. Kubota Major Business

Table 139. Kubota Agricultural Data Management Platform Product and Services

Table 140. Kubota Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. Kubota Recent Developments/Updates

Table 142. Kubota Competitive Strengths & Weaknesses

Table 143. NEC Basic Information, Manufacturing Base and Competitors

Table 144. NEC Major Business

Table 145. NEC Agricultural Data Management Platform Product and Services

Table 146. NEC Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 147. NEC Recent Developments/Updates

Table 148. NEC Competitive Strengths & Weaknesses

Table 149. Yanmar Basic Information, Manufacturing Base and Competitors

Table 150. Yanmar Major Business

Table 151. Yanmar Agricultural Data Management Platform Product and Services

Table 152. Yanmar Agricultural Data Management Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 153. Yanmar Recent Developments/Updates

Table 154. Yanmar Competitive Strengths & Weaknesses

Table 155. Global Key Players of Agricultural Data Management Platform Upstream (Raw Materials)

Table 156. Global Agricultural Data Management Platform Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Agricultural Data Management Platform Picture

Figure 2. World Agricultural Data Management Platform Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Agricultural Data Management Platform Total Revenue (2021-2032) & (USD Million)

Figure 4. World Agricultural Data Management Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Agricultural Data Management Platform Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Agricultural Data Management Platform Revenue (2021-2032) & (USD Million)

Figure 13. Agricultural Data Management Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 16. World Agricultural Data Management Platform Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 18. China Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 23. India Agricultural Data Management Platform Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Agricultural Data Management Platform by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Agricultural Data Management Platform Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Agricultural Data Management Platform Markets in 2025

Figure 27. United States VS China: Agricultural Data Management Platform Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Agricultural Data Management Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Agricultural Data Management Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Agricultural Data Management Platform Market Size Market Share by Type in 2025

Figure 31. Cloud-Based

Figure 32. On-Premises

Figure 33. World Agricultural Data Management Platform Market Size Market Share by Type (2021-2032)

Figure 34. World Agricultural Data Management Platform Market Size by Managed Area, (USD Million), 2021 & 2025 & 2032

Figure 35. World Agricultural Data Management Platform Market Size Market Share by Managed Area in 2025

Figure 36. Small-Scale Agricultural Data Platform (100,000 Mu)

Figure 39. World Agricultural Data Management Platform Market Size Market Share by Managed Area (2021-2032)

Figure 40. World Agricultural Data Management Platform Market Size by Number of Connected Device, (USD Million), 2021 & 2025 & 2032

Figure 41. World Agricultural Data Management Platform Market Size Market Share by Number of Connected Device in 2025

Figure 42. Lightweight Platform

Figure 43. Standard Platform

Figure 44. Group-Level Platform

Figure 45. World Agricultural Data Management Platform Market Size Market Share by Number of Connected Device (2021-2032)

Figure 46. World Agricultural Data Management Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 47. World Agricultural Data Management Platform Market Size Market Share by Application in 2025

Figure 48. Planting Industry

Figure 49. Aquaculture

Figure 50. Others

Figure 51. World Agricultural Data Management Platform Market Size Market Share by Application (2021-2032)

Figure 52. Agricultural Data Management Platform Industrial Chain

Figure 53. Methodology

Figure 54. Research Process and Data Source

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