

Global Agricultural Machinery Monitoring Software Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Agricultural Machinery Monitoring Software market size is expected to reach \$ 3303 million by 2032, rising at a market growth of 12.3% CAGR during the forecast period (2026-2032).

Agricultural Machinery Operations and Maintenance Monitoring Software refers to telematics, fleet management, remote diagnostics and maintenance platforms used for tractors, harvesters, sprayers, seeders, spreaders, balers, forage machines, implements, agricultural drones and autonomous farm equipment. These platforms connect GNSS, telematics control units, CAN/ECU data, ISOBUS implement data, engine data, fuel and DEF data, sensors, mobile apps, cloud dashboards and dealer service systems to monitor machine location, utilization, working status, field progress, engine hours, idle time, fuel use, fault codes, maintenance schedules, implement performance, work quality, operator behavior and fleet productivity.

Based on our research, agricultural machinery operations and maintenance monitoring software should be understood as a combined market of farm equipment telematics, machine health monitoring, work-quality tracking, maintenance management, dealer service support and fleet operations software. It is not a generic farm management system or a simple GPS tracking tool. The core value of the software is to help farmers, contractors, dealers and equipment owners understand where machines are, how they are being used, whether they are operating efficiently, whether faults are emerging, and whether field work is being completed according to agronomic and operational requirements. From a supply-side perspective, the global market is led by three major vendor groups. The first group consists of agricultural machinery OEMs such as Deere, CNH, AGCO, CLAAS, Kubota, Mahindra, SDF and Yanmar, which provide embedded telematics platforms connected to original equipment data and dealer service networks.

The second group consists of precision agriculture and data platform providers such as PTx Trimble, Topcon, Hexagon, Raven, Solinftec and agrirouter, which focus on cross-brand data exchange, fleet management, task monitoring and farm workflow integration. The third group consists of Chinese smart equipment and unmanned agriculture vendors such as DJI, XAG, FJ Dynamics, Weichai Lovol and Zoomlion Smart Agriculture, which are stronger in agricultural drones, autonomous equipment, intelligent machinery and localized service scenarios. From the demand side, large farms mainly need higher machine utilization, lower fuel cost, better field progress visibility and fewer unplanned breakdowns. Agricultural contractors and service providers focus more on task dispatching, worked-area verification, work quality, operator management and customer settlement. Dealers and service centers use the software for remote diagnostics, fault-code monitoring, preventive maintenance, spare-parts preparation and proactive customer support. Rental and leasing companies care about asset location, usage hours, boundary control, billing and residual value protection. Government and mechanization regulators may use the software for operation verification, subsidy validation and socialized agricultural service supervision. From a technology roadmap perspective, the market is moving from basic location tracking and work records toward predictive maintenance, cross-brand connectivity, autonomous equipment supervision and closed-loop service workflows. Future competition will depend less on whether a platform can connect a machine and more on whether it can integrate machine data, field tasks, implement parameters, work quality, dealer service workflows, spare-parts systems, software updates and farm management data. Vendors with strong OEM data access, dealer networks, cross-brand interfaces, agronomic workflow knowledge and recurring software revenue models are likely to gain stronger positions. Suppliers that only provide GPS terminals or simple retrofit hardware may face increasing pressure from OEM-embedded platforms and cross-brand SaaS ecosystems.

This report studies the global Agricultural Machinery Monitoring Software demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Agricultural Machinery Monitoring Software, 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 Machinery Monitoring Software that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Agricultural Machinery Monitoring Software total market, 2021-2032, (USD

Million)

Global Agricultural Machinery Monitoring Software total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Agricultural Machinery Monitoring Software total market, key domestic companies, and share, (USD Million)

Global Agricultural Machinery Monitoring Software revenue by player, revenue and market share 2021-2026, (USD Million)

Global Agricultural Machinery Monitoring Software total market by Monitored Equipment Type, CAGR, 2021-2032, (USD Million)

Global Agricultural Machinery Monitoring Software total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Agricultural Machinery Monitoring Software 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 Deere & Company, CNH Industrial N.V., AGCO Corporation, CLAAS KGaA mbH, Kubota Corporation, Mahindra & Mahindra Limited, SDF S.p.A., Yanmar Holdings Co., Ltd., PTx Trimble, LLC, Topcon Corporation, 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 Machinery Monitoring Software market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Monitored Equipment 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 Machinery Monitoring Software Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Agricultural Machinery Monitoring Software Market, Segmentation by Monitored Equipment Type:

Tractors and Prime Movers

Harvesters and Forage Machines

Sprayers and Spreading Machines

Seeders and Planting Machines

Tillage and Soil Preparation Machines

Balers and Hay Equipment

Agricultural Drones and Field Robots

Global Agricultural Machinery Monitoring Software Market, Segmentation by Primary Software Function:

Location and Utilization Monitoring

Machine Health and Diagnostics

Maintenance Workflow Management

Work Quality and Task Monitoring

Fuel and Energy Management

Data Exchange and Integration

Remote Assistance and Software Updates

Global Agricultural Machinery Monitoring Software Market, Segmentation by Data Source:

GNSS and Telematics Data

Engine and ECU Data

CAN and ISOBUS Implement Data

Operator and Mobile App Data

Field and Task Data

Drone and Robot Operation Data

Global Agricultural Machinery Monitoring Software Market, Segmentation by Application:

Farm-owned Machinery Operations Monitoring

Agricultural Service Operations Monitoring

Dealer Remote Service and Diagnostics

Machinery Rental and Leasing Monitoring

Companies Profiled:

Deere & Company

CNH Industrial N.V.

AGCO Corporation

CLAAS KGaA mbH

Kubota Corporation

Mahindra & Mahindra Limited

SDF S.p.A.

Yanmar Holdings Co., Ltd.

PTx Trimble, LLC

Topcon Corporation

Hexagon AB

Raven Industries, Inc.

Solinftec

DKE-Data GmbH & Co. KG

SZ DJI Technology Co., Ltd.

XAG Co., Ltd.

FJ Dynamics Technology Co., Ltd.

Weichai Lovol Smart Agriculture Technology Co., Ltd.

Zoomlion Smart Agriculture Co., Ltd.

YTO Group Corporation

Key Questions Answered

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

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