

Global BeiDou-based Agricultural Machinery Operation Monitoring Terminal Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market size was valued at US\$ 208 million in 2025 and is forecast to a readjusted size of US\$ 437 million by 2032 with a CAGR of 11.5% during review period.

A BeiDou-based agricultural machinery operation monitoring terminal is an onboard or mounted device integrating satellite positioning (BDS), sensors, communication modules, and data processing units. It enables real-time positioning, operation monitoring, work quality assessment, area measurement, and remote management of agricultural machinery, serving as a core component of precision agriculture and smart farming systems. In 2025, global sales of BeiDou-based agricultural machinery operation monitoring terminals are projected to reach 1.35 million units, with an average price of approximately US\$150 per unit and a gross profit margin of approximately 18%-45%. The agricultural machinery Beidou operation monitoring terminal industry chain is mainly divided into three segments: upstream, midstream, and downstream. The upstream segment primarily includes core component suppliers, such as Beidou positioning chip manufacturers, inertial navigation modules (IMU), communication modules (4G/5G/NB-IoT), sensors (depth, speed, pressure), as well as PCB, power supply, and housing structural component suppliers. The midstream segment consists of terminal manufacturing and system integration companies. The downstream segment mainly comprises agricultural machinery manufacturers (tractor and harvester companies), agricultural cooperatives, agricultural machinery service organizations, and government agricultural supervision platforms. The terminal typically serves as the

'digital entry point' for agricultural machinery, deeply integrated with autonomous driving systems, agricultural big data platforms, and subsidy supervision systems.

This report is a detailed and comprehensive analysis for global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

Global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market shares of main players, shipments in revenue (\$ Million), sales quantity (Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for BeiDou-based Agricultural Machinery Operation Monitoring Terminal

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global BeiDou-based Agricultural Machinery Operation Monitoring Terminal market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Huida Technology, Jinse Datian Technology, Hunan Xiangshu, Hebei Xinxiang Electronics, Zhong Nong Yun, Jiangsu Beidou Agricultural Machinery, Luoyang Intelligent Agricultural Equipment Research Institute, Wuhan Exsun BD Space Time Technology, Shanghai Unistrong Navigation, Henan Liance Technology, etc.

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

Market Segmentation

BeiDou-based Agricultural Machinery Operation Monitoring Terminal market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Vehicle-mounted Terminal

Modular Terminal

Others

Market segment by Positioning Accuracy

Meter-level GNSS

Sub-meter GNSS

RTK Centimeter-level

Market segment by Application

Tillage Monitoring

Seeding Monitoring

Crop protection Monitoring

Harvest Monitoring

Major players covered

Huida Technology

Jinse Datian Technology

Hunan Xiangshu

Hebei Xinxiang Electronics

Zhong Nong Yun

Jiangsu Beidou Agricultural Machinery

Luoyang Intelligent Agricultural Equipment Research Institute

Wuhan Exsun BD Space Time Technology

Shanghai Unistrong Navigation

Henan Liance Technology

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

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

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe BeiDou-based Agricultural Machinery Operation Monitoring Terminal product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of BeiDou-based Agricultural Machinery Operation Monitoring Terminal, with price, sales quantity, revenue, and global market share of BeiDou-based Agricultural Machinery Operation Monitoring Terminal from 2021 to 2026.

Chapter 3, the BeiDou-based Agricultural Machinery Operation Monitoring Terminal competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the BeiDou-based Agricultural Machinery Operation Monitoring Terminal breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and BeiDou-based Agricultural Machinery Operation Monitoring Terminal market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of BeiDou-based Agricultural Machinery Operation Monitoring Terminal.

Chapter 14 and 15, to describe BeiDou-based Agricultural Machinery Operation Monitoring Terminal sales channel, distributors, customers, research findings and conclusion.

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