

Global Digital Farming Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Digital Farming market size is expected to reach \$ 26908 million by 2032, rising at a market growth of 15.5% CAGR during the forecast period (2026-2032). Digital Farming refers to a data-centric approach to agricultural production and farm management that connects machinery, in-field and barn sensing, remote-sensing imagery, agronomic models, and farm management systems into an end-to-end loop of data capture, transmission, analytics, decisioning, and execution. In product form, it typically includes connected equipment and in-cab terminals with positioning and communications, monitoring inputs that track field and crop conditions, a data governance and permission layer, and software applications for growers and service providers that translate variability into actionable prescriptions and operational workflows.

From a solution architecture perspective, Digital Farming is commonly organized into a connectivity and capture layer, a data and platform layer, and an application and services layer. It supports use cases such as guidance and automation, variable-rate execution, work documentation and cost accounting, crop health and pest monitoring, yield analytics, risk alerts, compliance, and traceability. Leading vendors increasingly monetize through recurring subscriptions, tiered feature bundles, and bundling with equipment or agronomic services, leveraging scale effects created by large connected fleets and engaged acres, as reflected in publicly communicated platform strategies among major industry players.

Digital Farming is evolving from point tools for precision operations into a scalable farm operating system. As growers face more volatile weather, higher input costs, and structural labor constraints, the value proposition shifts toward measurable outcomes, including input efficiency, yield stability, and asset productivity. In parallel, the enabling stack has matured: connectivity is more pervasive, cloud platforms can operationalize agronomic intelligence at scale, and remote-sensing data is easier to integrate into daily

decisions. The expansion of connected-machine footprints and platform engagement indicates that the market is increasingly organized around data platforms, which can continuously improve recommendations and support recurring monetization. Commercialization remains constrained by fragmented data sources, uneven interoperability across platforms, and evolving expectations around data rights and governance; these factors can prolong sales cycles and raise switching costs. ROI expectations also vary by geography, crop type, and farm scale, increasing the need for localization and evidence-based value demonstration. Downstream demand is therefore shifting from recordkeeping and visualization to prescription-driven execution, from single-machine features to whole-farm coordination, and from one-time purchases to hybrid procurement models that combine annual subscriptions, modular upgrades, and service-led delivery. Large-scale row-crop operations and professional service organizations continue to represent the most mature and monetizable demand base. This report studies the global Digital Farming demand, key companies, and key regions. This report is a detailed and comprehensive analysis of the world market for Digital Farming, 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 Digital Farming that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Digital Farming total market, 2021-2032, (USD Million)

Global Digital Farming total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Digital Farming total market, key domestic companies, and share, (USD Million)

Global Digital Farming revenue by player, revenue and market share 2021-2026, (USD Million)

Global Digital Farming total market by Type, CAGR, 2021-2032, (USD Million)

Global Digital Farming total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Digital Farming 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, Kubota Corporation, Topcon Corporation, CLAAS KGaA mbH, BASF SE, Bayer AG, CORTEVA, INC., Syngenta Group Co., Ltd., 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 Digital Farming 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 Digital Farming Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Farming Market, Segmentation by Type:

Hardware and Embedded Control

Software Platforms

Data Products

Others

Global Digital Farming Market, Segmentation by Solution:

End To End Farm Digitalization

Field Operations Systems

Monitoring and Analytics Systems

Others

Global Digital Farming Market, Segmentation by Deployment Model:

Cloud SaaS

Hybrid Cloud and Edge

On Premise

Global Digital Farming Market, Segmentation by Automation Level:

Decision Support

Assisted Automation

Autonomous Operation

Others

Global Digital Farming Market, Segmentation by Application:

Large Enterprise Farms

Mid Size Commercial Farms

Smallholders

Others

Companies Profiled:

Global Digital Farming Supply, Demand and Key Producers, 2026-2032

Deere & Company

CNH Industrial N.V.

AGCO Corporation

Kubota Corporation

Topcon Corporation

CLAAS KGaA mbH

BASF SE

Bayer AG

CORTEVA, INC.

Syngenta Group Co., Ltd.

KWS SAAT SE & Co. KGaA

Yara International ASA

Ag Leader Technology

J.R. Simplot Company

Orbia Advance Corporation, S.A.B. de C.V.

SZ DJI Technology Co., Ltd.

XAG Co., Ltd.

Huawei Investment & Holding Co., Ltd.

Zoomlion Heavy Industry Science & Technology Co., Ltd.

Zhejiang Top Yunnong Technology Co., Ltd.

Key Questions Answered

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

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