

Global Pest Color-attracting Monitoring Equipment 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 Pest Color-attracting Monitoring Equipment market size was valued at US\$ 111 million in 2025 and is forecast to a readjusted size of US\$ 216 million by 2032 with a CAGR of 9.8% during review period.

Pest color-attracting monitoring equipment is a plant protection monitoring device that utilizes the tropism of pests towards specific colors and sex pheromones to trap, count, and issue early warnings about pest occurrences in farmland, orchards, or forest areas. This equipment attracts target pests into the trapping device using colored boards or sex pheromones, and records and analyzes the number of pests trapped and changes over time using manual or automated methods to determine the intensity, stage, and trend of pest outbreaks. With the application of the Internet of Things and image recognition technology, pest color-attracting monitoring equipment is gradually upgrading towards automatic identification, remote transmission, and intelligent early warning, becoming an important basic tool in pest monitoring and green control systems. In 2025, sales reached 34,000 units, with an average price of \$3,200, a capacity utilization rate of 90%, and a gross profit margin of 40%.

This report is a detailed and comprehensive analysis for global Pest Color-attracting Monitoring Equipment 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 Pest Color-attracting Monitoring Equipment market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pest Color-attracting Monitoring Equipment market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pest Color-attracting Monitoring Equipment market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pest Color-attracting Monitoring Equipment market shares of main players, shipments in revenue (\$ Million), sales quantity (K 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 Pest Color-attracting Monitoring Equipment
- 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 Pest Color-attracting Monitoring Equipment 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 ISCA Technologies, Tr?c? Inc., Biobest Group, RHEA System Srl, SynTech Research, Semios, Vivid Sensors, AgriSense-BCS, Guangzhou Ruifeng Biotechnology Co., Ltd., Henan Yunfei Science and Technology Co., Ltd., etc.

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

Market Segmentation

Pest Color-attracting Monitoring Equipment 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

Image-based Intelligent Pheromone Trap

Sensor-based Pheromone Trap Monitor

Hybrid Image & Sensor Pheromone Monitoring System

Market segment by Trapping Method

Sex Pheromone Trap Monitoring Device

Food Attractant Trap Monitoring Device

Multi-attractant Trap Monitoring Device

Market segment by Target Pests

Single-species Pest Monitoring Device

Multi-species Pest Monitoring Device

Market segment by Application

Crop Farming & Modern Agriculture

Orchard & Horticulture Industry

Forestry & Ecological Protection

Others

Major players covered

ISCA Technologies

Tr?c? Inc.

Biobest Group

RHEA System Srl

SynTech Research

Semios

Vivid Sensors

AgriSense-BCS

Guangzhou Ruifeng Biotechnology Co., Ltd.

Henan Yunfei Science and Technology Co., Ltd.

Wuhan Chenyun Technology Co., Ltd.

Zhejiang Top Cloud-agri Technology Co., Ltd.

Zhengzhou Ouqueqi Instrument Manufacturing Co., Ltd.

Henan Zhaodi Electronic Technology Co., Ltd.

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 Pest Color-attracting Monitoring Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Pest Color-attracting Monitoring Equipment, with price, sales quantity, revenue, and global market share of Pest Color-attracting Monitoring Equipment from 2021 to 2026.

Chapter 3, the Pest Color-attracting Monitoring Equipment competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Pest Color-attracting Monitoring Equipment 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 Pest Color-attracting Monitoring Equipment 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 Pest Color-attracting Monitoring Equipment.

Chapter 14 and 15, to describe Pest Color-attracting Monitoring Equipment sales channel, distributors, customers, research findings and conclusion.

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