

Global Pest Color-attracting Monitoring Equipment Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pest Color-attracting Monitoring Equipment market size is expected to reach \$ 216 million by 2032, rising at a market growth of 9.8% CAGR during the forecast period (2026-2032).

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 studies the global Pest Color-attracting Monitoring Equipment production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pest Color-attracting Monitoring Equipment 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 Pest Color-attracting Monitoring Equipment that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pest Color-attracting Monitoring Equipment total production and demand, 2021-2032, (K Units)

Global Pest Color-attracting Monitoring Equipment total production value, 2021-2032, (USD Million)

Global Pest Color-attracting Monitoring Equipment production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Pest Color-attracting Monitoring Equipment consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pest Color-attracting Monitoring Equipment domestic production, consumption, key domestic manufacturers and share

Global Pest Color-attracting Monitoring Equipment production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Pest Color-attracting Monitoring Equipment production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Pest Color-attracting Monitoring Equipment production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pest Color-attracting Monitoring Equipment market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices

used in analyzing the World Pest Color-attracting Monitoring Equipment market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, 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 Pest Color-attracting Monitoring Equipment Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pest Color-attracting Monitoring Equipment Market, Segmentation by Type:

Image-based Intelligent Pheromone Trap

Sensor-based Pheromone Trap Monitor

Hybrid Image & Sensor Pheromone Monitoring System

Global Pest Color-attracting Monitoring Equipment Market, Segmentation by Trapping

Method:

Sex Pheromone Trap Monitoring Device

Food Attractant Trap Monitoring Device

Multi-attractant Trap Monitoring Device

Global Pest Color-attracting Monitoring Equipment Market, Segmentation by Target Pests:

Single-species Pest Monitoring Device

Multi-species Pest Monitoring Device

Global Pest Color-attracting Monitoring Equipment Market, Segmentation by Application:

Crop Farming & Modern Agriculture

Orchard & Horticulture Industry

Forestry & Ecological Protection

Others

Companies Profiled:

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.

Key Questions Answered:

1. How big is the global Pest Color-attracting Monitoring Equipment market?
2. What is the demand of the global Pest Color-attracting Monitoring Equipment market?
3. What is the year over year growth of the global Pest Color-attracting Monitoring Equipment market?
4. What is the production and production value of the global Pest Color-attracting Monitoring Equipment market?
5. Who are the key producers in the global Pest Color-attracting Monitoring Equipment market?
6. What are the growth factors driving the market demand?

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