

Global Precision Agriculture GNSS Guidance System Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Precision Agriculture GNSS Guidance System market size is expected to reach \$ 3441 million by 2032, rising at a market growth of 6.6% CAGR during the forecast period (2026-2032).

Precision Agriculture GNSS Guidance System refers to a satellite-based agricultural navigation and steering system used to guide tractors, harvesters, sprayers, seeders, and other farm machinery with high positioning accuracy. The system usually includes GNSS receivers, RTK correction modules, antennas, displays, steering controllers, angle sensors, electric steering wheels or hydraulic steering valves, wiring harnesses, software, and cloud management platforms. It helps farmers reduce overlap, improve pass-to-pass accuracy, save fuel, reduce seed and chemical waste, lower operator fatigue, and improve field operation efficiency. Product types include manual guidance systems, assisted steering systems, auto-steering systems, RTK guidance systems, and integrated farm machinery navigation platforms. The industrial chain of Precision Agriculture GNSS Guidance System includes upstream GNSS chips, RTK modules, antennas, inertial sensors, displays, controllers, motors, hydraulic valves, wiring harnesses, connectors, circuit boards, communication modules, software platforms, cloud services, and mechanical mounting parts. The midstream includes system design, GNSS positioning integration, RTK correction integration, steering algorithm development, controller assembly, display integration, steering actuator assembly, software development, field calibration, accuracy testing, environmental testing, reliability validation, and quality control. Downstream applications include tractor guidance, automatic steering, precision seeding, spraying, fertilization, harvesting, land leveling, field mapping, smart agriculture management, and unmanned farm machinery. Related services include installation, calibration, RTK subscription, software updates, maintenance, operator training, and technical support.

The market for Precision Agriculture GNSS Guidance Systems is expanding quickly as farms adopt GPS/GNSS-based steering, RTK positioning, auto-guidance, and digital field operation tools to reduce overlap, improve input efficiency, and lower operator workload. Product demand is supported by large-scale mechanized farms in North America, Europe, China, Australia, South America, and increasingly India and Southeast Asia. Key technology development is focused on RTK centimeter-level accuracy, multi-constellation GNSS, GNSS+INS fusion, electric steering retrofit kits, hydraulic steering control, lower-cost auto-steering systems, cloud farm management, ISOBUS compatibility, and unmanned agricultural machinery. However, high upfront cost, RTK service availability, farmer training, compatibility with older tractors, after-sales installation capability, and regional purchasing power remain challenges. Overall, the market is expected to grow rapidly, driven by labor shortages, agricultural mechanization, digital farming policy support, precision input application, and the expansion of smart tractors and autonomous farm equipment.

This report studies the global Precision Agriculture GNSS Guidance System demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Precision Agriculture GNSS Guidance System, 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 Precision Agriculture GNSS Guidance System that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Precision Agriculture GNSS Guidance System total market, 2021-2032, (USD Million)

Global Precision Agriculture GNSS Guidance System total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Precision Agriculture GNSS Guidance System total market, key domestic companies, and share, (USD Million)

Global Precision Agriculture GNSS Guidance System revenue by player, revenue and market share 2021-2026, (USD Million)

Global Precision Agriculture GNSS Guidance System total market by Type, CAGR, 2021-2032, (USD Million)

Global Precision Agriculture GNSS Guidance System total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Precision Agriculture GNSS Guidance System 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, Topcon Corporation, Hexagon AB, Raven Industries, TeeJet Technologies, Hemisphere GNSS, Reichhardt GmbH Steuerungstechnik, FieldBee, 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 Precision Agriculture GNSS Guidance System 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 Precision Agriculture GNSS Guidance System Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Precision Agriculture GNSS Guidance System Market, Segmentation by Type:

Electric System

Hydraulic System

Global Precision Agriculture GNSS Guidance System Market, Segmentation by Positioning Accuracy:

Sub-meter Guidance System

Decimeter-level Guidance System

Centimeter-level Guidance System

Others

Global Precision Agriculture GNSS Guidance System Market, Segmentation by Positioning Enhancement Method:

SBAS-based Guidance System

PPP / RTX-based Guidance System

Others

Global Precision Agriculture GNSS Guidance System Market, Segmentation by Application:

Individual

Cooperative

Company and Farm

Companies Profiled:

Deere & Company

CNH Industrial N.V.

AGCO

Topcon Corporation

Hexagon AB

Raven Industries

TeeJet Technologies

Hemisphere GNSS

Reichhardt GmbH Steuerungstechnik

FieldBee

Muller-Elektronik GmbH

CHC Navigation

FJDynamics

ComNav Technology

AllyNav

Tersus GNSS Inc.

Smajayu

Key Questions Answered

1. How big is the global Precision Agriculture GNSS Guidance System market?

2. What is the demand of the global Precision Agriculture GNSS Guidance System market?
3. What is the year over year growth of the global Precision Agriculture GNSS Guidance System market?
4. What is the total value of the global Precision Agriculture GNSS Guidance System market?
5. Who are the Major Players in the global Precision Agriculture GNSS Guidance System market?
6. What are the growth factors driving the market demand?

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