

Global Precision Agriculture (PA) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Precision Agriculture (PA) market size is expected to reach \$ 15004 million by 2032, rising at a market growth of 11.7% CAGR during the forecast period (2026-2032).

Precision Agriculture, or PA, refers to farming approaches that observe, measure, and respond to within-field variability, translating spatial differences in soil, moisture, crop vigor, pest pressure, and yield into executable management actions to improve input efficiency and production outcomes. USDA Agricultural Research Service describes precision agriculture as farming tools based on observing, measuring, and responding to within-field variability through crop management, enabled by positioning capabilities such as GPS or GNSS for on-site and real-time decision making.

In delivery scope, PA typically combines a device and execution layer, a data and platform layer, and an application and services layer. The execution layer covers guidance and automation, variable-rate seeding and application, implement control, and work documentation. The platform layer aggregates, cleans, and standardizes multi-source data, manages governance and permissions, and supports interoperability. The application layer produces prescriptions, scheduling, cost tracking, and performance evaluation, closing the loop from prescription generation to execution and feedback. FAO frames precision agriculture as a data-driven approach that can improve productivity and profitability while reducing inputs such as water, fertilizers, and pesticides, thereby lowering environmental footprint.

Precision Agriculture is strengthening its role as a global productivity lever as farming faces higher weather volatility, persistent cost pressures, and structural labor constraints. Growers and service organizations increasingly prioritize measurable outcomes, including input efficiency, yield stability, and operational productivity. As positioning, guidance, variable-rate execution, and digital documentation become more accessible, variability can be continuously captured and translated into prescriptions

and executable commands. A U.S. Government Accountability Office technology assessment highlights that precision agriculture technologies can improve resource management through more precise application of inputs, and can be implemented as a suite of technologies used individually or together. Commercialization remains constrained by fragmented data sources, uneven data quality, and imperfect interoperability across brands and platforms, which raise integration costs and extend delivery cycles. Expectations around data rights, sharing boundaries, and compliance further influence trust and procurement decisions. OECD research emphasizes the potential of agricultural digitalisation to address productivity, sustainability, and resilience challenges, while evidence on adoption indicates uneven uptake across farm types and use cases. Downstream demand is therefore shifting from visualization and recordkeeping toward prescription-driven closed-loop execution, from single-machine features toward workflow coordination, and from upfront purchases toward hybrid models combining subscriptions, tiered module upgrades, and service-led delivery.

This report studies the global Precision Agriculture (PA) demand, key companies, and key regions.

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

Highlights and key features of the study

Global Precision Agriculture (PA) total market, 2021-2032, (USD Million)

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

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

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

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

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

This report profiles major players in the global Precision Agriculture (PA) 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, CLAAS KGaA mbH, Yanmar Holdings Co., Ltd., Topcon

Corporation, Hexagon AB, Valmont Industries, Inc., Lindsay Corporation, 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 (PA) 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 (PA) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Precision Agriculture (PA) Market, Segmentation by Type:

Guidance System

Remote Sensing

Variable-Rate Technology

Others

Global Precision Agriculture (PA) Market, Segmentation by Product Style:

Hardware Systems

Software Platforms

Services and Support

Global Precision Agriculture (PA) Market, Segmentation by Data Source:

Machine and Implement Data

In-Field Sensor Data

Aerial and Satellite Data

Others

Global Precision Agriculture (PA) Market, Segmentation by Technology Function:

Positioning and Autosteer

Application Control and VRT

Remote Sensing and Imaging

Others

Global Precision Agriculture (PA) Market, Segmentation by Application:

Agricultural Cooperatives

Farmland & Farms

Others

Companies Profiled:

Deere & Company

CNH Industrial N.V.

AGCO Corporation

Kubota Corporation

CLAAS KGaA mbH

Yanmar Holdings Co., Ltd.

Topcon Corporation

Hexagon AB

Valmont Industries, Inc.

Lindsay Corporation

Ag Leader Technology, Inc.

CropX Technologies

Spraying Systems Co.

TSI Incorporated

SZ DJI Technology Co., Ltd.

Guangzhou Xaircraft Technology Co., Ltd.

FJ Dynamics Technology Co., Ltd.

Shanghai Huace Navigation Technology Ltd.

Beijing UniStrong Science & Technology Co., Ltd.

Guangzhou Hi-Target Navigation Tech Co., Ltd.

Key Questions Answered

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

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