

# Global Precision Agriculture (PA) Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Precision Agriculture (PA) market size was valued at US\$ 6688 million in 2025 and is forecast to a readjusted size of US\$ 15004 million by 2032 with a CAGR of 11.7% during review period.

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 is a detailed and comprehensive analysis for global Precision Agriculture (PA) market. Both quantitative and qualitative analyses are presented by company, 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 Precision Agriculture (PA) market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Precision Agriculture (PA) market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Precision Agriculture (PA) market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Precision Agriculture (PA) market shares of main players, in revenue (\$ Million), 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 Precision Agriculture (PA)

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 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.

### **Market segmentation**

Precision Agriculture (PA) 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Guidance System

Remote Sensing

Variable-Rate Technology

Others

#### Market segment by Product Style

Hardware Systems

Software Platforms

Services and Support

#### Market segment by Data Source

Machine and Implement Data

In-Field Sensor Data

Aerial and Satellite Data

Others

#### Market segment by Technology Function

Positioning and Autosteer

Application Control and VRT

Remote Sensing and Imaging

Others

#### Market segment by Application

Agricultural Cooperatives

Farmland & Farms

Others

Market segment by players, this report covers

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.

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Precision Agriculture (PA) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Precision Agriculture (PA), with revenue, gross margin, and global market share of Precision Agriculture (PA) from 2021 to 2026.

Chapter 3, the Precision Agriculture (PA) competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with

revenue and market share for key countries in the world, from 2021 to 2026.and Precision Agriculture (PA) market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Precision Agriculture (PA).

Chapter 13, to describe Precision Agriculture (PA) research findings and conclusion.

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