

# Global Precision Viticulture Services Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Precision Viticulture Services market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Precision viticulture is a scientific technique used by large wineries to manage accordingly large vineyard areas. It identifies and maintains variability within vineyards, improve vineyard performance, maximising grape yield and quality while minimising environmental impacts and risk. Precision viticulture depends on new and emerging technologies such as Global Positioning Systems (GPS), meteorological and other environmental sensors, satellite and remote sensing, and Geographic Information Systems (GIS) to assess and respond to variability. The use of Precision Viticulture technologies can deeply help grape growers and wine producers manage variability within their vineyards and the factors influencing vine performance. Growers are using these technologies to minimise expenditure.

Factors such as increase in demand for high-quality grapes, implementing new technologies in farming for maximum profitability & production and huge support provided by the government for viticulture techniques are favouring the market growth. In addition, increase in usage of unmanned aerial vehicles/drones is likely to provide ample opportunities to the market growth during the forecast period. However, high initial capital investments and lack of technical awareness are some of the factors inhibiting the growth of the market.

The Global Info Research report includes an overview of the development of the Precision Viticulture Services industry chain, the market status of Remote Sensing

(Software, Hardware), Variable Rate Technology (Software, Hardware), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Precision Viticulture Services.

Regionally, the report analyzes the Precision Viticulture Services markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Precision Viticulture Services market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Precision Viticulture Services market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Precision Viticulture Services industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Software, Hardware).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Precision Viticulture Services market.

**Regional Analysis:** The report involves examining the Precision Viticulture Services market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Precision Viticulture Services market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Precision Viticulture Services:

**Company Analysis:** Report covers individual Precision Viticulture Services players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Precision Viticulture Services. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Remote Sensing, Variable Rate Technology).

**Technology Analysis:** Report covers specific technologies relevant to Precision Viticulture Services. It assesses the current state, advancements, and potential future developments in Precision Viticulture Services areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Precision Viticulture Services market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Precision Viticulture Services market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Software

Hardware

Services

### Market segment by Application

Remote Sensing

Variable Rate Technology

Guidance Systems

Market segment by players, this report covers

AG Leader Technology

Aha Viticulture

Ateknea Solutions

Deveron Uas

Groupe ICV

John Deere

Quantislabs

Teejet Technologies

Terranis

Topcon

Tracmap

Trimble

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Viticulture Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Precision Viticulture Services, with revenue, gross margin and global market share of Precision Viticulture Services from 2019 to 2024.

Chapter 3, the Precision Viticulture Services 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Precision Viticulture Services market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Precision Viticulture Services.

Chapter 13, to describe Precision Viticulture Services research findings and conclusion.

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