

Global Strawberry-harvesting Robot Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Strawberry-harvesting Robot market size is expected to reach \$ 20.95 million by 2032, rising at a market growth of 12.7% CAGR during the forecast period (2026-2032).

The strawberry-harvesting robot mounted on a travel platform utilizes machine vision to detect red fruit and calculate its position in three-dimensional space, assessing maturity by classifying the fruit into ripe, intermediate, and unripe area fractions. The robot cuts the peduncle to harvest sufficiently mature fruit, with its machine vision algorithm showing a coefficient of determination of 0.84 during greenhouse operational tests. Setting the maturity level parameter at 70 or 80% resulted in higher selection accuracy, demonstrating the robot's ability to precisely identify and harvest strawberries at optimal ripeness. This technology addresses the challenges of selective harvesting by automating the assessment and collection process based on specific maturity criteria. In 2025, global Strawberry-harvesting Robot production reached approximately 80 units with an average global market price of around k US\$110 per unit.

The strawberry-harvesting robot industry is entering a period of rapid development. The increasingly severe global shortage of agricultural labor is driving governments and private investors to increase funding support for this sector. In the United States, manual harvesting costs already account for 70% of strawberry production costs and continue to rise, whereas robotic harvesting can increase efficiency fivefold, significantly improving profitability for fruit growers. Israeli startup Daily Robotics has developed the Q2 strawberry-harvesting robot, which achieves two to three times the efficiency of manual labor, with a single operator managing eight robots that pack strawberries directly into boxes. This highly efficient solution delivers substantial economic returns for enterprises. Technologically, the robot uses a vision system for automatic identification

and classification, and is equipped with a flexible robotic arm for gentle picking to avoid fruit damage. CNH Industrial has invested in Advanced Farm Technologies to jointly promote the commercialization of robotic harvesting for fruits such as apples and strawberries. In terms of business models, the industry is shifting from single-function to multifunctional capabilities, enabling higher robot utilization by swapping end-effectors to perform tasks such as pollination and weeding. Nanjing Xiyue Intelligent Technology points out that the widespread adoption of harvesting robots depends on two conditions: agricultural labor wages approaching those in developed countries, and robots offering multifunctionality to increase utilization rates. In the future, the industry will place greater emphasis on environmental adaptability and cross-disciplinary collaboration. The biggest challenge for artificial intelligence in agriculture lies in environmental adaptability, requiring enhanced collaboration between agronomists and technology companies. Meanwhile, agricultural robots are expanding from controlled environments to diverse cultivation models; for instance, Norway's Noronn harvesting robot has been widely adopted by large-scale strawberry growers across Europe.

This report studies the global Strawberry-harvesting Robot production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Strawberry-harvesting Robot 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 Strawberry-harvesting Robot that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Strawberry-harvesting Robot total production and demand, 2021-2032, (Units)

Global Strawberry-harvesting Robot total production value, 2021-2032, (USD Million)

Global Strawberry-harvesting Robot production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Strawberry-harvesting Robot consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Strawberry-harvesting Robot domestic production, consumption, key domestic manufacturers and share

Global Strawberry-harvesting Robot production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Strawberry-harvesting Robot production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Strawberry-harvesting Robot production by Application, production, value,

CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Strawberry-harvesting Robot 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 Advanced Farm Technologies, Dogtooth Technologies Limited, Oishii, Octinion, Traptic, Harvest Croo, HarvestX, Agrobot, 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 Strawberry-harvesting Robot market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (K 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 Strawberry-harvesting Robot Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Strawberry-harvesting Robot Market, Segmentation by Type:

Fully Automated

Semi-automated

Global Strawberry-harvesting Robot Market, Segmentation by System Configuration:

Single Arm

Dual Arm

Global Strawberry-harvesting Robot Market, Segmentation by Mobility Type:

Wheeled

Tracked

Global Strawberry-harvesting Robot Market, Segmentation by Application:

Farm

Orchard

Greenhouse

Companies Profiled:

Advanced Farm Technologies

Dogtooth Technologies Limited

Oishii

Octinion

Traptic

Harvest Croo

HarvestX

Agrobot

Key Questions Answered:

1. How big is the global Strawberry-harvesting Robot market?
2. What is the demand of the global Strawberry-harvesting Robot market?
3. What is the year over year growth of the global Strawberry-harvesting Robot market?
4. What is the production and production value of the global Strawberry-harvesting Robot market?
5. Who are the key producers in the global Strawberry-harvesting Robot market?
6. What are the growth factors driving the market demand?

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