

# Global Targeted Spray Technology Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Targeted Spray Technology market size is expected to reach \$ 2227 million by 2032, rising at a market growth of 8.8% CAGR during the forecast period (2026-2032).

Targeted spray technology is an intelligent pesticide application technology based on real-time sensing and precise control. It uses sensors (such as machine vision, spectroscopy, and lidar) to instantly identify targets (such as weeds, pest-infested areas, or specific crops) and controls the spraying system to apply pesticides precisely and quantitatively only to the identified targets, thereby minimizing pesticide waste, environmental emissions, and pollution to non-target areas. The core demand stems from the multiple pressures facing global agriculture, including increasingly stringent environmental regulations, rising pesticide costs, and labor shortages. Its upstream supply chain includes high-precision sensors (vision/liDAR), AI chip and algorithm developers, high-speed solenoid valve and nozzle manufacturers, and embedded control system suppliers. Downstream, it is directly integrated into the products of intelligent plant protection machinery manufacturers, ultimately serving large farms, agricultural cooperatives, precision livestock and forestry management, etc., helping end-users reduce costs, meet environmental requirements, and improve product quality and safety by achieving precise, reduced-pesticide application. In 2025, the average price of targeted spray technology was approximately \$30,000, with a gross profit margin of approximately 35%.

This report studies the global Targeted Spray Technology demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Targeted

Spray Technology, 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 Targeted Spray Technology that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Targeted Spray Technology total market, 2021-2032, (USD Million)

Global Targeted Spray Technology total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Targeted Spray Technology total market, key domestic companies, and share, (USD Million)

Global Targeted Spray Technology revenue by player, revenue and market share 2021-2026, (USD Million)

Global Targeted Spray Technology total market by Type, CAGR, 2021-2032, (USD Million)

Global Targeted Spray Technology total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Targeted Spray Technology 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 (NYSE: DE, Illinois USA), CNH Industrial N.V. (NYSE: CNHI, London United Kingdom), AGCO Corporation (NYSE: AGCO, Georgia USA), Topcon Positioning Systems (Private, Tokyo Japan), Lemken GmbH & Co. KG (Private, Alpen Germany), Amazonen-Werke H. Dreyer GmbH & Co. KG (Private, Hasbergen Germany), Deutz-Fahr (Private, Treviglio Italy), Kubota Corporation (TSE: 6326, Osaka Japan), Zoomlion Heavy Industry (SZSE: 000157, Hunan China), Weichai Lovol Smart Agricultural Technology (Private, Shandong China), 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 Targeted Spray Technology 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 Targeted Spray Technology Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Targeted Spray Technology Market, Segmentation by Type:

On/Off Targeted Spray

Variable-Rate Targeted Spray

Pulsed Targeted Spray

Global Targeted Spray Technology Market, Segmentation by Decision Basis:

Real-time Sensor-based

Prescription Map-guided

Fusion-based

## Global Targeted Spray Technology Market, Segmentation by Application:

Field crop

Orchard

Nursery

Forestry

Animal husbandry

Other

## Companies Profiled:

Deere & Company (NYSE: DE, Illinois USA)

CNH Industrial N.V. (NYSE: CNHI, London United Kingdom)

AGCO Corporation (NYSE: AGCO, Georgia USA)

Topcon Positioning Systems (Private, Tokyo Japan)

Lemken GmbH & Co. KG (Private, Alpen Germany)

Amazonen-Werke H. Dreyer GmbH & Co. KG (Private, Hasbergen Germany)

Deutz-Fahr (Private, Treviglio Italy)

Kubota Corporation (TSE: 6326, Osaka Japan)

Zoomlion Heavy Industry (SZSE: 000157, Hunan China)

Weichai Lovol Smart Agricultural Technology (Private, Shandong China)

FJ Dynamics (Private, Guangdong China)

XAG Co., Ltd. (Private, Guangdong China)

SZ DJI Technology Co., Ltd. (Private, Guangdong China)

One Smart Spray (Private, Illinois USA)

BASF Digital Farming GmbH (Subsidiary of BASF, Cologne Germany)

Bargam Sprayers (Private, Auckland New Zealand)

Spraycision, LLC (Private, Wisconsin USA)

Greeneye Technology Ltd. (Private, Tel Aviv Israel)

Hardi International A/S (Private, Ringsted Denmark)

Agrifac Machinery B.V. (Private, Steenwijk Netherlands)

#### Key Questions Answered

1. How big is the global Targeted Spray Technology market?
2. What is the demand of the global Targeted Spray Technology market?
3. What is the year over year growth of the global Targeted Spray Technology market?
4. What is the total value of the global Targeted Spray Technology market?
5. Who are the Major Players in the global Targeted Spray Technology market?
6. What are the growth factors driving the market demand?

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