

Agriculture IoT Market Size, Share & Trends Analysis Report By Component (Hardware, Software, Services), By Deployment, By Connectivity, By Farm Type, By Application, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Agriculture IoT Market Size & Trends

The global agriculture IoT market size is estimated at USD 28.65 billion in 2024 and is expected to grow at a CAGR of 10.5% from 2025 to 2030. The market growth is primarily driven by the increasing demand for automation, the need for operational efficiency, and the rise in smart farming technologies that enable precise monitoring and management of crops. In addition, the growing integration of artificial intelligence (AI) and machine learning with IoT systems is anticipated to enhance predictive analytics capabilities, allowing for more informed decision-making in farming operations, which is expected to present lucrative opportunities for the agriculture IoT industry in the coming years.

Integrating artificial intelligence (AI) and machine learning (ML) with IoT technologies is one of the most important emerging trends in the agriculture IoT industry. AI and ML algorithms can analyze the vast amounts of data IoT devices collect, offering predictive insights and automated decision-making capabilities. This combination allows farmers to identify problems before they arise, optimize crop yields, and enhance operational efficiency. The increasing use of AI and ML in conjunction with IoT transforms traditional farming methods, making agriculture smarter, more precise, and more productive.

In addition, governments around the world are increasingly supporting the adoption of IoT technologies in agriculture as part of their efforts to improve food security, increase agricultural productivity, and promote sustainable farming. Various initiatives, subsidies, and research programs are designed to encourage farmers to adopt smart farming solutions, including precision farming, data-driven decision-making, and automated irrigation. This government backing helps accelerate the deployment of IoT technologies in agriculture, leading to industry growth.

Furthermore, the growing emphasis on sustainability and environmental conservation in agriculture is another key factor driving the market growth. Precision agriculture, which uses IoT to optimize the use of inputs like water, fertilizers, and pesticides, not only improves farm productivity but also reduces the environmental footprint of farming activities. By enabling farmers to apply resources more efficiently and monitor environmental factors more closely, IoT technologies support more sustainable and eco-friendly farming practices, thus driving the expansion of the agriculture IoT industry.

Moreover, rapid sensor technology and connectivity advancements have played a pivotal role in the agriculture IoT industry expansion. With the development of low-cost, high-performance sensors and improved connectivity networks (such as 5G and low-power wide-area networks), farmers can collect real-time data from their fields and livestock. This data can then be used to monitor soil health, weather conditions, irrigation levels, and crop growth, helping farmers make informed decisions. The continuous improvement of these technologies enhances efficiency, reduces operational costs, and improves farm management. This trend is expected to drive market growth in the coming years.

Global Agriculture IoT Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest technology trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the global agriculture IoT market report based on component, deployment, connectivity, application, farm type, and region:

Component Outlook (Revenue, USD Billion, 2018 - 2030)

Hardware

Software

Services

Deployment Outlook (Revenue, USD Billion, 2018 - 2030)

On-premise

Cloud

Connectivity Outlook (Revenue, USD Billion, 2018 - 2030)

Wi-Fi

Bluetooth

Cellular

Others

Application Outlook (Revenue, USD Billion, 2018 - 2030)

Precision Farming

Livestock Monitoring

Smart Greenhouse

Aquaculture

Others

Farm Type Outlook (Revenue, USD Billion, 2018 - 2030)

Large

Mid-sized

Small

Regional Outlook (Revenue, USD Billion, 2018 - 2030)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Asia Pacific

China

India

Japan

South Korea

Australia

Latin America

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

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