

# **AR in Agriculture Market Report by Solution (Hardware, Software, Services), Application (Outdoor Farming, Indoor Farming), and Region 2025-2033**

<https://marketpublishers.com/r/A39896823B80EN.html>

Date: March 2025

Pages: 141

Price: US\$ 2,999.00 (Single User License)

ID: A39896823B80EN

## **Abstracts**

The global AR in agriculture market size reached USD 2.1 Million in 2024. Looking forward, IMARC Group expects the market to reach USD 20.4 Million by 2033, exhibiting a growth rate (CAGR) of 28.91% during 2025-2033. The widespread adoption of precision farming techniques to improve crop yields and farming efficiency, the rising demand for real-time, and location-specific data to maximize yields, and the advent of next-generation AR devices represent some of the key factors driving the market.

Augmented reality (AR) in agriculture refers to the integration of digital technology that superimposes a computer-generated image onto the user's view of the real world, thereby providing a composite view. It is an innovative technology that enhances users' perception and interaction with the physical world, creating an enriched and interactive agricultural environment. AR leverages digital models, simulations, animations, and other graphical representations to provide farmers with real-time data, facilitating better decision-making and greater productivity. The utilization of AR in agriculture involves diverse applications, such as crop monitoring, livestock management, agricultural machinery maintenance, and training farm labor. This technology enhances farmers' ability to visualize data, including crop growth patterns, soil conditions, weather forecasts, and livestock health indicators, directly in their physical environment. By doing so, it aids in interpreting complex farming data, optimizing resource allocation, and effectively handling unexpected situations. Additionally, AR in agriculture represents a transformative shift in farming operations, merging the gap between the physical and digital world, and providing an interactive and immersive farming experience.

**AR in Agriculture Market Trends:**

The escalating need for precision farming majorly drives the global market. With growing global food demands and dwindling arable land, precision farming techniques, such as AR have become increasingly critical to enhancing crop yields and farming efficiency. AR's ability to provide real-time, location-specific data allows farmers to manage resources effectively and maximize yields, this is impelling the demand on the global level. Along with this, AR facilitates advanced training and skill development, aiding in overcoming the challenge of an aging farming workforce and the consequential lack of technological expertise, which is providing an impetus to the market. Also, the technology's increasing accessibility and affordability to farmers worldwide is fueled by the emergence of next-generation AR devices and notable advancements in machine learning and AI, thus significantly supporting the market. Another significant trend influencing the market is the rising adoption of AR by tech startups and farming equipment manufacturers. Apart from this, the integration of AR in farming equipment provides intuitive and interactive interfaces for farmers, enhancing equipment usability and efficiency. In addition, the rise in public-private partnerships for digitalizing the agricultural sector is fostering the development and deployment of AR technologies. Furthermore, the benefits offered by AR in modernizing agricultural practices and the growing support from governmental entities are creating a positive market outlook. Some of the other factors driving the market include rapid digitization and continual technological advancements.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global AR in agriculture market report, along with forecasts at the global, regional, and country levels from 2025-2033. Our report has categorized the market based on solution and application.

#### Solution Insights:

Hardware

AR Headsets and Smart Glasses

AR-Based Heads Up Display (HUD)

Software

AR Development Packages

Handheld and Mobile Device Apps

Content Creation Software and Engines

Services

System Integration Services

Content Services

Others

The report has provided a detailed breakup and analysis of the AR in agriculture market based on the solution. This includes hardware (AR headsets and smart glasses and AR-based heads up display-HUD), software (AR development packages, handheld and mobile device apps, and content creation software and engines), and services (system integration services, content services, and others). According to the report, software represented the largest segment.

Application Insights:

Outdoor Farming

Precision Agriculture and Smart Farming

Crop Maintenance

Field Monitoring

Smart Irrigation

Livestock Monitoring

Simulated Training

Weather Tracking and Forecasting

## Indoor Farming

A detailed breakup and analysis of the AR in agriculture market based on application has also been provided in the report. This includes outdoor farming (crop maintenance, field monitoring, smart irrigation, livestock monitoring, simulated training, and weather tracking and forecasting), and indoor farming. According to the report, indoor farming represented the largest segment.

### Regional Insights:

North America

United States

Canada

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for AR in agriculture. Some of the factors driving the North America AR in agriculture market included the growing need for precision farming, rapid digitization, continual technological advancements, etc.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global AR in agriculture market. The detailed profiles of all major companies have been provided. Some of the companies covered include Augmenta Holding (CNH Industrial N.V.), Nedap N.V., Think Digital, YeppAr Smart Solutions, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## Key Questions Answered in This Report:

How has the global AR in agriculture market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global AR in agriculture market?

What is the impact of each driver, restraint, and opportunity on the global AR in agriculture market?

What are the key regional markets?

Which countries represent the most attractive AR in agriculture market?

What is the breakup of the market based on the solution?

Which is the most attractive solution in the AR in agriculture market?

What is the breakup of the market based on the application?

Which is the most attractive application in the AR in agriculture market?

What is the competitive structure of the global AR in agriculture market?

Who are the key players/companies in the global AR in agriculture market?

## Contents

?1 Preface

## 2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

## 3 EXECUTIVE SUMMARY

## 4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

## 5 GLOBAL AR IN AGRICULTURE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

## 6 MARKET BREAKUP BY SOLUTION

- 6.1 Hardware
  - 6.1.1 Market Trends
  - 6.1.2 Key Segments
    - 6.1.2.1 AR Headsets and Smart Glasses
    - 6.1.2.2 AR-Based Heads Up Display (HUD)
  - 6.1.3 Market Forecast
- 6.2 Software

- 6.2.1 Market Trends
- 6.2.2 Key Segments
  - 6.2.2.1 AR Development Packages
  - 6.2.2.2 Handheld and Mobile Device Apps
  - 6.2.2.3 Content Creation Software and Engines
- 6.2.3 Market Forecast
- 6.3 Service
  - 6.3.1 Market Trends
  - 6.3.2 Key Segments
    - 6.3.2.1 System Integration Services
  - 6.3.2.2 Content Services
  - 6.3.2.3 Others
- 6.3.3 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 Outdoor Farming
  - 7.1.1 Market Trends
  - 7.1.2 Key Segments
    - 7.1.2.1 Precision Agriculture and Smart Farming
    - 7.1.2.2 Crop Maintenance
    - 7.1.2.3 Field Monitoring
    - 7.1.2.4 Smart Irrigation
    - 7.1.2.5 Livestock Monitoring
    - 7.1.2.6 Simulated Training
    - 7.1.2.7 Weather Tracking and Forecasting
  - 7.1.3 Market Forecast
- 7.2 Indoor Farming
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast

## **8 MARKET BREAKUP BY REGION**

- 8.1 North America
  - 8.1.1 United States
    - 8.1.1.1 Market Trends
    - 8.1.1.2 Market Forecast
  - 8.1.2 Canada
    - 8.1.2.1 Market Trends



#### 8.1.2.2 Market Forecast

### 8.2 Asia-Pacific

#### 8.2.1 China

##### 8.2.1.1 Market Trends

##### 8.2.1.2 Market Forecast

#### 8.2.2 Japan

##### 8.2.2.1 Market Trends

##### 8.2.2.2 Market Forecast

#### 8.2.3 India

##### 8.2.3.1 Market Trends

##### 8.2.3.2 Market Forecast

#### 8.2.4 South Korea

##### 8.2.4.1 Market Trends

##### 8.2.4.2 Market Forecast

#### 8.2.5 Australia

##### 8.2.5.1 Market Trends

##### 8.2.5.2 Market Forecast

#### 8.2.6 Indonesia

##### 8.2.6.1 Market Trends

##### 8.2.6.2 Market Forecast

#### 8.2.7 Others

##### 8.2.7.1 Market Trends

##### 8.2.7.2 Market Forecast

### 8.3 Europe

#### 8.3.1 Germany

##### 8.3.1.1 Market Trends

##### 8.3.1.2 Market Forecast

#### 8.3.2 France

##### 8.3.2.1 Market Trends

##### 8.3.2.2 Market Forecast

#### 8.3.3 United Kingdom

##### 8.3.3.1 Market Trends

##### 8.3.3.2 Market Forecast

#### 8.3.4 Italy

##### 8.3.4.1 Market Trends

##### 8.3.4.2 Market Forecast

#### 8.3.5 Spain

##### 8.3.5.1 Market Trends

##### 8.3.5.2 Market Forecast

### 8.3.6 Russia

#### 8.3.6.1 Market Trends

#### 8.3.6.2 Market Forecast

### 8.3.7 Others

#### 8.3.7.1 Market Trends

#### 8.3.7.2 Market Forecast

## 8.4 Latin America

### 8.4.1 Brazil

#### 8.4.1.1 Market Trends

#### 8.4.1.2 Market Forecast

### 8.4.2 Mexico

#### 8.4.2.1 Market Trends

#### 8.4.2.2 Market Forecast

### 8.4.3 Others

#### 8.4.3.1 Market Trends

#### 8.4.3.2 Market Forecast

## 8.5 Middle East and Africa

### 8.5.1 Market Trends

### 8.5.2 Market Breakup by Country

### 8.5.3 Market Forecast

## **9 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

### 9.1 Overview

### 9.2 Drivers

### 9.3 Restraints

### 9.4 Opportunities

## **10 VALUE CHAIN ANALYSIS**

## **11 PORTERS FIVE FORCES ANALYSIS**

### 11.1 Overview

### 11.2 Bargaining Power of Buyers

### 11.3 Bargaining Power of Suppliers

### 11.4 Degree of Competition

### 11.5 Threat of New Entrants

### 11.6 Threat of Substitutes

## 12 PRICE ANALYSIS

## 13 COMPETITIVE LANDSCAPE

### 13.1 Market Structure

### 13.2 Key Players

### 13.3 Profiles of Key Players

#### 13.3.1 Augmenta Holding (CNH Industrial N.V.)

##### 13.3.1.1 Company Overview

##### 13.3.1.2 Product Portfolio

#### 13.3.2 Nedap N.V.

##### 13.3.2.1 Company Overview

##### 13.3.2.2 Product Portfolio

#### 13.3.3 Think Digital

##### 13.3.3.1 Company Overview

##### 13.3.3.2 Product Portfolio

#### 13.3.4 YeppAr Smart Solutions

##### 13.3.4.1 Company Overview

##### 13.3.4.2 Product Portfolio

Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## List Of Tables

### LIST OF TABLES

Table 1: Global: AR in Agriculture Market: Key Industry Highlights, 2024 and 2033

Table 2: Global: AR in Agriculture Market Forecast: Breakup by Solution (in Million USD), 2025-2033

Table 3: Global: AR in Agriculture Market Forecast: Breakup by Application (in Million USD), 2025-2033

Table 4: Global: AR in Agriculture Market Forecast: Breakup by Region (in Million USD), 2025-2033

Table 5: Global: AR in Agriculture Market: Competitive Structure

Table 6: Global: AR in Agriculture Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: AR in Agriculture Market: Major Drivers and Challenges

Figure 2: Global: AR in Agriculture Market: Sales Value (in Million USD), 2019-2024

Figure 3: Global: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 4: Global: AR in Agriculture Market: Breakup by Solution (in %), 2024

Figure 5: Global: AR in Agriculture Market: Breakup by Application (in %), 2024

Figure 6: Global: AR in Agriculture Market: Breakup by Region (in %), 2024

Figure 7: Global: AR in Agriculture (Hardware) Market: Sales Value (in Million USD), 2019 & 2024

Figure 8: Global: AR in Agriculture (Hardware) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 9: Global: AR in Agriculture (Software) Market: Sales Value (in Million USD), 2019 & 2024

Figure 10: Global: AR in Agriculture (Software) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 11: Global: AR in Agriculture (Service) Market: Sales Value (in Million USD), 2019 & 2024

Figure 12: Global: AR in Agriculture (Service) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 13: Global: AR in Agriculture (Outdoor Farming) Market: Sales Value (in Million USD), 2019 & 2024

Figure 14: Global: AR in Agriculture (Outdoor Farming) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 15: Global: AR in Agriculture (Indoor Farming) Market: Sales Value (in Million USD), 2019 & 2024

Figure 16: Global: AR in Agriculture (Indoor Farming) Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 17: North America: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 18: North America: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 19: United States: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 20: United States: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 21: Canada: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 22: Canada: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 23: Asia-Pacific: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 24: Asia-Pacific: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 25: China: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 26: China: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 27: Japan: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 28: Japan: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 29: India: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 30: India: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 31: South Korea: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 32: South Korea: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 33: Australia: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 34: Australia: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 35: Indonesia: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 36: Indonesia: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 37: Others: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 38: Others: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 39: Europe: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 40: Europe: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 41: Germany: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 42: Germany: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 43: France: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 44: France: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 45: United Kingdom: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 46: United Kingdom: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 47: Italy: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 48: Italy: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 49: Spain: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 50: Spain: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 51: Russia: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 52: Russia: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 53: Others: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 54: Others: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 55: Latin America: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 56: Latin America: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 57: Brazil: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 58: Brazil: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 59: Mexico: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 60: Mexico: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 61: Others: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 62: Others: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 63: Middle East and Africa: AR in Agriculture Market: Sales Value (in Million USD), 2019 & 2024

Figure 64: Middle East and Africa: AR in Agriculture Market: Breakup by Country (in %), 2024

Figure 65: Middle East and Africa: AR in Agriculture Market Forecast: Sales Value (in Million USD), 2025-2033

Figure 66: Global: AR in Agriculture Industry: Drivers, Restraints, and Opportunities

Figure 67: Global: AR in Agriculture Industry: Value Chain Analysis

Figure 68: Global: AR in Agriculture Industry: Porter's Five Forces Analysis



## I would like to order

Product name: AR in Agriculture Market Report by Solution (Hardware, Software, Services), Application (Outdoor Farming, Indoor Farming), and Region 2025-2033

Product link: <https://marketpublishers.com/r/A39896823B80EN.html>

Price: US\$ 2,999.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A39896823B80EN.html>