

North America Precision Agriculture Market Report by Technology (GNSS/GPS Systems, GIS, Remote Sensing, Variable Rate Technology (VRT), and Others), Type (Automation and Control Systems, Sensing and Monitoring Devices, Farm Management Systems), Component (Hardware, Software), Application (Mapping, Crop Scouting, Yield Monitoring, Soil Monitoring, Precision Irrigation, and Others), and Country 2024-2032

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Abstracts

The North America precision agriculture market size reached US\$ 4.3 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 10.7 Billion by 2032, exhibiting a growth rate (CAGR) of 10.4% during 2024-2032.

Precision agriculture, also known as satellite agriculture or site-specific crop management (SSCM), is one of the most popular innovations witnessed by modern farming. It is the concept of managing accurate variabilities within a field to grow more food with less agricultural inputs while reducing the overall production cost. Precision agriculture relies upon specialized equipment, software and IT services to offer real-time data about the condition of the soil, ambient air and crops as well as other important information, such as labor costs, availability of equipment and local weather predictions. The retrieved data is used by farmers to know about the precise planting times, crop rotation and harvesting time. It also helps farmers in reducing the usage of water, pesticides, herbicides and fertilizers, thereby, making the technique cost-effective.

North America precision agriculture market is currently being driven by several factors.

Being an urbanized region, the farmers in the region are increasingly relying on smartphones and other intelligent mediums to remain updated about the latest development in the agricultural sector. Moreover, through precision agriculture, farmers can easily determine the peak conditions required for plant growth by placing sensors throughout the place. These sensors are connected to digital applications and record rainfall, soil conditions in different areas, thereby helping the farmers to maximize their benefits. Apart from this, the precision agriculture techniques enable its users to visualize production levels, soil moisture, and sunlight intensity in real-time and remotely accelerate the decision-making process. The data collected from these techniques enable agronomists to properly analyze the production quality and result in better correlation to treatments. These analyses are further used to educate farmers about the processes that are to be used for production, thereby improving the quality of the final product.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the North America precision agriculture market report, along with forecasts at the regional and country level from 2024-2032. Our report has categorized the market based on technology, type, component and application.

Key Regions Analysed

United States

Canada

Analysis for Each Country

Market by Technology

GNSS/GPS Systems

GIS

Remote Sensing

Variable Rate Technology (VRT)

Others

Market by Type

Automation and Control Systems

Sensing and Monitoring Devices

Farm Management Systems

Market by Component

Hardware

Software

Market by Application

Mapping

Crop Scouting

Yield Monitoring

Soil Monitoring

Precision Irrigation

Others

Value Chain Analysis

Key Drivers and Challenges

Porters Five Forces Analysis

Competitive Landscape

Competitive Structure

Key Player Profiles

Key Questions Answered in This Report

1. What was the size of the North America precision agriculture market in 2023?
2. What is the expected growth rate of the North America precision agriculture market during 2024-2032?
3. What are the key factors driving the North America precision agriculture market?
4. What has been the impact of COVID-19 on the North America precision agriculture market?
5. What is the breakup of the North America precision agriculture market based on technology?
6. What is the breakup of the North America precision agriculture market based on the type?
7. What is the breakup of the North America precision agriculture market based on the component?
8. What is the breakup of the North America precision agriculture market based on the application?
9. What are the key regions in the North America precision agriculture market?

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