

Weather Forecasting Services Market Report by Forecasting Type (Short-range Forecasting, Medium-range Forecasting, Long-range Forecasting), Purpose (Operational Efficiency, Safety, and Others), Organization Size (Large Enterprises, Small and Medium-Sized Enterprises), End User (Transportation, Aviation, Energy and Utilities, Banking, Financial Services and Insurance (BFSI), Agriculture, Media, Manufacturing, Retail, and Others), and Region 2024-2032

<https://marketpublishers.com/r/WF813F698DBAEN.html>

Date: March 2024

Pages: 142

Price: US\$ 3,899.00 (Single User License)

ID: WF813F698DBAEN

Abstracts

The global weather forecasting services market size reached US\$ 2.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.4 Billion by 2032, exhibiting a growth rate (CAGR) of 7.9% during 2024-2032.

Weather forecasting is the prediction of weather with the application of innovative technologies and sciences for a specific location. It also predicts various changes on the surface of the earth caused by atmospheric conditions, such as snow and ice cover, storm tides, and floods. It assists farmers in controlling the pests and other crop diseases to spread over the field by determining the accurate period for using specific pesticides. In addition, it helps reduce weather-related losses and enhances societal benefits, such as the protection of life and property and public health and safety. As a result, weather forecasting services are used in transportation, aviation, energy and utilities, banking, financial services and insurance (BFSI), agriculture, manufacturing, and retail sectors around the world.

Weather Forecasting Services Market Trends:

The growing demand for weather forecasting services due to uncertain climate conditions and energy transitions represents one of the key factors driving the market. Besides this, there is a rise in the utilization of weather forecasting services by farmers to determine precipitation forecasts, wind alerts, and actionable insights for managing their operations, improving yields, and maximizing profits. This, along with the increasing employment of weather forecasting services in the agriculture industry to improve the irrigation method for boosting agricultural production and farming, is contributing to the growth of the market. Moreover, the growing employment of weather forecasting services in the aviation industry for navigation in extreme weather conditions is positively influencing the market. In addition, weather forecasting services enable safe and efficient network communications for land and sea rescue, administration, and support operations, which is propelling the growth of the market. Apart from this, key market players are extensively investing in research and development (R&D) activities to introduce supercomputers for ensuring accurate weather forecasts, which is expected to bolster the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global weather forecasting services market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on forecasting type, purpose, organization size and end user.

Breakup by Forecasting Type:

- Short-range Forecasting
- Medium-range Forecasting
- Long-range Forecasting

Breakup by Purpose:

- Operational Efficiency
- Safety
- Others

Breakup by Organization Size:

- Large Enterprises

Small and Medium-Sized Enterprises

Breakup by End User:

- Transportation
- Aviation
- Energy and Utilities
- Banking, Financial Services and Insurance (BFSI)
- Agriculture
- Media
- Manufacturing
- Retail
- Others

Breakup by Region:

- 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

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being AccuWeather Inc., AerisWeather, BMT Group, Custom Weather, DTN, ENAV S.p.A., Fugro, International Business Machines Corporation, Met Office, Precision Weather Services, Skymet Weather Services Pvt. Ltd. and StormGeo AS.

Key Questions Answered in This Report

1. What was the size of the global weather forecasting services market in 2023?
2. What is the expected growth rate of the global weather forecasting services market during 2024-2032?
3. What are the key factors driving the global weather forecasting services market?
4. What has been the impact of COVID-19 on the global weather forecasting services market?
5. What is the breakup of the global weather forecasting services market based on the forecasting type?
6. What is the breakup of the global weather forecasting services market based on the organization size?
7. What are the key regions in the global weather forecasting services market?
8. Who are the key players/companies in the global weather forecasting services 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 WEATHER FORECASTING SERVICES MARKET

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

6 MARKET BREAKUP BY FORECASTING TYPE

- 6.1 Short-range Forecasting
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Medium-range Forecasting
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Long-range Forecasting

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY PURPOSE

- 7.1 Operational Efficiency
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Safety
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Others
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast

8 MARKET BREAKUP BY ORGANIZATION SIZE

- 8.1 Large Enterprises
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Small and Medium-Sized Enterprises
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY END USER

- 9.1 Transportation
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Aviation
 - 9.2.1 Market Trends
 - 9.2.2 Market Forecast
- 9.3 Energy and Utilities
 - 9.3.1 Market Trends
 - 9.3.2 Market Forecast
- 9.4 Banking, Financial Services and Insurance (BFSI)
 - 9.4.1 Market Trends
 - 9.4.2 Market Forecast
- 9.5 Agriculture

- 9.5.1 Market Trends
- 9.5.2 Market Forecast
- 9.6 Media
 - 9.6.1 Market Trends
 - 9.6.2 Market Forecast
- 9.7 Manufacturing
 - 9.7.1 Market Trends
 - 9.7.2 Market Forecast
- 9.8 Retail
 - 9.8.1 Market Trends
 - 9.8.2 Market Forecast
- 9.9 Others
 - 9.9.1 Market Trends
 - 9.9.2 Market Forecast

10 MARKET BREAKUP BY REGION

- 10.1 North America
 - 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
 - 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends

- 10.2.5.2 Market Forecast
- 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
- 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
 - 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
 - 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast

10.5 Middle East and Africa

10.5.1 Market Trends

10.5.2 Market Breakup by Country

10.5.3 Market Forecast

11 SWOT ANALYSIS

11.1 Overview

11.2 Strengths

11.3 Weaknesses

11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

13.1 Overview

13.2 Bargaining Power of Buyers

13.3 Bargaining Power of Suppliers

13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 AccuWeather Inc.

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 AerisWeather

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 BMT Group

15.3.3.1 Company Overview

- 15.3.3.2 Product Portfolio
- 15.3.4 Custom Weather
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
- 15.3.5 DTN
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
- 15.3.6 ENAV S.p.A.
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
- 15.3.7 Fugro
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.7.3 Financials
 - 15.3.7.4 SWOT Analysis
- 15.3.8 International Business Machines Corporation
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 Met Office
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Precision Weather Services
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Skymet Weather Services Pvt. Ltd.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 StormGeo AS
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Weather Forecasting Services Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Weather Forecasting Services Market Forecast: Breakup by Forecasting Type (in Million US\$), 2024-2032

Table 3: Global: Weather Forecasting Services Market Forecast: Breakup by Purpose (in Million US\$), 2024-2032

Table 4: Global: Weather Forecasting Services Market Forecast: Breakup by Organization Size (in Million US\$), 2024-2032

Table 5: Global: Weather Forecasting Services Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 6: Global: Weather Forecasting Services Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Weather Forecasting Services Market: Competitive Structure

Table 8: Global: Weather Forecasting Services Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Weather Forecasting Services Market: Major Drivers and Challenges

Figure 2: Global: Weather Forecasting Services Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Weather Forecasting Services Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Weather Forecasting Services Market: Breakup by Forecasting Type (in %), 2023

Figure 5: Global: Weather Forecasting Services Market: Breakup by Purpose (in %), 2023

Figure 6: Global: Weather Forecasting Services Market: Breakup by Organization Size (in %), 2023

Figure 7: Global: Weather Forecasting Services Market: Breakup by End User (in %), 2023

Figure 8: Global: Weather Forecasting Services Market: Breakup by Region (in %), 2023

Figure 9: Global: Weather Forecasting Services (Short-range Forecasting) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Weather Forecasting Services (Short-range Forecasting) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Weather Forecasting Services (Medium-range Forecasting) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Weather Forecasting Services (Medium-range Forecasting) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Weather Forecasting Services (Long-range Forecasting) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Weather Forecasting Services (Long-range Forecasting) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Weather Forecasting Services (Operational Efficiency) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Weather Forecasting Services (Operational Efficiency) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Weather Forecasting Services (Safety) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Weather Forecasting Services (Safety) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Weather Forecasting Services (Other Purposes) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Weather Forecasting Services (Other Purposes) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Weather Forecasting Services (Large Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Weather Forecasting Services (Large Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Weather Forecasting Services (Small and Medium-Sized Enterprises) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Weather Forecasting Services (Small and Medium-Sized Enterprises) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Weather Forecasting Services (Transportation) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Weather Forecasting Services (Transportation) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Weather Forecasting Services (Aviation) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Weather Forecasting Services (Aviation) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Weather Forecasting Services (Energy and Utilities) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Weather Forecasting Services (Energy and Utilities) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Weather Forecasting Services (Banking, Financial Services and Insurance (BFSI)) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Weather Forecasting Services (Banking, Financial Services and Insurance (BFSI)) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Weather Forecasting Services (Agriculture) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Weather Forecasting Services (Agriculture) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Global: Weather Forecasting Services (Media) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Global: Weather Forecasting Services (Media) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Global: Weather Forecasting Services (Manufacturing) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Global: Weather Forecasting Services (Manufacturing) Market Forecast:

Sales Value (in Million US\$), 2024-2032

Figure 39: Global: Weather Forecasting Services (Retail) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Global: Weather Forecasting Services (Retail) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Global: Weather Forecasting Services (Other End Users) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Global: Weather Forecasting Services (Other End Users) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: North America: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: North America: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: United States: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: United States: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Canada: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Canada: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Asia-Pacific: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Asia-Pacific: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: China: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: China: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Japan: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Japan: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: India: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: India: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: South Korea: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: South Korea: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Australia: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Australia: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Indonesia: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Indonesia: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Others: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Others: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Europe: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Europe: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Germany: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Germany: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: France: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: France: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: United Kingdom: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: United Kingdom: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Italy: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Italy: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Spain: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Spain: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Russia: Weather Forecasting Services Market: Sales Value (in Million US\$),

2018 & 2023

Figure 78: Russia: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Others: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Others: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Latin America: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Latin America: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 83: Brazil: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Brazil: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Mexico: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Mexico: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Others: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Others: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Middle East and Africa: Weather Forecasting Services Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Middle East and Africa: Weather Forecasting Services Market: Breakup by Country (in %), 2023

Figure 91: Middle East and Africa: Weather Forecasting Services Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 92: Global: Weather Forecasting Services Industry: SWOT Analysis

Figure 93: Global: Weather Forecasting Services Industry: Value Chain Analysis

Figure 94: Global: Weather Forecasting Services Industry: Porter's Five Forces Analysis

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