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Global Agricultural Weather Forecasting Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Agricultural Weather Forecasting Services market size is predicted to grow from US$ 665 million in 2025 to US$ 1202 million in 2032; it is expected to grow at a CAGR of 8.8% from 2026 to 2032.

Agricultural Weather Forecasting Services refer to commercial digital services that convert meteorological, climatological, hydrological, satellite, radar, field-sensor and crop-model data into location-specific forecasts and actionable information for agricultural production. Core functions include current-condition monitoring, intraday and multi-day weather forecasts, seasonal outlooks, frost and heat alerts, rainfall and drought warnings, irrigation scheduling, spray-window guidance, planting and harvesting recommendations, pest and disease risk prediction, crop-development modeling and livestock weather-risk management. Services are delivered through cloud-based platforms, software subscriptions, mobile applications, messaging systems, weather APIs, enterprise data feeds and managed advisory programs. The market primarily serves farms, agricultural cooperatives, agribusinesses, food supply-chain companies, insurers, financial institutions, government agencies and development programs. Its defining characteristic is the transformation of general atmospheric information into agriculture-specific forecasts, risk indicators and operational recommendations that support field decisions, resource allocation and climate-risk management.

Key Findings

North America remains the largest commercial market for agricultural weather forecasting services

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Weather Data and Forecasting is the foundational service category across the market

Field Crops represent the broadest agricultural demand base

Cloud platforms and APIs have become the dominant delivery architecture

Competition remains fragmented between global weather platforms and agriculture focused specialists

Market Trends

Agricultural weather forecasting is moving from generalized weather display toward field-level decision intelligence. The principal technology direction is a hybrid architecture combining physics-based numerical weather prediction, AI forecasting, satellite and radar observations, proprietary weather-station networks, on-farm sensors and crop-specific agronomic models. AI is increasingly applied to model post-processing, bias correction, precipitation localization, probabilistic forecasting and rapid production of high-resolution forecasts, while traditional numerical models remain essential for physical consistency and extreme-event assessment. Product differentiation is therefore shifting from access to raw weather data toward forecast localization, agricultural model quality and the ability to translate forecast uncertainty into practical actions.

Commercial platforms are expanding from basic temperature and rainfall forecasts into irrigation requirements, spray conditions, field accessibility, disease infection windows, frost protection and harvest planning. API-first delivery is becoming increasingly important as agricultural weather intelligence is embedded into farm-management systems, precision-agriculture platforms, insurance workflows, machinery applications and supply-chain control systems. Mobile alerts and messaging remain important in emerging markets, while larger enterprises increasingly require scalable APIs, private environments, audit trails and integration with internal geospatial and operational systems.

Market Dynamics

Drivers

Demand is supported by rising weather volatility, tighter agricultural operating margins and the increasing economic cost of poorly timed field operations. Planting, irrigation,

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fertilization, spraying, harvesting and livestock protection all depend on weather-sensitive decisions, making localized forecasts commercially valuable when they reduce input waste, crop damage or operational downtime. The expansion of precision agriculture and digital farm-management platforms is creating additional distribution channels for forecast APIs and agronomic models. Agricultural insurers, lenders, commodity companies and food processors are also increasing their use of weather intelligence for underwriting, portfolio monitoring, procurement planning and supply-chain continuity. Government investment in agricultural resilience and multi-hazard warning systems further expands the addressable market.

Restraints

Market penetration is constrained by uneven observation coverage, limited rural connectivity and the difficulty of producing reliable field-level forecasts in areas with sparse weather stations or complex terrain. Forecast value declines when services are insufficiently localized, lack crop-stage context or fail to communicate uncertainty clearly. Small and fragmented farms often have limited willingness or ability to purchase standalone subscriptions, requiring distribution through cooperatives, agribusinesses, insurers, telecommunications companies or public programs. Commercial providers must also demonstrate clear incremental value in markets where public meteorological agencies provide basic forecasts without charge. Integration with farm-management software, legacy enterprise systems and heterogeneous sensor networks can further increase implementation costs.

Opportunities

The strongest opportunity lies in converting weather data into outcome-oriented agricultural decision services. Providers can increase recurring revenue by combining forecasts with crop phenology, soil moisture, evapotranspiration, disease models and field-operation algorithms rather than selling undifferentiated data feeds. High-value horticulture, permanent crops and irrigated agriculture offer attractive adoption conditions because weather-sensitive decisions have a direct and visible economic impact. Additional opportunities are emerging in parametric insurance, agricultural credit risk, commodity procurement, logistics resilience and supply-chain climate-risk management. Public-private programs for climate adaptation and early warning also provide an important route into developing markets, particularly where services combine local-language mobile delivery with regional forecasting infrastructure and agronomic support.

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Challenges

Forecast providers remain exposed to prediction error, observation bias and the risk that customers interpret probabilistic guidance as a guaranteed operational outcome. Extreme precipitation, hail, convective storms, frost and microclimate events are particularly difficult to resolve at field scale. AI models introduce additional requirements for validation, transparency, training-data governance and detection of regional or seasonal bias. Commercial expansion also increases cybersecurity, data-privacy and service-availability obligations because forecast outputs may be embedded in irrigation controls, insurance triggers and time-critical farm operations. Long-term competitive advantage will depend less on a single forecasting model and more on sustained access to differentiated observations, agricultural validation data, local agronomic expertise and reliable delivery infrastructure.

Value Chain Analysis

The upstream layer consists of public meteorological agencies, global and regional numerical models, satellites, radar networks, hydrological datasets, land-surface observations and commercial or farm-level weather stations. Data infrastructure providers normalize, quality-control and distribute these inputs through cloud platforms and geospatial interfaces. The central value-creation layer includes forecasting companies, weather API providers and agricultural technology specialists that perform model blending, downscaling, bias correction, nowcasting and probabilistic analysis before adding crop, soil, irrigation, pest, disease and operational models.

Distribution occurs through proprietary SaaS platforms, mobile applications, enterprise APIs, agricultural software integrations, cooperatives and managed advisory services. Downstream users include growers, agricultural enterprises, food processors, commodity traders, insurers, banks, governments and development agencies. The highest value is captured where providers control the decision layer, integrate forecasts into customer workflows and demonstrate outcomes such as reduced crop losses, optimized water use, lower chemical waste or improved supply reliability. Businesses limited to undifferentiated weather-data resale face greater price pressure and weaker customer retention.

Segment Insights

The market is primarily divided into Weather Data and Forecasting, Agricultural Decision Support, Weather Risk Alerting and Advisory, and other specialized services.

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Weather Data and Forecasting forms the foundational segment by supplying historical observations, current conditions, localized forecasts, forecast grids and data interfaces for agricultural operations. Competition in this category increasingly depends on spatial accuracy, update frequency, forecast stability and the ability to integrate multiple observation and modeling sources rather than on basic data availability alone.

Agricultural Decision Support represents the principal direction of product upgrading. These services combine weather forecasts with crop development, soil conditions, evapotranspiration, irrigation requirements and operational constraints to generate recommendations for planting, fieldwork, input application and harvesting. Weather Risk Alerting and Advisory focuses on frost, heat, drought, excessive rainfall, strong wind and other events capable of causing crop losses or operational disruption. Its commercial value is increasingly determined by warning lead time, local relevance and the ability to connect alerts with clear response actions. Other specialized services mainly address seasonal planning, climate-risk assessment and customized agricultural consulting.

Downstream Market Opportunities

Crop Operations Planning is the broadest application area because planting, fertilization, spraying, machinery deployment and harvesting schedules are directly affected by weather conditions. Market opportunities are shifting from basic forecast display toward operational planning tools that identify suitable working windows, estimate disruption risks and coordinate labor, machinery and agricultural inputs.

Irrigation and Water Management offers strong commercialization potential in water-stressed regions, irrigated farming systems and high-value crop production. Integrating weather forecasts with soil moisture, evapotranspiration and crop-stage information enables more precise irrigation scheduling and reduces unnecessary water and energy use. Pest and Disease Risk Management is becoming an important value-added application, particularly in horticulture, permanent crops and intensive farming, where temperature, humidity, rainfall and leaf-wetness forecasts can support infection and pest-development models. Weather Risk and Disaster Response is also expanding as producers, agribusinesses, insurers and public agencies seek earlier warnings and more practical response guidance for frost, heatwaves, drought, flooding, hail and severe storms.

Regional Insights

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North America remains the largest commercial market, supported by large-scale farming, established private weather providers, mature agricultural software adoption and substantial demand from agribusiness and insurance customers. The region is characterized by enterprise contracts, APIs, proprietary observation networks and close integration with farm-management and precision-agriculture systems. Europe has a strong position in localized weather-station networks, crop-disease modeling, spray-window planning and high-value horticulture, while data protection, interoperability and national weather-service structures shape market-entry strategies.

Asia Pacific offers the largest combination of unmet demand and long-term expansion potential. Japan and South Korea support advanced commercial weather and smart-agriculture services, while China combines extensive public agricultural meteorology infrastructure with a growing ecosystem of commercial weather-data, remote-sensing and geospatial technology companies. India and Southeast Asia show significant demand for monsoon forecasting, irrigation advice, pest alerts and mobile-based smallholder services, although monetization frequently depends on government programs, agribusiness partnerships or bundled digital platforms. Latin America, the Middle East and Africa present opportunities in export crops, drought management, irrigation, agricultural insurance and climate-resilience projects.

Competitive Landscape Analysis

The competitive landscape remains fragmented because no single provider dominates every layer of weather data, agricultural modeling, product delivery and regional agronomic expertise. DTN, The Weather Company, Tomorrow.io, Meteomatics and Weathernews compete through broad weather intelligence, forecasting infrastructure, APIs and enterprise capabilities. Pessl Instruments, Sencrop, Weenat, CropX and Arable differentiate through localized observations, agricultural sensors, farm software and decision-support models. Regional specialists such as Skymet Weather Services, Weather Risk Management Services, WeatherRisk Explore and Kweather compete through local datasets, language support and institutional relationships. China has developed a distinct group of commercial providers, including Beijing XinZhi Technology, Beijing Moji Fengyun Technology, Xiangji Technology, PIESAT Information Technology and GEOVIS iWeather Technology, combining weather data, geospatial platforms, remote sensing and industry-specific applications. Competitive advantage is increasingly determined by forecast performance at the customer’s operating location, proprietary observation networks, agricultural model libraries, API reliability, integration capability and demonstrated operational value. Continued consolidation is likely around differentiated datasets, local weather-station networks and specialized agricultural

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software, although regional agronomic differences and fragmented customer requirements will preserve space for focused providers.

Report Scope

LPI (LP Information)' newest research report, the “Agricultural Weather Forecasting Services Industry Forecast” looks at past sales and reviews total world Agricultural Weather Forecasting Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Agricultural Weather Forecasting Services sales for 2026 through 2032. With Agricultural Weather Forecasting Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Agricultural Weather Forecasting Services industry.

This Insight Report provides a comprehensive analysis of the global Agricultural Weather Forecasting Services landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Agricultural Weather Forecasting Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Agricultural Weather Forecasting Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Agricultural Weather Forecasting Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Agricultural Weather Forecasting Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Agricultural Weather Forecasting Services market by product type, application, key players and key regions and countries.

Market Segmentation

Segmentation by Type:

Weather Data and Forecasting

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Agricultural Decision Support

Weather Risk Alerting and Advisory

Others

Segmentation by End User:

Farms and Growers

Agribusinesses and Cooperatives

Government and Development Agencies

Insurers and Financial Institutions

Segmentation by Forecast Horizon:

Nowcasting and Intraday Forecasting

Short Range Forecasting

Medium Range Forecasting

Seasonal and Climate Outlooks

Segmentation by Data Source Architecture:

Public Model and Observation Data

Proprietary Weather Networks

On Farm Sensor Data

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Satellite and Radar Data Fusion

Segmentation by Application:

Crop Operations Planning

Irrigation and Water Management

Pest and Disease Risk Management

Weather Risk and Disaster Response

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey
- GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

- DTN, LLC
- Tomorrow.io, Inc.
- The Weather Company, LLC
- Climavision Operating, LLC

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Baron Services, Inc.

Arable Labs, Inc.

CropX Technologies Ltd.

Meteomatics AG

Pessl Instruments GmbH

Sencrop SAS

Weenat SAS

Weathernews Inc.

HALEX CORPORATION

Kweather Co., Ltd.

WeatherRisk Explore Inc.

Skymet Weather Services Pvt. Ltd.

Weather Risk Management Services Pvt. Ltd.

Cropin Technology Solutions Pvt. Ltd.

Wolkus Technology Solutions Pvt. Ltd. (Fasal)

Komunidad Global Pte. Ltd.

Beijing XinZhi Technology Co., Ltd. (Seniverse)

Beijing Moji Fengyun Technology Co., Ltd. (Moji Weather)

Xiangji Technology Co., Ltd.

PIESAT Information Technology Co., Ltd.

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GEOVIS iWeather Technology Co., Ltd.

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