

Global Precision Agriculture (PA) Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Precision Agriculture (PA) market size is predicted to grow from US\$ 6359 million in 2025 to US\$ 14833 million in 2032; it is expected to grow at a CAGR of 12.4% from 2026 to 2032.

Precision Agriculture, or PA, refers to farming approaches that observe, measure, and respond to within-field variability, translating spatial differences in soil, moisture, crop vigor, pest pressure, and yield into executable management actions to improve input efficiency and production outcomes. USDA Agricultural Research Service describes precision agriculture as farming tools based on observing, measuring, and responding to within-field variability through crop management, enabled by positioning capabilities such as GPS or GNSS for on-site and real-time decision making.

In delivery scope, PA typically combines a device and execution layer, a data and platform layer, and an application and services layer. The execution layer covers guidance and automation, variable-rate seeding and application, implement control, and work documentation. The platform layer aggregates, cleans, and standardizes multi-source data, manages governance and permissions, and supports interoperability. The application layer produces prescriptions, scheduling, cost tracking, and performance evaluation, closing the loop from prescription generation to execution and feedback. FAO frames precision agriculture as a data-driven approach that can improve productivity and profitability while reducing inputs such as water, fertilizers, and pesticides, thereby lowering environmental footprint.

Precision Agriculture is strengthening its role as a global productivity lever as farming faces higher weather volatility, persistent cost pressures, and structural labor constraints. Growers and service organizations increasingly prioritize measurable

outcomes, including input efficiency, yield stability, and operational productivity. As positioning, guidance, variable-rate execution, and digital documentation become more accessible, variability can be continuously captured and translated into prescriptions and executable commands. A U.S. Government Accountability Office technology assessment highlights that precision agriculture technologies can improve resource management through more precise application of inputs, and can be implemented as a suite of technologies used individually or together.

Commercialization remains constrained by fragmented data sources, uneven data quality, and imperfect interoperability across brands and platforms, which raise integration costs and extend delivery cycles. Expectations around data rights, sharing boundaries, and compliance further influence trust and procurement decisions. OECD research emphasizes the potential of agricultural digitalisation to address productivity, sustainability, and resilience challenges, while evidence on adoption indicates uneven uptake across farm types and use cases. Downstream demand is therefore shifting from visualization and recordkeeping toward prescription-driven closed-loop execution, from single-machine features toward workflow coordination, and from upfront purchases toward hybrid models combining subscriptions, tiered module upgrades, and service-led delivery.

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

This Insight Report provides a comprehensive analysis of the global Precision Agriculture (PA) 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 Precision Agriculture (PA) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Precision Agriculture (PA) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Precision Agriculture (PA) 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 Precision Agriculture (PA).

This report presents a comprehensive overview, market shares, and growth opportunities of Precision Agriculture (PA) market by product type, application, key players and key regions and countries.

Segmentation by Type:

Guidance System

Remote Sensing

Variable-Rate Technology

Others

Segmentation by Product Style:

Hardware Systems

Software Platforms

Services and Support

Segmentation by Data Source:

Machine and Implement Data

In-Field Sensor Data

Aerial and Satellite Data

Others

Segmentation by Technology Function:

Positioning and Autosteer

Application Control and VRT

Remote Sensing and Imaging

Others

Segmentation by Application:

Agricultural Cooperatives

Farmland & Farms

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

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.

Deere & Company

CNH Industrial N.V.

AGCO Corporation

Kubota Corporation

CLAAS KGaA mbH

Yanmar Holdings Co., Ltd.

Topcon Corporation

Hexagon AB

Valmont Industries, Inc.

Lindsay Corporation

Ag Leader Technology, Inc.

CropX Technologies

Spraying Systems Co.

TSI Incorporated

SZ DJI Technology Co., Ltd.

Guangzhou Xaircraft Technology Co., Ltd.

FJ Dynamics Technology Co., Ltd.

Shanghai Huace Navigation Technology Ltd.

Beijing UniStrong Science & Technology Co., Ltd.

Guangzhou Hi-Target Navigation Tech Co., Ltd.

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