

# Global Precision Farming Market Research Report with Opportunities and Strategies to Boost Growth-COVID-19 Impact and Recovery

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# **Abstracts**

Precision agriculture (PA) is an approach to farm management that uses information technology (IT) to ensure that the crops and soil receive exactly what they need for optimum health and productivity. The goal of PA is to ensure profitability, sustainability and protection of the environment. PA is also known as satellite agriculture, as-needed farming and site-specific crop management (SSCM). Precision agriculture relies upon specialized equipment, software and IT services. The approach includes accessing realtime data about the conditions of the crops, soil and ambient air, along with other relevant information such as hyper-local weather predictions, labor costs and equipment availability. Predictive analytics software uses the data to provide farmers with guidance about crop rotation, optimal planting times, harvesting times and soil management. Based on the Precision Farming market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.



Key players in the global Precision Farming market covered in Chapter 5:

Cropmetrics

**Precision Planting** 

**AGCO** 

Trimble

Agjunction

Raven Industries

AG Leader Technology

Deere

Dickey-John

In Chapter 6, on the basis of types, the Precision Farming market from 2015 to 2025 is primarily split into:

Hardware

Software

Services

In Chapter 7, on the basis of applications, the Precision Farming market from 2015 to 2025 covers:

Field mapping

Yield monitoring

Crop scouting

Irrigation management

Inventory management

Weather tracking & forecasting

Farm labor management

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)

**United States** 

Canada

Mexico

Europe (Covered in Chapter 10)

Germany

UK

France



Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 11)

China

Japan

South Korea

Australia

India

South America (Covered in Chapter 12)

Brazil

Argentina

Columbia

Middle East and Africa (Covered in Chapter 13)

UAE

Egypt

South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025



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