

# **Dairy Herd Management Market by Product (Automated Systems (Milking, Feeding/Nutrition Management), Software (Cloud based, AI, Data Analytics)), Application (Breeding, Calf Management, Feeding,), Farm Size (Large, Medium, Small) - Global Forecast to 2026**

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## **Abstracts**

The global dairy herd management market is projected to reach USD 5.4 billion by 2026 from USD 3.7 billion in 2021, at a CAGR of 7.9% during the forecast period. The increasing herd size of dairy farms and growing consumption of milk and dairy products are the primary growth drivers for the dairy herd management market. Increasing public-private funding and investments in dairy farming and technological advancements are further aiding the market growth. On the other hand, ongoing campaigns to save dairy animals from unethical herd management practices are expected to restrain the growth of this market during the forecast period. Along with this, the shortage of trained dairy professionals is further expected to challenge the growth of this market. The dairy herd management market is segmented based on product, application, farm size, and region.

“Automated dairy management systems segment is expected to dominate the market during the forecast period.”

Based on product, the dairy herd management market is segmented into automated systems and software. Automated dairy management systems accounted for the largest share of the dairy herd management market in 2020. The large share of the automated systems segment is attributed to the increasing preference for automated systems due to their cost and labor efficiency.

“Milk harvesting segment to dominate the market during the forecast period.”

Based on application, the dairy herd management market is categorized into milk harvesting, feeding, breeding, cow comfort and heat stress management, calf management, health management, and other applications (such as genetic management, cattle sorting, and weighing). The milk harvesting segment held the largest share in 2020. The large share is attributed to the increasing preference for automated milk harvesting systems, high focus of farmers on increasing milk yield, and the growing demand for dairy products.

“Large-scale dairy farms segment to dominate the market during the forecast period.”

Based on farm size, the dairy herd management market is categorized into small-scale, medium-scale, and large-scale dairy farms. The large-scale dairy farms segment is expected to hold the majority of market share and have the highest growth rate. Large farms are capital-intensive but provide economies of scale to farm owners, thus making it feasible for them to use expensive technology such as milking robots or precision feeding systems.

“Europe will dominate the market during the forecast period.”

The global dairy herd management market is segmented into North America (the US and Canada), Europe (Germany, the UK, France, Netherlands, and the Rest of Europe), Asia Pacific (Japan, China, India, New Zealand & Australia, and the Rest of Asia Pacific), and the Rest of World. In 2020, Europe dominated the global dairy herd management market, followed by North America. The large share of the European market can be attributed to a well-established dairy herd management industry, significant funding for research in dairy herd management, increasing herd size of dairy farms, rapid technological adoption in dairy farms, and the high cost of labor.

The primary interviews conducted for this report can be categorized as follows:

By Company Type -Tier 1: 55%,Tier 2: 25% and Tier 20%

By Designation - C-level:43%, D-level:32%, and Others:25%

By Region - North America:38%, Europe:23%, Asia Pacific:29%, and Rest of the World: 10%

## List of Companies Profiled in the Report

DeLaval Inc. (Sweden)

Merck & Co., Inc. (US)

GEA Group Aktiengesellschaft (Germany)

BouMatic (US)

Afimilk Ltd. (Israel)

Fullwood Packo (UK)

Dairymaster (Ireland)

Lely (Netherlands)

VAS (US)

Sum-It (UK)

Pearson International LLC (Ireland)

Waikato Milking Systems NZ LP (New Zealand)

AB Agri Ltd (UK)

Nedap N.V. (Netherlands)

Hokofarm Group (Netherlands)

Vansun Technologies Private Limited (India)

miRobot (Israel)

CowManager (Netherlands)

IceRobotics Ltd (UK)

Connecterra B.V. (Netherlands)

Moocall (Ireland)

Cainthus (Ireland)

Milkplan (Greece)

Halo Systems (New Zealand)

Pellon Group (Finland)

#### Research Coverage:

This report provides a detailed picture of the global dairy herd management market. It aims at estimating the size and future growth potential of the market across different segments, such as product, application, farm size, and region. The report also analyzes factors (such as drivers, restraints, opportunities and challenges) affecting market growth. It evaluates the opportunities in the market for stakeholders and provides details of the competitive landscape for market leaders. The report also studies micromarkets with respect to their growth trends, prospects, and contributions to the total dairy herd management market. The report forecasts the revenue of the market segments with respect to four major regions.

#### Reasons to Buy the Report:

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on dairy herd management offered by the top 26 players in the dairy herd management market. The report analyses the dairy herd management market by product, application, farm size and region.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various dairy herd management across key geographic regions.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the dairy herd managementmarket.

**Competitive Assessment:** In-depth assessment of market ranking and strategies of the leading players in the dairy herd managementmarket.

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\*Details on Business overview, Products offered, Recent Developments, MNM view might not be captured in case of unlisted companies.



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## About

The dairy herd management market includes hardware and software products for herd management. These products enable farmers to plan and manage all aspects of dairy farming, from tracking and feeding cattle to devising and executing milking and immunization plans for each animal. The automation of dairy herd management serves to increase production efficiency and improves the quality of milk. The increased demand for dairy products will in turn drive the demand for dairy herd management products. Moreover, the increasing cost of labor will further fuel the demand for dairy herd management systems.

This report segments the global dairy herd management market by application, end user, product, and geography. The application segments included in this report are animal comfort, calf management, feeding management, heat stress management, milk harvesting, reproduction management, and other applications. The product segments are hardware and systems and standalone software. The hardware and systems segment is further categorized into accessories, cattle management systems, feeding management systems, and milk management systems. Similarly, the standalone software segment is further divided into on-premise software and web-based/cloud-based software. The end-user segments of the dairy herd management market are dairy farms and other end users such as academic organizations, non-government organizations, and research institutes. Dairy farms are further segmented into cooperative dairy farms, large-scale dairy farms, and small-scale dairy farms.

The report maps the application, end-user, and product segments in each of the 26 regional and geographic segments. The geographic segments included in this report are Asia, Europe, North America, and the Rest of the World (RoW). The regional segments in Asia are China, India, Japan, and the Rest of Asia. The regional segments in Europe are Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Netherlands, Poland, Russian Federation, Spain, Switzerland, the U.K., Ukraine, and the Rest of Europe; whereas North America consists of Canada, Mexico, and the U.S. The regional segments in the RoW region are Africa, Central and South America, the Middle East, and Pacific and Oceania. The report provides a granular understanding of the current market size and market forecast up to 2018 for all three market segments in each of these geographic and regional segments.

The report also includes the company profiles of market leaders. The profiles include financial performance, product portfolios, and relevant market developments for publicly

listed companies. The report also provides a competitive landscape of these market leaders and identifies the key growth strategies in this market.

The leading players in the global dairy herd management market are Afimilk, Ltd. (Israel), BouMatic (U.S.), DeLaval (Sweden), FarmWizard, Ltd. (Northern Ireland), GEA Group AG (Germany), Infovet (India), Lely Holdings S.A.R.L. (Netherlands), SCR Dairy, Inc. (Israel), Sum-IT Computer Systems, Ltd. (U.K.), and Valley Agricultural Software (U.S.).

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