

# **Greenhouse Irrigation System Market by Type (Drip Irrigation, Micro Sprinkler Irrigation, and Boom Irrigation), Application (Vegetables, Flowers & Ornamentals, Fruit Plants, and Nursery Crops), & by Region - Global Forecast to 2020**

<https://marketpublishers.com/r/GEE2F7B58DDEN.html>

Date: October 2015

Pages: 128

Price: US\$ 5,650.00 (Single User License)

ID: GEE2F7B58DDEN

## **Abstracts**

The demand on, and importance of, agriculture has been significantly increasing over the decades. Agricultural process needs inputs, such as land, water, light, energy, fertilizer, machinery, and labor. The irrigation system market gained importance due to the increasing need for water harvesting and decreasing time and labor input for agriculture industry. Since the beginning of agriculture, farmers had to constantly cope with different climatic conditions. This led to the development of the greenhouse irrigation system market. Greenhouse technology provides favorable climatic conditions to plants. This technology can be understood as a building where plants are grown under controlled micro environment.

Regulatory bodies are taking steps to generate awareness about this technology. The various advantages of using greenhouse technology are:

15-17 times increase in yield compared to outdoor cultivation

Increase in production year round due to favorable climatic conditions

Efficiency in utilization of chemicals and pesticides to control plant diseases

Increase in quality of produce

The global greenhouse irrigation system market is projected to reach USD 1.3 billion by 2020. In 2014, the market was dominated by Asia-Pacific, followed by Europe. The Asia-Pacific market is projected to grow at the highest CAGR owing to rapid growth in land area under greenhouses in the region.

The report provides both qualitative and quantitative analysis of the market. It includes market dynamics, opportunities, trends, competitive strategies preferred by key market players, and market drivers and restraints.

The market has been segmented on the basis of application, type, and geography. Drip irrigation, micro sprinkler irrigation, and boom irrigation systems are the segments based on different types of greenhouse irrigation system. In 2014, drip irrigation held the largest share of the global greenhouse irrigation system market. On the basis of application, the market has been segmented into vegetables, flowers & ornamentals, nursery crops, and fruits plants. The vegetables application segment dominated the global greenhouse irrigation system market in 2014. The market has also been analyzed for the following regions: North America, Asia-Pacific, Europe, and rest of the world (RoW). Asia-Pacific has the largest land area under greenhouse irrigation system in 2014.

#### Reasons to Buy the Report:

From an insightful perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high growth segments of the global greenhouse irrigation systems market, high-growth regions, countries, and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater market share. Firms purchasing the report could use any one or combination of the below mentioned five strategies for strengthening their market share.

**Market Penetration:** Comprehensive information on greenhouse irrigation systems offered by the top 10 players in the global market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various types and applications of greenhouse irrigation systems across the world

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in greenhouse irrigation system market

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED IN THE REPORT
- 1.4 CURRENCY & PRICING
- 1.5 LIMITATIONS
- 1.6 STAKE HOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - 2.1.1 SECONDARY DATA
    - 2.1.1.1 Key data from secondary sources
  - 2.1.2 PRIMARY DATA
    - 2.1.2.1 Key data from primary sources
    - 2.1.2.2 Key insights
    - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SHARE ESTIMATION
- 2.3 MARKET BREAKDOWN & DATA TRIANGULATION
- 2.4 ASSUMPTIONS

### 3 EXECUTIVE SUMMARY

### 4 PREMIUM INSIGHTS

- 4.1 SIGNIFICANT OPPORTUNITIES FOR GREENHOUSE IRRIGATION SYSTEM
- 4.2 GREENHOUSE IRRIGATION SYSTEM MARKET: MAJOR REGIONS
- 4.3 GREENHOUSE IRRIGATION SYSTEM MARKET IN ASIA-PACIFIC
- 4.4 GREENHOUSE IRRIGATION SYSTEM MARKET ATTRACTIVENESS
- 4.5 GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION
- 4.6 GREENHOUSE IRRIGATION SYSTEM MARKET: DEVELOPED VS. DEVELOPING NATIONS
- 4.7 LIFE CYCLE ANALYSIS, BY REGION

## **5 MARKET OVERVIEW**

### **5.1 INTRODUCTION**

### **5.2 EVOLUTION**

### **5.3 MARKET SEGMENTATION**

#### **5.3.1 BY TYPE**

#### **5.3.2 BY REGION**

#### **5.3.3 BY APPLICATION**

### **5.4 MARKET DYNAMICS**

#### **5.4.1 DRIVERS**

5.4.1.1 Global focus on efficient use of water

5.4.1.2 Demand for variety in crops around the year

5.4.1.3 Better quality crops, optimum plant growth and yield

5.4.1.4 Rising population & increasing demand

#### **5.4.2 RESTRAINTS**

5.4.2.1 High maintenance cost

5.4.2.2 Lack of technical know-how

5.4.2.3 High set-up cost

#### **5.4.3 OPPORTUNITIES**

5.4.3.1 New technology developments

5.4.3.2 Increase in greenhouse areas

## **6 INDUSTRY TRENDS**

### **6.1 INTRODUCTION**

### **6.2 VALUE CHAIN ANALYSIS**

### **6.3 PORTER'S FIVE FORCES ANALYSIS**

#### **6.3.1 THREAT OF NEW ENTRANTS**

#### **6.3.2 THREAT OF SUBSTITUTES**

#### **6.3.3 BARGAINING POWER OF SUPPLIERS**

#### **6.3.4 BARGAINING POWER OF BUYERS**

#### **6.3.5 INTENSITY OF COMPETITIVE RIVALRY**

## **7 GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE**

### **7.1 INTRODUCTION**

### **7.2 MARKET SIZE & PROJECTION**

### **7.3 DRIP IRRIGATION SYSTEM**

### **7.4 MICRO SPRINKLER IRRIGATION SYSTEM**

## 7.5 BOOM IRRIGATION SYSTEM

## 8 GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION

### 8.1 INTRODUCTION

### 8.2 VEGETABLES

### 8.3 FLOWERS & ORNAMENTALS MARKET

### 8.4 FRUIT PLANTS MARKET

### 8.5 NURSERY CROPS MARKET

## 9 GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION

### 9.1 INTRODUCTION

### 9.2 NORTH AMERICA

#### 9.2.1 U.S.

#### 9.2.2 CANADA

#### 9.2.3 MEXICO

### 9.3 EUROPE

#### 9.3.1 SPAIN

#### 9.3.2 TURKEY

#### 9.3.3 ITALY

#### 9.3.4 NETHERLANDS

#### 9.3.5 FRANCE

### 9.4 ASIA-PACIFIC

#### 9.4.1 CHINA

#### 9.4.2 SOUTH KOREA

#### 9.4.3 INDIA

#### 9.4.4 JAPAN

### 9.5 ROW

#### 9.5.1 BRAZIL

#### 9.5.2 ARGENTINA

#### 9.5.3 SOUTH AFRICA

#### 9.5.4 OTHERS

## 10 COMPETITIVE LANDSCAPE

### 10.1 OVERVIEW

### 10.2 NEW PRODUCT LAUNCHES & AGREEMENTS, PARTNERSHIPS, AND COLLABORATIONS: THE MOST ADOPTED GROWTH STRATEGIES

### 10.3 THE TORO COMPANY, JAIN IRRIGATION LTD., AND RAIN BIRD CORPORATION: MOST ACTIVE PARTICIPANTS

#### 10.4 COMPETITIVE SITUATION & TRENDS

##### 10.4.1 EXPANSIONS & INVESTMENTS

##### 10.4.2 MERGERS & ACQUISITIONS

##### 10.4.3 NEW PRODUCT LAUNCHES

##### 10.4.4 AGREEMENTS, PARTNERSHIPS & COLLABORATIONS

## 11 COMPANY PROFILES

(Company at a Glance, Recent Financials, Products & Services, Strategies & Insights, & Recent Developments)\*

### 11.1 GEOGRAPHIC REVENUE MIX OF TOP MARKET PLAYERS

#### 11.2 NETAFIM LTD.

#### 11.3 RIVULIS IRRIGATION LTD.

#### 11.4 JAIN IRRIGATION SYSTEMS LTD.

#### 11.5 VALMONT INDUSTRIES, INC.

#### 11.6 THE TORO COMPANY

#### 11.7 LINDSAY CORPORATION

#### 11.8 EPC INDUSTRIE LIMITED

#### 11.9 RAIN BIRD CORPORATION

#### 11.10 NELSON IRRIGATION CORPORATION

#### 11.11 IRRITEC S.P.A.

\*Details on company at a glance, recent financials, products & services, strategies & insights, & recent developments might not be captured in case of unlisted companies.

## 12 APPENDIX

### 12.1 MERGERS & ACQUISITIONS

### 12.2 NEW PRODUCT/TECHNOLOGY LAUNCH

### 12.3 AGREEMENTS AND CONTRACTS

### 12.4 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

### 12.5 AVAILABLE CUSTOMIZATIONS

### 12.6 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 INCREASING DEMAND FOR CROPS THROUGHOUT THE YEAR IS DRIVING THE GROWTH OF GREENHOUSE IRRIGATION SYSTEM MARKET

Table 2 INCREASING ENVIRONMENTAL CONCERNS ARE RESTRAINING THE GROWTH OF GREENHOUSE IRRIGATION SYSTEM MARKET

Table 3 INNOVATION IN GREENHOUSE IRRIGATION IS PAVING NEW GROWTH AVENUES IN THE GREENHOUSE IRRIGATION SYSTEM MARKET

Table 4 GREENHOUSE IRRIGATION SYSTEM MARKET SIZE, BY TYPE, 2013–2020 (USD MILLION)

Table 5 DRIP IRRIGATION SYSTEM IN GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION, 2013–2020 (USD MILLION)

Table 6 MICRO SPRINKLER SYSTEM IN GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION, 2013–2020 (USD MILLION)

Table 7 BOOM IRRIGATION SYSTEM IN GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION, 2013–2020 (USD MILLION)

Table 8 GREENHOUSE IRRIGATION SYSTEM MARKET SIZE, BY APPLICATION, 2013–2020 (USD MILLION)

Table 9 GREENHOUSE IRRIGATION SYSTEM MARKET IN VEGETABLES, BY REGION, 2013–2020 (USD MILLION)

Table 10 GREENHOUSE IRRIGATION SYSTEM MARKET IN FLOWERS & ORNAMENTALS, BY REGION, 2013–2020 (USD MILLION)

Table 11 GREENHOUSE IRRIGATION SYSTEM MARKET IN FRUIT PLANTS, BY REGION, 2013–2020 (USD MILLION)

Table 12 GREENHOUSE IRRIGATION SYSTEM MARKET IN NURSERY CROPS, BY REGION, 2013–2020 (USD MILLION)

Table 13 GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION, 2013–2020 (USD MILLION)

Table 14 NORTH AMERICA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY COUNTRY, 2013–2020 (USD MILLION)

Table 15 NORTH AMERICA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE, 2013–2020 (USD MILLION)

Table 16 NORTH AMERICA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 17 U.S.: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 18 CANADA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY



APPLICATION, 2013–2020 (USD MILLION)

Table 19 MEXICO: GREENHOUSE IRRIGATION SYSTEM MARKET, BY

APPLICATION, 2013–2020 (USD MILLION)

Table 20 EUROPE: GREENHOUSE IRRIGATION SYSTEM MARKET, BY COUNTRY,  
2013–2020 (USD MILLION)

Table 21 EUROPE: GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE,  
2013–2020 (USD MILLION)

Table 22 EUROPE: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 23 SPAIN: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION,  
2013–2020 (USD MILLION)

Table 24 TURKEY: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 25 ITALY: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION,  
2013–2020 (USD MILLION)

Table 26 NETHERLANDS: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 27 FRANCE.: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION (USD MILLION)

Table 28 ASIA-PACIFIC: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
COUNTRY, 2013–2020 (USD MILLION)

Table 29 ASIA-PACIFIC: GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE,  
2013–2020 (USD MILLION)

Table 30 ASIA-PACIFIC: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 31 CHINA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION,  
2013–2020 (USD MILLION)

Table 32 SOUTH KOREA: GREENHOUSE IRRIGATION SYSTEM MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 33 INDIA: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 34 JAPAN: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY  
APPLICATION, 2013–2020 (USD MILLION)

Table 35 ROW: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY COUNTRY,  
2013–2020 (USD MILLION)

Table 36 ROW: GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE,  
2013–2020 (USD MILLION)

Table 37 ROW: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION,  
2013–2020 (USD MILLION)

Table 38 BRAZIL: GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 39 ARGENTINA: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 40 SOUTH AFRICA: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 41 OTHERS: GREENHOUSE IRRIGATION SYSTEMS MARKET, BY APPLICATION, 2013–2020 (USD MILLION)

Table 42 EXPANSIONS, 2011–2015

Table 43 MERGERS & ACQUISITIONS, 2011–2015

Table 44 NEW PRODUCT LAUNCHES, 2011–2015

Table 45 AGREEMENTS, PARTNERSHIPS, & COLLABORATIONS, 2011–2015

## List Of Figures

### LIST OF FIGURES

Figure 1 GREENHOUSE IRRIGATION SYSTEM MARKET: RESEARCH DESIGN

Figure 2 MARKET SIZE ESTIMATION: BOTTOM-UP APPROACH

Figure 3 MARKET SIZE ESTIMATION: TOP-DOWN APPROACH

Figure 4 DATA TRIANGULATION

Figure 5 DRIP IRRIGATION TO DOMINATE THE GREENHOUSE IRRIGATION SYSTEM MARKET

Figure 6 GREENHOUSE IRRIGATION SYSTEM MARKET FOR VEGETABLES & NURSERY CROPS TO REGISTER THE HIGHEST CAGR BETWEEN 2015 & 2020

Figure 7 ASIA-PACIFIC HELD THE LARGEST MARKET SHARE IN 2014

Figure 8 HIGH GROWTH IN THE GREENHOUSE IRRIGATION SYSTEM MARKET FROM 2015 TO 2020

Figure 9 ASIA-PACIFIC TO GROW AT THE HIGHEST RATE BETWEEN 2015 & 2020

Figure 10 CHINA ACCOUNTS FOR THE LARGEST SHARE IN THE ASIA-PACIFIC REGION IN 2014

Figure 11 INCREASING GREENHOUSE AREA IN THE ASIA-PACIFIC REGION TO BOOST DEMAND FOR GREENHOUSE IRRIGATION SYSTEM BETWEEN 2015 & 2020

Figure 12 DRIP IRRIGATION SYSTEM DOMINATED THE GREENHOUSE IRRIGATION SYSTEM MARKET IN 2014

Figure 13 CHINA TO EMERGE AS LUCRATIVE MARKET (2015-2020)

Figure 14 ASIA-PACIFIC TO EXPERIENCE HIGH GROWTH IN THE FORECAST PERIOD FOR GREENHOUSE IRRIGATION SYSTEM (2015-2020)

Figure 15 DEVELOPMENT OF GREENHOUSE IRRIGATION SYSTEMS

Figure 16 GREENHOUSE IRRIGATION SYSTEM MARKET, BY TYPE

Figure 17 GREENHOUSE IRRIGATION SYSTEM MARKET, BY REGION

Figure 18 GREENHOUSE IRRIGATION SYSTEM MARKET, BY APPLICATION

Figure 19 OVERVIEW OF THE FORCES GOVERNING THE GREENHOUSE IRRIGATION SYSTEM

Figure 20 PRODUCTION PROCESS CONTRIBUTES MAJOR VALUE TO OVERALL PRICE OF GREENHOUSE IRRIGATION SYSTEMS

Figure 21 PORTER'S FIVE FORCES ANALYSIS

Figure 22 MICRO SPRINKLER IRRIGATION SYSTEM TO REGISTER THE HIGHEST CAGR IN THE NEXT FIVE YEARS (2015–2020)

Figure 23 ASIA-PACIFIC TO DRIVE THE DRIP IRRIGATION SEGMENT MARKET BETWEEN 2015 & 2020

Figure 24 EUROPE TO HAVE A SLUGGISH GROWTH IN THE MICRO SPRINKLER SEGMENT MARKET BETWEEN 2015 & 2020

Figure 25 ASIA-PACIFIC LEADS THE BOOM IRRIGATION APPLICATION SEGMENT MARKET BETWEEN 2015 & 2020

Figure 26 FRUIT PLANTS APPLICATION SEGMENT TO WITNESS STRONGEST GROWTH RATE BY 2020

Figure 27 ASIA-PACIFIC TO DRIVE THE VEGETABLES APPLICATION SEGMENT MARKET BETWEEN 2015 & 2020

Figure 28 HIGH ECONOMIC VALUE TO DRIVE THE FLOWERS & ORNAMENTALS APPLICATION SEGMENT MARKET BETWEEN 2015 & 2020

Figure 29 NORTH AMERICA IS THE FASTEST GROWING REGION IN FRUIT PLANTS BETWEEN 2015 & 2020

Figure 30 ASIA-PACIFIC IS THE FASTEST GROWING REGION IN NURSERY CROPS BETWEEN 2015 & 2020

Figure 31 MEXICO, CHINA & INDIA LIKELY TO BE THE FASTEST-GROWING MARKETS FOR GREENHOUSE IRRIGATION SYSTEM BETWEEN 2015 & 2020

Figure 32 NORTH AMERICAN MARKET SNAPSHOT

Figure 33 EUROPEAN MARKET SNAPSHOT:

Figure 34 ASIA-PACIFIC MARKET SNAPSHOT—CHINA IS THE MOST LUCRATIVE MARKET

Figure 35 COMPANIES ADOPTED NEW PRODUCT/TECHNOLOGY LAUNCHES AS ONE OF THE GROWTH STRATEGIES BETWEEN 2011 & 2015

Figure 36 EXPANSIONS, MERGERS & ACQUISITIONS, & NEW PRODUCT LAUNCHES ARE THE MOST PREFERRED STRATEGIES IN GREENHOUSE IRRIGATION SYSTEM MARKET

Figure 37 THE TORO COMPANY WAS THE MOST ACTIVE COMPANY IN TERMS OF DEVELOPMENTS BETWEEN 2011 & 2015

Figure 38 JAIN IRRIGATION SYSTEMS LTD.: COMPANY SNAPSHOT

Figure 39 JAIN IRRIGATION SYSTEMS LIMITED: SWOT ANALYSIS

Figure 40 VALMONT INDUSTRIES, INC.: COMPANY SNAPSHOT

Figure 41 VALMONT INDUSTRIES, INC.: SWOT ANALYSIS

Figure 42 THE TORO COMPANY: COMPANY SNAPSHOT

Figure 43 THE TORO COMPANY: SWOT ANALYSIS

Figure 44 LINDSAY CORPORATION: COMPANY SNAPSHOT

Figure 45 LINDSAY CORPORATION: SWOT ANALYSIS

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