

Livestock Monitoring - Company Evaluation Report, 2025

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Abstracts

The Livestock Monitoring Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Livestock Monitoring. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and industry trends. MarketsandMarkets 360 Quadrants evaluated over 62 companies, of which the Top 8 Livestock Monitoring Companies were categorized and recognized as quadrant leaders.

Livestock monitoring utilizes technology to continuously track the health, location, and behaviour of farm animals such as cattle, sheep, and swine. This is achieved through a network of connected devices, including sensor-equipped ear tags, smart collars, and ingestible boluses, which collect real-time data on vital signs like body temperature, activity levels, and rumination patterns. This data is transmitted to a central software platform, often powered by AI, which analyzes it to provide farmers with actionable insights for proactive management, turning raw data into valuable information for precision agriculture.

The primary driver for the livestock monitoring market is the growing global demand for meat and dairy products, which requires farmers to enhance productivity and operational efficiency. The technology enables early detection of illness, often before visible symptoms appear, reducing treatment costs and preventing herd outbreaks. It also helps optimize breeding cycles through heat detection and automates location tracking to prevent theft and aid in pasture management. A growing consumer demand for food traceability and higher animal welfare standards is also pushing farmers to adopt these transparent, data-driven systems.

Despite the benefits, several barriers hinder widespread adoption. The significant

upfront investment in sensors, gateways, and software can be prohibitive for many small and medium-sized farms. Ensuring the durability and reliability of electronic sensors in the harsh conditions of a farm environment is an ongoing technical challenge. Furthermore, a lack of consistent and robust internet connectivity in many rural areas can disrupt the real-time data flow that is crucial for the system's effectiveness. Farmers may also require training and support to learn how to interpret the data and integrate it into their daily operations.

The 360 Quadrant maps the Livestock Monitoring companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Livestock Monitoring quadrant. The top criteria for product footprint evaluation included Application [Milk Harvesting Management, Heat Detection Monitoring, Feeding Management, Heat Stress Management, Health Monitoring Management, Sorting & Weighing Management], Livestock Type [Cattle, Poultry, Swine, Equine, Others], Farm Size [Small Farms, Medium-sized Farms, Large Farms], Offering [Hardware, Software, Services].

Key Players:

Major vendors in the Livestock Monitoring market are Merck & Co., Inc. (US), GEA Group (Germany), DeLaval (Sweden), Nedap N.V. (Netherlands), and Afimilk Ltd. (Israel). The key strategies major vendors implement in the Livestock Monitoring market are partnerships, collaborations, product launches, and product enhancements.

Merck & Co., Inc.

Merck & Co., Inc. (known as MSD globally) is a premier biopharmaceutical company with a formidable presence in oncology and vaccines. Its growth is largely driven by the cancer immunotherapy powerhouse KEYTRUDA® and its HPV vaccine, GARDASIL®. Strategically, Merck is focused on expanding its oncology leadership and robust vaccine portfolio while actively pursuing business development to strengthen its future pipeline. The company also maintains a significant Animal Health division, providing a diverse range of veterinary medicines and services, underscoring its broad impact on both human and animal well-being worldwide.

GEA Group

GEA Group is a global leader in process technology and engineering, primarily for the food, beverage, and pharmaceutical industries. The German-based company provides

everything from individual machines like separators and homogenizers to complete, integrated processing lines. GEA's strategy is centered on enabling sustainable and efficient production, offering solutions that reduce energy consumption and enhance food safety. By focusing on digitalization, expanding its pharma services, and supporting the growth of "new food" alternatives, GEA solidifies its position as a critical technology partner for life's essential industries worldwide.

DeLaval

DeLaval is a global leader in the dairy farming industry, providing integrated solutions that cover every aspect of milk production. The Swedish company's portfolio ranges from traditional milking parlors to its advanced VMS™ robotic milking systems. DeLaval's core strategy is to drive the automation and digitalization of dairy farms, using its DelPro™ software platform to provide farmers with crucial data on herd health and productivity. By focusing on robotic technology, data-driven insights, and sustainable farming practices, DeLaval is cementing its role as a key partner for modern dairy producers worldwide.

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