

# **Livestock Monitoring Market by Livestock Type (Cattle, Poultry, Swine, Equine), Application (Milk Harvesting Management, Heat Detection Monitoring, Feeding Management, Health Monitoring Management), Offering and Geography - Global Forecast to 2030**

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## **Abstracts**

The livestock monitoring market is estimated to be worth USD 1.6 billion in 2022 and is projected to reach USD 3.7 billion by 2030, at a CAGR of 11.0% during the forecast period. Increasing focus on real-time monitoring and early disease detection, growing adoption of IoT and AI for livestock monitoring, rising demand for meat globally and cost-saving achieved through the adoption of livestock monitoring solutions are some of the major factors driving the market growth. However, high cost of livestock monitoring solutions and dearth of skills and limited understanding of technology among farmers are likely to hinder the market growth.

The market for hardware to account for the largest share during the forecast period

Growing use of hardware devices such as smart tags, sensors, camera-based systems, and GPS devices in livestock farms is a major factor driving the market growth. The other factors contributing to the market growth of the hardware market include the increase in average herd size and the number of livestock farms globally, advancements in sensor technologies, and the need to achieve cost savings. The growing adoption of livestock monitoring solutions, especially on large farms, is expected to create a global surge in demand for hardware components.

The market for feeding management is estimated to register the highest CAGR between

## 2022 and 2030 in livestock monitoring market

Feeding management solutions are used to formulate diet plans and ensure that the nutrients in the feed match the nutrient requirement of the herd. Advanced feeding management solutions help in formulating and updating diets regularly to ensure the supply of adequate nutrients and avoid overfeeding and fluctuations in milk production. The increasing availability of liquid and dry feeding systems is an important factor driving the market growth. Growing demand for dairy and meat products globally and the rising focus of farmers to improve the milk yield are some of the other factors boosting the market growth for feeding management systems.

The market for cattle to account for the largest share during the forecast period

Many market players offer tracking and monitoring solutions exclusively for cattle. Solutions such as RFID tracking devices help farmers track cattle on a regular basis. In recent years, there has been an increasing adoption of GPS-based systems due to their ability to provide real-time visibility for each animal. These systems not only help farmers accurately locate individual animals but also provide alerts in case of behavioral changes that may be a sign of injury or illness. Many governments globally imposed stringent regulations for the compulsory tagging of cattle, thereby driving the market growth for cattle. Moreover, the increased adoption of livestock monitoring solutions that facilitate automatic data capture is also expected to drive the market growth for the livestock monitoring market for cattle.

Livestock monitoring market in the Asia Pacific region is expected to witness a robust growth during 2022–2030

Livestock monitoring market in Asia Pacific is expected to register highest growth during the forecast period. Rapid population growth in the emerging economies of the region and the subsequent rise in the demand for meat and dairy products is exerting pressure on the suppliers of livestock products to become more efficient and productive, thus pushing the sales of livestock monitoring solutions upward. The growing adoption of advanced technologies such as AI and IoT for animal monitoring applications is also expected to drive market growth in this region. Moreover, growing awareness among farm owners regarding the benefits of using livestock monitoring solutions and efficient interpretation of data offered by software platforms and mobile applications are expected to further boost the demand for livestock monitoring solutions in the Asia Pacific region.

The breakup of primaries conducted during the study is depicted below:

By Company Type: Tier 1 – 50 %, Tier 2 – 30%, and Tier 3 –20%

By Designation: C-level Executives – 35%, Directors– 30% and Others – 35%

By Region: North America– 40%, Europe – 25%, Asia Pacific – 30%, and Rest of the World – 5%

The major players in the livestock monitoring market are Allflex Livestock Intelligence (Subsidiary of MSD Animal Health) (US), DeLaval (Sweden), Afimilk Ltd. (Israel), Nedap N.V. (Netherlands), BouMatic (US), ENGS Systems (Israel), CowManager B.V. (Netherlands), Dairymaster (Ireland), HerdInsights (Subsidiary of Datamars) (Ireland), and Zoetis (US).

### Research Coverage

The report segments the livestock monitoring market and forecasts its size, by value, based on region, offering, livestock type, and application. The report also provides a comprehensive review of drivers, restraints, opportunities, and challenges influencing the market growth. The report also covers qualitative aspects in addition to the quantitative aspects of the market.

### Key Benefits of Buying This Report

This report includes the market statistics pertaining to offering, livestock type, application and region

An in-depth value chain analysis has been done to provide deep insight into the livestock monitoring market.

Major market drivers, restraints, opportunities, and challenges have been detailed in this report.

The report includes an in-depth analysis and ranking of key players.

## Contents

### 1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

#### 1.3 STUDY SCOPE

##### 1.3.1 MARKETS COVERED

#### FIGURE 1 LIVESTOCK MONITORING MARKET SEGMENTATION

##### 1.3.2 GEOGRAPHIC SCOPE

#### FIGURE 2 LIVESTOCK MONITORING MARKET: GEOGRAPHIC SCOPE

##### 1.3.3 INCLUSIONS AND EXCLUSIONS

##### 1.3.4 INCLUSIONS AND EXCLUSIONS AT COMPANY LEVEL

##### 1.3.5 INCLUSIONS AND EXCLUSIONS AT OFFERING LEVEL

##### 1.3.6 INCLUSIONS AND EXCLUSIONS AT LIVESTOCK TYPE LEVEL

##### 1.3.7 INCLUSIONS AND EXCLUSIONS AT APPLICATION LEVEL

##### 1.3.8 INCLUSIONS AND EXCLUSIONS AT REGIONAL LEVEL

##### 1.3.9 YEARS CONSIDERED

#### 1.4 CURRENCY

#### 1.5 LIMITATIONS

#### 1.6 SUMMARY OF CHANGES

#### 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH APPROACH

#### FIGURE 3 LIVESTOCK MONITORING MARKET: RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

###### 2.1.1.1 Major secondary sources

###### 2.1.1.2 Secondary sources

##### 2.1.2 PRIMARY DATA

###### 2.1.2.1 Primary interviews with experts

###### 2.1.2.2 List of key primary interview participants

###### 2.1.2.3 Breakdown of primaries

###### 2.1.2.4 Primary sources

##### 2.1.3 SECONDARY AND PRIMARY RESEARCH

###### 2.1.3.1 Key industry insights

#### 2.2 MARKET SIZE ESTIMATION

#### FIGURE 4 RESEARCH FLOW OF MARKET SIZE ESTIMATION

- 2.2.1 BOTTOM-UP APPROACH
- FIGURE 5 BOTTOM-UP APPROACH
- 2.2.2 TOP-DOWN APPROACH
- FIGURE 6 TOP-DOWN APPROACH
- FIGURE 7 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS (APPROACH 1)
- FIGURE 8 MARKET SIZE ESTIMATION METHODOLOGY: SUPPLY-SIDE ANALYSIS (APPROACH 2)
- 2.2.3 MARKET PROJECTIONS
- 2.2.4 GROWTH FORECAST ASSUMPTIONS
- TABLE 1 MARKET GROWTH ASSUMPTIONS
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- FIGURE 9 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 RISK ASSESSMENT
- TABLE 2 RISK ASSESSMENT: LIVESTOCK MONITORING MARKET

### **3 EXECUTIVE SUMMARY**

- 3.1 POST-COVID-19: REALISTIC SCENARIO
- 3.2 POST-COVID-19: OPTIMISTIC SCENARIO
- 3.3 POST-COVID-19: PESSIMISTIC SCENARIO
- FIGURE 10 LIVESTOCK MONITORING MARKET: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS
- FIGURE 11 HARDWARE TO ACCOUNT FOR LARGEST SHARE OF LIVESTOCK MONITORING MARKET DURING FORECAST PERIOD
- FIGURE 12 CATTLE TO ACCOUNT FOR LARGEST SHARE OF LIVESTOCK MONITORING MARKET DURING FORECAST PERIOD
- FIGURE 13 FEEDING MANAGEMENT TO REGISTER FASTEST GROWTH DURING FORECAST PERIOD
- FIGURE 14 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE GROWTH OPPORTUNITIES IN LIVESTOCK MONITORING MARKET
- FIGURE 15 INCREASING REAL-TIME MONITORING AND EARLY DISEASE DETECTION TO SIGNIFICANTLY CONTRIBUTE TO MARKET GROWTH

4.2 LIVESTOCK MONITORING MARKET, BY OFFERING  
FIGURE 16 HARDWARE TO HOLD LARGEST SHARE OF LIVESTOCK  
MONITORING MARKET DURING FORECAST PERIOD

4.3 LIVESTOCK MONITORING MARKET, BY LIVESTOCK TYPE  
FIGURE 17 CATTLE TO HOLD LARGEST SHARE OF LIVESTOCK MONITORING  
MARKET DURING FORECAST PERIOD

4.4 LIVESTOCK MONITORING MARKET, BY APPLICATION  
FIGURE 18 HEALTH MONITORING MANAGEMENT TO ACCOUNT FOR LARGEST  
SHARE OF LIVESTOCK MONITORING MARKET DURING FORECAST PERIOD

4.5 LIVESTOCK MONITORING MARKET IN EUROPE, BY OFFERING AND  
COUNTRY, 2021

FIGURE 19 HARDWARE SEGMENT AND GERMANY HELD LARGEST SHARES OF  
LIVESTOCK MONITORING MARKET IN EUROPE, BY OFFERING AND COUNTRY  
RESPECTIVELY, IN 2021

## **5 MARKET OVERVIEW**

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 20 MARKET DYNAMICS: LIVESTOCK MONITORING MARKET

5.2.1 DRIVERS

5.2.1.1 Increasing focus on real-time monitoring and early disease detection

5.2.1.2 Growing adoption of IoT and AI for livestock monitoring

5.2.1.3 Rising demand for meat globally

FIGURE 21 GLOBAL MEAT PRODUCTION, BY REGION, 2020 (THOUSAND  
TONNES)

5.2.1.4 Cost-saving achieved through adoption of livestock monitoring solutions

FIGURE 22 IMPACT ANALYSIS OF DRIVERS ON LIVESTOCK MONITORING  
MARKET

5.2.2 RESTRAINTS

5.2.2.1 High cost of livestock monitoring solutions

5.2.2.2 Dearth of skills and limited understanding of technology among farmers

FIGURE 23 IMPACT ANALYSIS OF RESTRAINTS ON LIVESTOCK MONITORING  
MARKET

5.2.3 OPPORTUNITIES

5.2.3.1 Increasing number of dairy, poultry, and swine farms

FIGURE 24 CATTLE INVENTORY OF MAJOR COUNTRIES IN 2021 (MILLION  
UNITS)

5.2.3.2 Growing adoption of livestock monitoring solutions in developing countries

## FIGURE 25 IMPACT ANALYSIS OF OPPORTUNITIES IN LIVESTOCK MONITORING MARKET

### 5.2.4 CHALLENGES

5.2.4.1 Trade barriers and stringent government regulations

5.2.4.2 Global warming and other environmental concerns

## TABLE 3 EMISSIONS INTENSITY OF AGRICULTURAL COMMODITIES (KG CO<sub>2</sub> EQ/KG)

## FIGURE 26 IMPACT ANALYSIS OF CHALLENGES ON LIVESTOCK MONITORING MARKET

## 5.3 VALUE CHAIN ANALYSIS

### FIGURE 27 VALUE CHAIN ANALYSIS: LIVESTOCK MONITORING MARKET

### TABLE 4 LIVESTOCK MONITORING MARKET: VALUE CHAIN ANALYSIS

## 5.4 LIVESTOCK MONITORING MARKET ECOSYSTEM

### FIGURE 28 LIVESTOCK MONITORING MARKET ECOSYSTEM

## 5.5 KEY TECHNOLOGY TRENDS

5.5.1 BODY CONDITIONING SCORING (BCS) SYSTEMS

5.5.2 AGRICULTURAL DRONES

5.5.3 TECHNOLOGY ADOPTION IN DAIRY AND POULTRY FARMS

## 5.6 PRICING ANALYSIS

### TABLE 5 AVERAGE SELLING PRICE OF LIVESTOCK MONITORING SOLUTIONS

### FIGURE 29 ASP TREND FOR RFID TAGS USED FOR LIVESTOCK MONITORING

### FIGURE 30 ASP TREND FOR LIVESTOCK MONITORING SOFTWARE

## 5.7 LIST OF KEY PATENTS AND INNOVATIONS

### TABLE 6 PATENTS FILED DURING REVIEW PERIOD

### FIGURE 31 NUMBER OF PATENTS GRANTED FOR LIVESTOCK MONITORING

### FIGURE 32 TOP 10 COMPANIES WITH HIGHEST NUMBER OF PATENTS GRANTED DURING REVIEW PERIOD

### TABLE 7 KEY PATENTS RELATED TO LIVESTOCK MONITORING

## 5.8 PORTER'S FIVE FORCES ANALYSIS

### FIGURE 33 LIVESTOCK MONITORING MARKET: PORTER'S FIVE FORCES ANALYSIS–2021

### FIGURE 34 IMPACT OF PORTER'S FIVE FORCES ON LIVESTOCK MONITORING MARKET, 2021

### TABLE 8 LIVESTOCK MONITORING MARKET: PORTER'S FIVE FORCES ANALYSIS –2021

5.8.1 THREAT OF NEW ENTRANTS

5.8.2 THREAT OF SUBSTITUTES

5.8.3 BARGAINING POWER OF SUPPLIERS

5.8.4 BARGAINING POWER OF BUYERS

#### 5.8.5 INTENSITY OF COMPETITIVE RIVALRY

### 5.9 KEY STAKEHOLDERS & BUYING CRITERIA

#### 5.9.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 35 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP 3 APPLICATIONS

TABLE 9 INFLUENCE OF STAKEHOLDERS IN BUYING PROCESS FOR TOP 3 APPLICATIONS (%)

#### 5.9.2 BUYING CRITERIA

FIGURE 36 KEY BUYING CRITERIA FOR TOP 3 APPLICATIONS

TABLE 10 KEY BUYING CRITERIA FOR TOP 3 APPLICATIONS

### 5.10 CASE STUDIES

#### 5.10.1 ADOPTION OF COW MONITORS TO BOOST DAIRY PRODUCTION

TABLE 11 ALLFLEX: COW HEALTH MONITORING

5.10.2 USING NEDAP'S SOW FEEDING, HEAT DETECTION, AND SOW SEPARATION SYSTEMS TO REMODEL SOW BARN

TABLE 12 NEDAP N.V.: SOW BARN REMODELING

#### 5.10.3 CAINTHUS LAUNCHES FEED MONITORING TECHNOLOGY

TABLE 13 CAINTHUS: FEED MONITORING SYSTEM

### 5.11 TRADE DATA

TABLE 14 LIVE ANIMALS, EXPORT VALUES FOR MAJOR COUNTRIES, 2016–2020 (USD MILLION)

FIGURE 37 LIVE ANIMALS, EXPORT VALUES FOR MAJOR COUNTRIES, 2016–2020

TABLE 15 LIVE ANIMALS, IMPORT VALUES FOR MAJOR COUNTRIES, 2016–2020 (USD MILLION)

FIGURE 38 LIVE ANIMALS, IMPORT VALUES FOR MAJOR COUNTRIES, 2016–2020

### 5.12 REGULATORY ENVIRONMENT

#### 5.12.1 TARIFFS

TABLE 16 MFN TARIFFS FOR LIVE ANIMALS EXPORTED BY FRANCE

#### 5.12.2 GOVERNMENT REGULATIONS

##### 5.12.2.1 Australia

##### 5.12.2.2 Europe

#### 5.12.3 STANDARDS

##### 5.12.3.1 International Organization of Standardization (ISO)

### 5.13 TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESS

FIGURE 39 REVENUE SHIFT FOR LIVESTOCK MONITORING MARKET

## 6 LIVESTOCK MONITORING MARKET, BY OFFERING



## 6.1 INTRODUCTION

TABLE 17 LIVESTOCK MONITORING MARKET, BY OFFERING, 2018–2021 (USD MILLION)

FIGURE 40 SOFTWARE SEGMENT TO REGISTER HIGHEST GROWTH DURING FORECAST PERIOD

TABLE 18 LIVESTOCK MONITORING MARKET, BY OFFERING, 2022–2030 (USD MILLION)

## 6.2 HARDWARE

TABLE 19 LIVESTOCK MONITORING MARKET, BY HARDWARE COMPONENT, 2018–2021 (USD MILLION)

FIGURE 41 SMART TAGS TO ACCOUNT FOR LARGEST MARKET SHARE DURING FORECAST PERIOD

TABLE 20 LIVESTOCK MONITORING MARKET, BY HARDWARE COMPONENT, 2022–2030 (USD MILLION)

TABLE 21 LIVESTOCK MONITORING MARKET FOR HARDWARE, BY REGION, 2018–2021 (USD MILLION)

TABLE 22 LIVESTOCK MONITORING MARKET FOR HARDWARE, BY REGION, 2022–2030 (USD MILLION)

TABLE 23 LIVESTOCK MONITORING MARKET FOR HARDWARE IN NORTH AMERICA, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 24 LIVESTOCK MONITORING MARKET FOR HARDWARE IN NORTH AMERICA, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 25 LIVESTOCK MONITORING MARKET FOR HARDWARE IN EUROPE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 26 LIVESTOCK MONITORING MARKET FOR HARDWARE IN EUROPE, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 27 LIVESTOCK MONITORING MARKET FOR HARDWARE IN ASIA PACIFIC, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 28 LIVESTOCK MONITORING MARKET FOR HARDWARE IN ASIA PACIFIC, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 29 LIVESTOCK MONITORING MARKET FOR HARDWARE IN REST OF THE WORLD, BY REGION, 2018–2021 (USD MILLION)

TABLE 30 LIVESTOCK MONITORING MARKET FOR HARDWARE IN REST OF THE WORLD, BY REGION, 2022–2030 (USD MILLION)

### 6.2.1 SMART TAGS

6.2.1.1 Smart tags help farmers track individual animals

6.2.1.2 Ear tags

6.2.1.2.1 Ear tags help monitor animal health, verify ownership, and maintain medical history of individual animals

### 6.2.1.3 Leg tags

6.2.1.3.1 Leg tags are affixed to animals for providing real-time information to farmers

### 6.2.1.4 Neck tags

6.2.1.4.1 Neck tags are highly suited for applications such as heat detection and behavior monitoring

### 6.2.1.5 Bolus

6.2.1.5.1 Boluses provide a safe and tamper-proof method for livestock monitoring

## 6.2.2 SENSORS

6.2.2.1 Sensors are highly suited for various livestock monitoring applications

TABLE 31 LIVESTOCK MONITORING MARKET FOR HARDWARE, BY SENSOR TYPE, 2018–2021 (USD MILLION)

TABLE 32 LIVESTOCK MONITORING MARKET FOR HARDWARE, BY SENSOR TYPE, 2022–2030 (USD MILLION)

### 6.2.2.2 Temperature sensors

6.2.2.2.1 Temperature sensors are used to monitor body temperature of animals

### 6.2.2.3 Accelerometers

6.2.2.3.1 Accelerometers are mainly used to monitor grazing behavior

### 6.2.2.4 Motion sensors

6.2.2.4.1 Motion sensors are mainly used for behavior monitoring of livestock

### 6.2.2.5 Environmental humidity sensors

6.2.2.5.1 Environmental humidity sensors maintain temperature and humidity in farms

### 6.2.2.6 Others

## 6.2.3 CAMERAS

6.2.3.1 Increasing demand for remote monitoring to drive market growth

## 6.2.4 GPS

6.2.4.1 GPS-based systems track long-term and short-term behavior for effective livestock management

## 6.2.5 OTHERS

## 6.3 SOFTWARE

TABLE 33 LIVESTOCK MONITORING MARKET, BY SOFTWARE, 2018–2021 (USD MILLION)

FIGURE 42 CLOUD-BASED SOFTWARE TO ACCOUNT FOR LARGEST SHARE OF LIVESTOCK MONITORING SOFTWARE MARKET DURING FORECAST PERIOD

TABLE 34 LIVESTOCK MONITORING MARKET, BY SOFTWARE, 2022–2030 (USD MILLION)

TABLE 35 LIVESTOCK MONITORING MARKET FOR SOFTWARE, BY REGION, 2018–2021 (USD MILLION)

TABLE 36 LIVESTOCK MONITORING MARKET FOR SOFTWARE, BY REGION, 2022–2030 (USD MILLION)

TABLE 37 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN NORTH AMERICA, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 38 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN NORTH AMERICA, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 39 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN EUROPE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 40 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN EUROPE, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 41 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN ASIA PACIFIC, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 42 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN ASIA PACIFIC, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 43 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN REST OF THE WORLD, BY REGION, 2018–2021 (USD MILLION)

TABLE 44 LIVESTOCK MONITORING MARKET FOR SOFTWARE IN REST OF THE WORLD, BY REGION, 2022–2030 (USD MILLION)

#### 6.3.1 CLOUD-BASED

6.3.1.1 Advantages such as high scalability and flexibility to drive market growth for cloud-based livestock monitoring software

#### 6.3.2 PC-BASED

6.3.2.1 PC-based software facilitate reuse of software while migrating or upgrading from one system to another

#### 6.3.3 AI & DATA ANALYTICS

6.3.3.1 Adoption of AI & data analytics help farmers make important decisions pertaining to animal health

### 6.4 SERVICES

TABLE 45 LIVESTOCK MONITORING MARKET, BY SERVICE, 2018–2021 (USD MILLION)

FIGURE 43 MAINTENANCE & SUPPORT SERVICES TO ACCOUNT FOR LARGEST MARKET SHARE

TABLE 46 LIVESTOCK MONITORING MARKET, BY SERVICE, 2022–2030 (USD MILLION)

TABLE 47 LIVESTOCK MONITORING MARKET FOR SERVICES, BY REGION, 2018–2021 (USD MILLION)

TABLE 48 LIVESTOCK MONITORING MARKET FOR SERVICES, BY REGION, 2022–2030 (USD MILLION)

TABLE 49 LIVESTOCK MONITORING MARKET FOR SERVICES IN NORTH

AMERICA, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 50 LIVESTOCK MONITORING MARKET FOR SERVICES IN NORTH

AMERICA, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 51 LIVESTOCK MONITORING MARKET FOR SERVICES IN EUROPE, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 52 LIVESTOCK MONITORING MARKET FOR SERVICES IN EUROPE, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 53 LIVESTOCK MONITORING MARKET FOR SERVICES IN ASIA PACIFIC, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 54 LIVESTOCK MONITORING MARKET FOR SERVICES IN ASIA PACIFIC, BY COUNTRY, 2022–2030 (USD MILLION)

TABLE 55 LIVESTOCK MONITORING MARKET FOR SERVICES IN REST OF THE WORLD, BY REGION, 2018–2021 (USD MILLION)

TABLE 56 LIVESTOCK MONITORING MARKET FOR SERVICES IN REST OF THE WORLD, BY REGION, 2022–2030 (USD MILLION)

#### 6.4.1 INTEGRATION & DEPLOYMENT SERVICES

6.4.1.1 Integration & deployment services market to grow at highest CAGR during forecast period

#### 6.4.2 MANAGED SERVICES

6.4.2.1 Managed services by third-party vendors help in management of livestock monitoring activities

#### 6.4.3 MAINTENANCE & SUPPORT SERVICES

6.4.3.1 Growing adoption of hardware and software solutions to drive market growth for maintenance and support services

### 6.5 IMPACT OF COVID-19 ON OFFERINGS

FIGURE 44 LIVESTOCK MONITORING MARKET FOR HARDWARE: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

FIGURE 45 LIVESTOCK MONITORING MARKET FOR SOFTWARE: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

FIGURE 46 LIVESTOCK MONITORING MARKET FOR SERVICES: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

## 7 LIVESTOCK MONITORING MARKET, BY LIVESTOCK TYPE

### 7.1 INTRODUCTION

TABLE 57 LIVESTOCK MONITORING MARKET, BY LIVESTOCK TYPE, 2018–2021

(USD MILLION)

FIGURE 47 CATTLE SEGMENT TO ACCOUNT FOR LARGEST SHARE DURING FORECAST PERIOD

TABLE 58 LIVESTOCK MONITORING MARKET, BY LIVESTOCK TYPE, 2022–2030 (USD MILLION)

TABLE 59 GLOBAL LIVESTOCK POPULATION RANGE, BY REGION, 2021 (MILLION)

## 7.2 CATTLE

7.2.1 GROWING ADOPTION OF ADVANCED GPS-BASED SYSTEMS TO DRIVE MARKET GROWTH

TABLE 60 LIVESTOCK MONITORING MARKET FOR CATTLE, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 61 LIVESTOCK MONITORING MARKET FOR CATTLE, BY OFFERING, 2022–2030 (USD MILLION)

TABLE 62 LIVESTOCK MONITORING MARKET FOR CATTLE, BY TYPE, 2018–2021 (USD MILLION)

FIGURE 48 BEEF SEGMENT TO REGISTER HIGHER CAGR FOR LIVESTOCK MONITORING MARKET FOR CATTLE DURING FORECAST PERIOD

TABLE 63 LIVESTOCK MONITORING MARKET FOR CATTLE, BY TYPE, 2022–2030 (USD MILLION)

### 7.2.2 DAIRY

7.2.2.1 Growing demand for dairy products to drive market growth

### 7.2.3 BEEF

7.2.3.1 Need to monitor weight changes in beef cattle to drive market growth

## 7.3 POULTRY

7.3.1 GROWING CONCERNS RELATED TO HEALTH MONITORING OF POULTRY BIRDS TO DRIVE MARKET GROWTH

TABLE 64 LIVESTOCK MONITORING MARKET FOR POULTRY, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 65 LIVESTOCK MONITORING MARKET FOR POULTRY, BY OFFERING, 2022–2030 (USD MILLION)

## 7.4 SWINE

7.4.1 GROWING AWARENESS ABOUT BENEFITS OF LIVESTOCK MONITORING SOLUTIONS TO DRIVE MARKET GROWTH

TABLE 66 LIVESTOCK MONITORING MARKET FOR SWINE, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 67 LIVESTOCK MONITORING MARKET FOR SWINE, BY OFFERING, 2022–2030 (USD MILLION)

## 7.5 EQUINE

### 7.5.1 LIVESTOCK MONITORING SOLUTIONS MAINLY USED FOR FEED MONITORING AND WASTE MANAGEMENT IN EQUINE FARMS

TABLE 68 LIVESTOCK MONITORING MARKET FOR EQUINE, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 69 LIVESTOCK MONITORING MARKET FOR EQUINE, BY OFFERING, 2022–2030 (USD MILLION)

### 7.6 OTHERS

TABLE 70 LIVESTOCK MONITORING MARKET FOR OTHER LIVESTOCK TYPES, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 71 LIVESTOCK MONITORING MARKET FOR OTHER LIVESTOCK TYPES, BY OFFERING, 2022–2030 (USD MILLION)

## **8 LIVESTOCK MONITORING MARKET, BY APPLICATION**

### 8.1 INTRODUCTION

TABLE 72 LIVESTOCK MONITORING MARKET, BY APPLICATION, 2018–2021 (USD MILLION)

FIGURE 49 LIVESTOCK MONITORING MARKET FOR FEEDING MANAGEMENT TO REGISTER FASTEST GROWTH DURING FORECAST PERIOD

TABLE 73 LIVESTOCK MONITORING MARKET, BY APPLICATION, 2022–2030 (USD MILLION)

### 8.2 MILK HARVESTING MANAGEMENT

8.2.1 ADOPTION OF SOLUTIONS FOR AUTOMATED MILK HARVESTING TO DRIVE MARKET GROWTH

TABLE 74 LIVESTOCK MONITORING MARKET FOR MILK HARVESTING MANAGEMENT, BY REGION, 2018–2021 (USD MILLION)

TABLE 75 LIVESTOCK MONITORING MARKET FOR MILK HARVESTING MANAGEMENT, BY REGION, 2022–2030 (USD MILLION)

### 8.3 HEAT DETECTION MONITORING

8.3.1 NEED TO REDUCE LABOR COSTS AND ENSURE EFFECTIVE BREEDING TO DRIVE MARKET GROWTH FOR HEAT DETECTION MONITORING

TABLE 76 LIVESTOCK MONITORING MARKET FOR HEAT DETECTION MONITORING, BY REGION, 2018–2021 (USD MILLION)

TABLE 77 LIVESTOCK MONITORING MARKET FOR HEAT DETECTION MONITORING, BY REGION, 2022–2030 (USD MILLION)

### 8.4 FEEDING MANAGEMENT

8.4.1 NEED TO FORMULATE APPROPRIATE DIET PLANS FOR IMPROVED MILK PRODUCTION TO DRIVE MARKET GROWTH

TABLE 78 LIVESTOCK MONITORING MARKET FOR FEEDING MANAGEMENT, BY

REGION, 2018–2021 (USD MILLION)

TABLE 79 LIVESTOCK MONITORING MARKET FOR FEEDING MANAGEMENT, BY REGION, 2022–2030 (USD MILLION)

8.5 HEAT STRESS MANAGEMENT

8.5.1 GROWING NEED TO MANAGE HEAT STRESS TO ENSURE HIGH PRODUCTIVITY IN FARMS TO DRIVE MARKET GROWTH

TABLE 80 LIVESTOCK MONITORING MARKET FOR HEAT STRESS MANAGEMENT, BY REGION, 2018–2021 (USD MILLION)

TABLE 81 LIVESTOCK MONITORING MARKET FOR HEAT STRESS MANAGEMENT, BY REGION, 2022–2030 (USD MILLION)

8.6 HEALTH MONITORING MANAGEMENT

8.6.1 INCREASING NUMBER OF MARKET PLAYERS OFFERING HEALTH MONITORING SOLUTIONS TO DRIVE MARKET GROWTH

TABLE 82 LIVESTOCK MONITORING MARKET FOR HEALTH MONITORING MANAGEMENT, BY REGION, 2018–2021 (USD MILLION)

FIGURE 50 EUROPE TO ACCOUNT FOR LARGEST SHARE OF LIVESTOCK MONITORING MARKET FOR HEALTH MONITORING MANAGEMENT DURING FORECAST PERIOD

TABLE 83 LIVESTOCK MONITORING MARKET FOR HEALTH MONITORING MANAGEMENT, BY REGION, 2022–2030 (USD MILLION)

8.7 SORTING AND WEIGHING MANAGEMENT

8.7.1 GROWING AWARENESS ABOUT BENEFITS OF SORTING AND WEIGHING MANAGEMENT SOLUTIONS TO DRIVE MARKET GROWTH

TABLE 84 LIVESTOCK MONITORING MARKET FOR SORTING AND WEIGHING MANAGEMENT, BY REGION, 2018–2021 (USD MILLION)

TABLE 85 LIVESTOCK MONITORING MARKET FOR SORTING AND WEIGHING MANAGEMENT, BY REGION, 2022–2030 (USD MILLION)

## **9 GEOGRAPHIC ANALYSIS**

9.1 INTRODUCTION

FIGURE 51 INDIA TO GROW AT HIGHEST CAGR DURING FORECAST PERIOD

FIGURE 52 EUROPE TO LEAD LIVESTOCK MONITORING MARKET DURING FORECAST PERIOD

TABLE 86 LIVESTOCK MONITORING MARKET, BY REGION, 2018–2021 (USD MILLION)

TABLE 87 LIVESTOCK MONITORING MARKET, BY REGION, 2022–2030 (USD MILLION)

9.2 NORTH AMERICA

## FIGURE 53 SNAPSHOT OF LIVESTOCK MONITORING MARKET IN NORTH AMERICA

TABLE 88 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 89 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY OFFERING, 2022–2030 (USD MILLION)

TABLE 90 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 91 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY APPLICATION, 2022–2030 (USD MILLION)

TABLE 92 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 93 LIVESTOCK MONITORING MARKET IN NORTH AMERICA, BY COUNTRY, 2022–2030 (USD MILLION)

### 9.2.1 US

9.2.1.1 Growing labor costs and shortages to drive market growth in US

TABLE 94 LIVESTOCK MONITORING MARKET IN US, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 95 LIVESTOCK MONITORING MARKET IN US, BY OFFERING, 2022–2030 (USD MILLION)

### 9.2.2 CANADA

9.2.2.1 Increasing exports of beef to drive market growth in Canada

TABLE 96 LIVESTOCK MONITORING MARKET IN CANADA, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 97 LIVESTOCK MONITORING MARKET IN CANADA, BY OFFERING, 2022–2030 (USD MILLION)

### 9.2.3 IMPACT OF COVID-19 ON NORTH AMERICA

FIGURE 54 LIVESTOCK MONITORING MARKET IN NORTH AMERICA: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

## 9.3 EUROPE

FIGURE 55 SNAPSHOT OF LIVESTOCK MONITORING MARKET IN EUROPE

TABLE 98 LIVESTOCK MONITORING MARKET IN EUROPE, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 99 LIVESTOCK MONITORING MARKET IN EUROPE, BY OFFERING, 2022–2030 (USD MILLION)

TABLE 100 LIVESTOCK MONITORING MARKET IN EUROPE, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 101 LIVESTOCK MONITORING MARKET IN EUROPE, BY APPLICATION,



2022–2030 (USD MILLION)

TABLE 102 LIVESTOCK MONITORING MARKET IN EUROPE, BY COUNTRY,  
2018–2021 (USD MILLION)

TABLE 103 LIVESTOCK MONITORING MARKET IN EUROPE, BY COUNTRY,  
2022–2030 (USD MILLION)

#### 9.3.1 UK

9.3.1.1 Increasing adoption of livestock monitoring solutions in dairy and beef farms to drive market growth

TABLE 104 LIVESTOCK MONITORING MARKET IN UK, BY OFFERING, 2018–2021  
(USD MILLION)

TABLE 105 LIVESTOCK MONITORING MARKET IN UK, BY OFFERING, 2022–2030  
(USD MILLION)

#### 9.3.2 GERMANY

9.3.2.1 Initiatives taken by government to support agriculture and farming practices to drive market growth

TABLE 106 LIVESTOCK MONITORING MARKET IN GERMANY, BY OFFERING,  
2018–2021 (USD MILLION)

TABLE 107 LIVESTOCK MONITORING MARKET IN GERMANY, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.3.3 FRANCE

9.3.3.1 Favorable government initiatives to fuel market growth in France

TABLE 108 LIVESTOCK MONITORING MARKET IN FRANCE, BY OFFERING,  
2018–2021 (USD MILLION)

TABLE 109 LIVESTOCK MONITORING MARKET IN FRANCE, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.3.4 DENMARK

9.3.4.1 Increasing herd size to drive market growth in Denmark

TABLE 110 LIVESTOCK MONITORING MARKET IN DENMARK, BY OFFERING,  
2018–2021 (USD MILLION)

TABLE 111 LIVESTOCK MONITORING MARKET IN DENMARK, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.3.5 SWEDEN

9.3.5.1 Need for high milk yield in dairy farms expected to drive market growth in Sweden

TABLE 112 LIVESTOCK MONITORING MARKET IN SWEDEN, BY OFFERING,  
2018–2021 (USD MILLION)

TABLE 113 LIVESTOCK MONITORING MARKET IN SWEDEN, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.3.6 NETHERLANDS

9.3.6.1 Increasing labor costs and average herd size in farms to drive market growth  
TABLE 114 LIVESTOCK MONITORING MARKET IN NETHERLANDS, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 115 LIVESTOCK MONITORING MARKET IN NETHERLANDS, BY OFFERING, 2022–2030 (USD MILLION)

#### 9.3.7 REST OF EUROPE

TABLE 116 LIVESTOCK MONITORING MARKET IN REST OF EUROPE, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 117 LIVESTOCK MONITORING MARKET IN REST OF EUROPE, BY OFFERING, 2022–2030 (USD MILLION)

#### 9.3.8 IMPACT OF COVID-19 ON EUROPE

FIGURE 56 LIVESTOCK MONITORING MARKET IN EUROPE: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

### 9.4 ASIA PACIFIC

FIGURE 57 SNAPSHOT OF LIVESTOCK MONITORING MARKET IN ASIA PACIFIC

TABLE 118 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 119 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY OFFERING, 2022–2030 (USD MILLION)

TABLE 120 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY APPLICATION, 2018–2021 (USD MILLION)

TABLE 121 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY APPLICATION, 2022–2030 (USD MILLION)

TABLE 122 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 123 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC, BY COUNTRY, 2022–2030 (USD MILLION)

#### 9.4.1 CHINA

9.4.1.1 Consolidation of small farms to drive demand for automated solutions for livestock management in China

TABLE 124 LIVESTOCK MONITORING MARKET IN CHINA, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 125 LIVESTOCK MONITORING MARKET IN CHINA, BY OFFERING, 2022–2030 (USD MILLION)

#### 9.4.2 JAPAN

9.4.2.1 Aging workforce and government subsidies for adoption of milking robots to drive market growth in Japan

TABLE 126 LIVESTOCK MONITORING MARKET IN JAPAN, BY OFFERING,

2018–2021 (USD MILLION)

TABLE 127 LIVESTOCK MONITORING MARKET IN JAPAN, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.4.3 INDIA

9.4.3.1 India to register highest CAGR during forecast period

TABLE 128 LIVESTOCK MONITORING MARKET IN INDIA, BY OFFERING,  
2018–2021 (USD MILLION)

TABLE 129 LIVESTOCK MONITORING MARKET IN INDIA, BY OFFERING,  
2022–2030 (USD MILLION)

#### 9.4.4 AUSTRALIA & NEW ZEALAND

9.4.4.1 Increasing adoption of livestock monitoring solutions by dairy users to drive market growth in Australia & New Zealand

TABLE 130 LIVESTOCK MONITORING MARKET IN AUSTRALIA & NEW ZEALAND,  
BY OFFERING, 2018–2021 (USD MILLION)

TABLE 131 LIVESTOCK MONITORING MARKET IN AUSTRALIA & NEW ZEALAND,  
BY OFFERING, 2022–2030 (USD MILLION)

#### 9.4.5 REST OF ASIA PACIFIC

TABLE 132 LIVESTOCK MONITORING MARKET IN REST OF ASIA PACIFIC, BY  
OFFERING, 2018–2021 (USD MILLION)

TABLE 133 LIVESTOCK MONITORING MARKET IN REST OF ASIA PACIFIC, BY  
OFFERING, 2022–2030 (USD MILLION)

#### 9.4.6 IMPACT OF COVID-19 ON ASIA PACIFIC

FIGURE 58 LIVESTOCK MONITORING MARKET IN ASIA PACIFIC: GROWTH  
PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19  
SCENARIOS

### 9.5 REST OF THE WORLD

TABLE 134 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
OFFERING, 2018–2021 (USD MILLION)

TABLE 135 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
OFFERING, 2022–2030 (USD MILLION)

TABLE 136 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
APPLICATION, 2018–2021 (USD MILLION)

TABLE 137 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
APPLICATION, 2022–2030 (USD MILLION)

TABLE 138 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
REGION, 2018–2021 (USD MILLION)

TABLE 139 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD, BY  
REGION, 2022–2030 (USD MILLION)

#### 9.5.1 LATIN AMERICA

9.5.1.1 Latin America to account for largest market share in Rest of the World during forecast period

TABLE 140 LIVESTOCK MONITORING MARKET IN LATIN AMERICA, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 141 LIVESTOCK MONITORING MARKET IN LATIN AMERICA, BY OFFERING, 2022–2030 (USD MILLION)

TABLE 142 LIVESTOCK MONITORING MARKET IN LATIN AMERICA, BY COUNTRY, 2018–2021 (USD MILLION)

TABLE 143 LIVESTOCK MONITORING MARKET IN LATIN AMERICA, BY COUNTRY, 2022–2030 (USD MILLION)

#### 9.5.1.2 Mexico

9.5.1.2.1 Growing livestock industry to drive demand for livestock monitoring solutions in Mexico

#### 9.5.1.3 Brazil

9.5.1.3.1 Increasing prices of dairy products and growing awareness about benefits of livestock monitoring solutions to drive market growth

#### 9.5.1.4 Argentina

9.5.1.4.1 Large cattle population and increased focus on exporting livestock products to drive market growth

#### 9.5.1.5 Rest of Latin America

### 9.5.2 AFRICA

9.5.2.1 Growing investments and increased use of advanced farming solutions to drive market growth in Africa

TABLE 144 LIVESTOCK MONITORING MARKET IN AFRICA, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 145 LIVESTOCK MONITORING MARKET IN AFRICA, BY OFFERING, 2022–2030 (USD MILLION)

### 9.5.3 MIDDLE EAST

9.5.3.1 Increasing number of livestock farms and government initiatives to drive market growth in Middle East

TABLE 146 LIVESTOCK MONITORING MARKET IN MIDDLE EAST, BY OFFERING, 2018–2021 (USD MILLION)

TABLE 147 LIVESTOCK MONITORING MARKET IN MIDDLE EAST, BY OFFERING, 2022–2030 (USD MILLION)

### 9.5.4 IMPACT OF COVID-19 ON REST OF THE WORLD

FIGURE 59 LIVESTOCK MONITORING MARKET IN REST OF THE WORLD: GROWTH PROJECTIONS IN REALISTIC, OPTIMISTIC, AND PESSIMISTIC POST-COVID-19 SCENARIOS

## 10 COMPETITIVE LANDSCAPE

### 10.1 INTRODUCTION

### 10.2 MARKET EVALUATION FRAMEWORK

TABLE 148 OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS

FIGURE 60 COMPANIES ADOPTED ACQUISITIONS AS KEY GROWTH STRATEGY FROM 2018 TO 2021

#### 10.2.1 ORGANIC/INORGANIC GROWTH STRATEGIES

#### 10.2.2 PRODUCT PORTFOLIO

#### 10.2.3 GEOGRAPHIC PRESENCE

#### 10.2.4 MANUFACTURING FOOTPRINT

### 10.3 MARKET SHARE ANALYSIS, 2021

TABLE 149 MARKET SHARE ANALYSIS OF KEY COMPANIES IN LIVESTOCK MONITORING MARKET, 2021

### 10.4 HISTORICAL REVENUE ANALYSIS, 2016–2020

FIGURE 61 HISTORICAL REVENUE ANALYSIS OF MAJOR COMPANIES IN LIVESTOCK MONITORING MARKET, 2016–2020 (USD MILLION)

### 10.5 COMPANY EVALUATION QUADRANT

#### 10.5.1 STAR

#### 10.5.2 EMERGING LEADER

#### 10.5.3 PERVASIVE

#### 10.5.4 PARTICIPANT

FIGURE 62 LIVESTOCK MONITORING MARKET (GLOBAL): COMPANY EVALUATION QUADRANT, 2021

### 10.6 STARTUP/SME EVALUATION QUADRANT

#### 10.6.1 COMPETITIVE BENCHMARKING

TABLE 150 LIVESTOCK MONITORING MARKET: DETAILED LIST OF KEY STARTUP/SMES

TABLE 151 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES: OFFERING

TABLE 152 COMPETITIVE BENCHMARKING FOR STARTUPS/SMES: APPLICATION

TABLE 153 COMPETITIVE BENCHMARKING OF STARTUP/SMES: GEOGRAPHY

#### 10.6.2 PROGRESSIVE COMPANY

#### 10.6.3 RESPONSIVE COMPANY

#### 10.6.4 DYNAMIC COMPANY

#### 10.6.5 STARTING BLOCK

FIGURE 63 LIVESTOCK MONITORING MARKET (GLOBAL): STARTUP/SME EVALUATION QUADRANT, 2021

### 10.7 COMPANY PRODUCT FOOTPRINT

TABLE 154 COMPANY PRODUCT FOOTPRINT

TABLE 155 COMPANY OFFERING FOOTPRINT

TABLE 156 COMPANY APPLICATION FOOTPRINT

TABLE 157 COMPANY REGION FOOTPRINT

10.8 COMPETITIVE SCENARIO

FIGURE 64 STRATEGIES ADOPTED BY KEY PLAYERS, 2018–2021

10.8.1 PRODUCT LAUNCHES AND DEVELOPMENTS

TABLE 158 LIVESTOCK MONITORING MARKET, PRODUCT LAUNCHES AND DEVELOPMENTS, 2018–2022

10.8.2 DEALS

TABLE 159 LIVESTOCK MONITORING MARKET, DEALS, 2018–2022

10.8.3 OTHERS

TABLE 160 LIVESTOCK MONITORING MARKET, OTHER STRATEGIES (EXPANSIONS), 2018–2021

## **11 COMPANY PROFILES**

11.1 INTRODUCTION

11.2 KEY PLAYERS

(Business overview, Products/solutions offered, Recent Developments, MNM view)\*

11.2.1 ALLFLEX LIVESTOCK INTELLIGENCE (SUBSIDIARY OF MSD ANIMAL HEALTH)

TABLE 161 ALLFLEX: COMPANY OVERVIEW

TABLE 162 ALLFLEX: DEALS

TABLE 163 ALLFLEX: OTHERS

11.2.2 DELAVAL

TABLE 164 DELAVAL: COMPANY OVERVIEW

FIGURE 65 DELAVAL: COMPANY SNAPSHOT

TABLE 165 DELAVAL: PRODUCT LAUNCHES

TABLE 166 DELAVAL: DEALS

11.2.3 AFIMILK LTD.

TABLE 167 AFIMILK: COMPANY OVERVIEW

TABLE 168 AFIMILK: PRODUCT LAUNCHES

TABLE 169 AFIMILK: DEALS

TABLE 170 AFIMILK: OTHERS

11.2.4 NEDAP N.V.

TABLE 171 NEDAP: COMPANY OVERVIEW

FIGURE 66 NEDAP: COMPANY SNAPSHOT

TABLE 172 NEDAP: PRODUCT LAUNCHES

TABLE 173 NEDAP: DEALS

### 11.2.5 BOUMATIC

TABLE 174 BOUMATIC: COMPANY OVERVIEW

TABLE 175 BOUMATIC: PRODUCT LAUNCHES

TABLE 176 BOUMATIC: DEALS

### 11.2.6 ENGS SYSTEMS

TABLE 177 ENGS SYSTEMS: COMPANY OVERVIEW

### 11.2.7 COWMANAGER B.V.

TABLE 178 COWMANAGER B.V.: COMPANY OVERVIEW

TABLE 179 COWMANAGER B.V.: PRODUCT LAUNCHES

TABLE 180 COWMANAGER B.V.: DEALS

### 11.2.8 DAIRYMASTER

TABLE 181 DAIRYMASTER: COMPANY OVERVIEW

TABLE 182 DAIRYMASTER: DEALS

### 11.2.9 HERDINSIGHTS (SUBSIDIARY OF DATAMARS)

TABLE 183 HERDINSIGHTS: COMPANY OVERVIEW

TABLE 184 HERDINSIGHTS: PRODUCT LAUNCHES

TABLE 185 HERDINSIGHTS: DEALS

### 11.2.10 ZOETIS

TABLE 186 ZOETIS: COMPANY OVERVIEW

FIGURE 67 ZOETIS: COMPANY SNAPSHOT

TABLE 187 ZOETIS: PRODUCT LAUNCHES

TABLE 188 ZOETIS: DEALS

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

## 11.3 OTHER PLAYERS

### 11.3.1 SMAXTEC ANIMAL CARE GMBH

### 11.3.2 FULLWOOD PACKO

### 11.3.3 CAINTHUS

### 11.3.4 HOKOFARM GROUP

### 11.3.5 SUM-IT COMPUTER SYSTEMS

### 11.3.6 MOOCALL

### 11.3.7 VAS

### 11.3.8 SERKET

### 11.3.9 SENSAPHONE

### 11.3.10 ICEROBOTICS

### 11.3.11 GALLAGHER GROUP LIMITED

### 11.3.12 STELLAPPS TECHNOLOGIES

### 11.3.13 COWLAR

### 11.3.14 CONNECTERRA B.V.

11.3.15 FAROMATICS

## **12 APPENDIX**

12.1 INSIGHTS FROM INDUSTRY EXPERTS

12.2 DISCUSSION GUIDE

12.3 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

12.4 AVAILABLE CUSTOMIZATIONS

12.5 RELATED REPORTS

12.6 AUTHOR DETAILS



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