

# **Precision Farming Software Market by Delivery Model (On-premises, Cloud-based), Application (Yield Monitoring, Field Mapping, Variable Rate Application, Weather Tracking & Forecasting), Service, Technology and Region - Global Forecast to 2029**

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## **Abstracts**

The Precision Farming Software Market is projected to reach from USD 1.7 billion in 2024 to USD 3.1 billion by 2029; it is expected to grow at a CAGR of 12.5% from 2024 to 2029. Crop scouting serves as a vital component in precision farming, offering real-time, ground-level insights that complement data collected by sensors and drones. By providing immediate, on-the-ground observations, crop scouting empowers farmers to make decisions that are both accurate and timely. Additionally, crop scouting plays a crucial role in early issue detection, allowing farmers to identify problems such as pest infestations, diseases, and nutrient deficiencies before they escalate. This early detection enables farmers to take proactive measures to mitigate damage and prevent potential yield losses. Furthermore, the integration of scouting data into precision farming software enhances this proactive approach by enabling targeted interventions tailored to specific areas of the field. By leveraging the insights gained from crop scouting, farmers can implement precise and effective strategies to address issues, optimize resource allocation, and ultimately enhance overall crop health and productivity..

Key players operating in the precision farming software market are Deere & Company (US), Trimble Inc. (US), AGCO Corporation (US), Raven Industries, Inc. (US) and AgEagle Aerial Systems Inc (US).

The cloud-based delivery model is projected to grow at the highest CAGR during the forecast period.

The scalability of cloud-based solutions provides farmers with the flexibility to adapt their operations according to their requirements without significant infrastructure investments. This flexibility allows farmers to easily adjust the scale of their operations, whether they are managing a small family farm or a large commercial enterprise, without the need for extensive hardware upgrades. Additionally, the accessibility offered by cloud-based precision farming software enables farmers to monitor and manage their operations from any location with an internet connection. This accessibility empowers farmers to make timely decisions regardless of their physical location, thereby enhancing overall operational efficiency.

Variable rate technology is projected to have the highest growth during the forecast period.

Variable rate technology plays a crucial role in facilitating yield maximization by addressing spatial variability within fields and effectively managing various factors such as nutrient deficiencies, pest pressures, and irrigation needs. By utilizing VRT, farmers can tailor their input applications to the specific needs of different areas within their fields, optimizing crop growth and ultimately leading to higher yields and increased profitability. Additionally, VRT contributes to environmental sustainability by reducing over-application of inputs, thereby minimizing environmental impacts such as nutrient runoff and soil erosion. This targeted approach not only conserves resources but also helps protect ecosystems and water quality, promoting long-term sustainability in agriculture.

Asia Pacific region is likely to grow at the highest CAGR.

With the Asia Pacific region hosting a large and expanding population, the demand for food security is escalating, underscoring the critical role of precision farming software. By maximizing yields, enhancing crop quality, and mitigating post-harvest losses, precision farming software plays a pivotal role in meeting this growing demand for food. Moreover, the active promotion of precision farming by governments through subsidies, initiatives, and support programs further highlights its significance in bolstering food security. By incentivizing farmers to adopt precision farming practices, governments aim to increase agricultural productivity, reduce food shortages, and foster rural development. In essence, precision farming software stands as a key solution in addressing the challenges of food security in the Asia Pacific region, offering a pathway towards sustainable agricultural practices and ensuring a reliable food supply for the region's population.

## Breakdown of primaries

The study contains insights from various industry experts, ranging from component suppliers to Tier 1 companies and OEMs. The break-up of the primaries is as follows:

By Company Type - Tier 1 – 35%, Tier 2 – 40%, Tier 3 – 25%

By Designation— C-level Executives - 30%, Directors - 40%, Others – 30%

By Region—Americas - 40%, Europe - 32%, Asia Pacific - 23%, RoW - 5%

The precision farming software market is dominated by a few globally established players such as Deere & Company (US), Trimble Inc. (US), AGCO Corporation (US), Raven Industries, Inc. (US), AgEagle Aerial Systems Inc (US), AgJunction LLC (US), Ag Leader Technology (US), TOPCON CORPORATION (Japan), Climate LLC (US), TeeJet Technologies (US). The study includes an in-depth competitive analysis of these key players in the precision farming software market, with their company profiles, recent developments, and key market strategies.

## Research Coverage:

The report segments the precision farming software market and forecasts its size by delivery model, technology, application, and region. The report also discusses the drivers, restraints, opportunities, and challenges pertaining to the market. It gives a detailed view of the market across four main regions—Americas, Europe, Asia Pacific, and RoW. Supply chain analysis has been included in the report, along with the key players and their competitive analysis in the precision farming software ecosystem.

## Key Benefits to Buy the Report:

Analysis of Key Drivers (Rapid adoption of advanced technologies in precision farming software, Rapid adoption of advanced technologies in precision farming software, Rapid adoption of advanced technologies in precision farming software). Restraints (Rapid adoption of advanced technologies in precision farming software, Requires specialized expertise to navigate effectively). Opportunities (Requires specialized expertise to navigate effectively, Establishing intellectual property benefits on farming innovations, Rising use of

AI-based solutions in precision farming software, Adoption of digital technologies in sustainable farming) and Challenges (Legal, ethical and social barriers related to data ownership, privacy and security, Lack of standardization and compatibility among different technologies).

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the precision farming software market.

**Market Development:** Comprehensive information about lucrative markets – the report analyses the precision farming software market across varied regions

**Market Diversification:** Exhaustive information about new software, untapped geographies, recent developments, and investments in the precision farming software market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, and product offerings of leading players like Deere & Company (US), Trimble Inc. (US), AGCO Corporation (US), Raven Industries, Inc. (US), AgEagle Aerial Systems Inc (US) among others in the precision farming software market.

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\*Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats) might not be captured in case of unlisted companies.

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## About

According to the new market research report on the "Precision Farming Software Market by Software (Web & Cloud-based), Services (Consulting, Maintenance & Support, & Others), Hardware (Sensors, Guidance & Steering, GPS Devices, & Others), Application, & Geography - Analysis & Forecast to 2014 - 2020", the precision farming software & services market, in terms of value, is estimated to grow at a CAGR of 15.1% between 2014 and 2020, which includes an in-depth analysis of the solution types, applications, and geography.

APAC has been identified as the fastest-growing region, with India leading the way; whereas RoW is also among the major regions that are helping in the growth of this market.

MarketsandMarkets report describes the market trends, drivers, and challenges with respect to the precision farming software & services market and forecasts the market till 2020. This global report gives a detailed view of the market across the four geographies, namely the Americas, Europe, APAC, and RoW. The Americas and Europe were the largest regions in terms of the market value in 2014. APAC has been identified as the fastest-growing region, with India leading the way; whereas RoW is also among the major regions that are helping in the growth of this market. The report profiles the 10 most promising players in the precision farming software & services market.

The competitive landscape of the market presents a very interesting picture wherein the market players from different blocks of the precision farming software & services market value chain have come together to become a force to reckon with. The market is witnessing a large scale collaboration and partnership across the value chain with a number of tier 1 players around the globe.

The major players in this market include: Deere & Company (U.S.), Trimble Navigation, Ltd. (U.S.), Topcon Precision Agriculture (U.S.), SST Development Group, Inc. (U.S.), Monsanto Company (U.S.), Raven Industries, Inc. (U.S.), Dickey-John Corporation (U.S.), Ag Leader Technology (U.S.), AgJunction (U.S.), and CNH Industrial NV (U.K.).

MnM report is based on an in-depth research study on the precision farming software & services market across various applications such as crop management; farm inventory management; financial management; personnel management; weather tracking &

forecasting; and other agriculture applications which consist of demand forecasting, customer management, profit center analysis, and tax management.

The report focuses on the various types of emerging applications that are available commercially as well as the new market demand for the precision farming software & services market by 2020. The report profiles the major companies in the precision farming software market. The recent developments, adoption of technologies, and agreements to strengthen the growth of this market have also been discussed in detail. The report also provides the competitive landscapes of the key players, which indicate their growth strategies in terms of precision farming software & services market.

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