

Precision Harvesting - Company Evaluation Report, 2025

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Abstracts

The Precision Harvesting Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Precision Harvesting. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 19 Precision Harvesting Companies were categorized and recognized as quadrant leaders.

Precision harvesting involves the use of cutting-edge technologies such as GPS, sensors, robotics, and data analytics in harvesting operations to enhance yield, efficiency, and resource management. This approach enables farmers to make data-driven decisions in real-time, helping to reduce waste and dependence on manual labor.

The precision harvesting market includes the development, production, and implementation of advanced technologies and equipment designed to optimize the harvesting process in agriculture. It combines data-driven solutions, automation, and sensor-based systems to improve efficiency, accuracy, and sustainability during crop collection. This market covers hardware components like GPS devices, sensors, autonomous machinery, and software platforms for real-time monitoring, yield mapping, and decision-making assistance. The goal of precision harvesting is to lower labor costs, minimize crop loss, enhance yield quality, and promote sustainable farming practices across various agricultural sectors, such as field crops, horticulture, and greenhouse farming.

The 360 Quadrant maps the Precision Harvesting companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Precision Harvesting quadrant. The top criteria for product

footprint evaluation included By OFFERING (Hardware, Software, Services), By FARM SIZE (Large, Medium, Small), and By APPLICATION (Crops, Horticulture, Greenhouse, Other Applications).

Key players in the Precision Harvesting market include major global corporations and specialized innovators such as Deere & Company, CNH Industrial N.V., CLAAS KGaA mbH, AGCO Corporation, KUBOTA Corporation, TOPCON CORPORATION, SDF Group, PELLENC, AG Leader Technology, Trimble Inc., Hexagon AB, DICKEY-john, Bernard KRONE Holding SE & Co. KG, Harvest CROO Robotics LLC, FJDYNAMICS PTE.LTD., Ripe Robotics Pty Ltd, Sentera, MetoMotion, and Bonsai Robotics. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Deere & Company

Deere & Company stands as a market leader driven by its robust portfolio of precision technologies integrated into their combines, such as advanced yield mapping and moisture sensing. In 2024, they allocated 4.4% of their revenue to R&D, advancing features like HarvestSmart, which optimize harvesting processes in real-time. Emphasizing company analysis, Deere has continually refined its products, enabling superior company positioning and maintaining a competitive edge. However, reliance on the US market and limited diversification in product offerings remain potential competitive threats.

CNH Industrial N.V.

CNH Industrial N.V. excels with its brands Case IH and New Holland, which incorporate the IntelliSense automation and Precision Land Management (PLM) platforms. They invested 4.7% of R&D in digital farming solutions, enhancing their company product portfolio. CNH's company positioning is bolstered by the integration of modern automation with connectivity, assisting farmers across global markets. Their strategic strength lies in combining traditional agricultural equipment with smart technologies, expanding their overall company market share in precision harvesting.

CLAAS KGaA mbH

CLAAS KGaA mbH is recognized for its continuous hardware and digital innovation, with prominent products like the LEXION 8900 Terra Trac. Their precision harvesters employ real-time self-adjusting systems to enhance throughput and efficiency. Their

strategic choices have fortified their position as a pervasive player with a highly specialized product portfolio. Their commitment to technological development illustrates strong company profiles, enabling significant company ranking and leading in precision harvesting technology advancements.

Contents

1 INTRODUCTION

- 1.1 MARKET DEFINITION
- 1.2 INCLUSIONS AND EXCLUSIONS
- 1.3 STAKEHOLDERS

2 EXECUTIVE SUMMARY

3 MARKET OVERVIEW

- 3.1 INTRODUCTION
- 3.2 MARKET DYNAMICS
 - 3.2.1 DRIVERS
 - 3.2.1.1 Rising wage rates and labor shortage
 - 3.2.1.2 Growing emphasis on optimizing agricultural yield and reducing waste
 - 3.2.1.3 Mounting adoption of advanced technologies to enhance food security
 - 3.2.1.4 Rising integration of AI, IoT, and imaging technologies into harvesting equipment
 - 3.2.2 RESTRAINTS
 - 3.2.2.1 High upfront and ownership costs
 - 3.2.2.2 Limited interoperability and equipment compatibility
 - 3.2.2.3 Data privacy and connectivity issues
 - 3.2.3 OPPORTUNITIES
 - 3.2.3.1 Surging demand for high-value crops
 - 3.2.3.2 Expansion of leasing models and custom hiring centers in emerging economies
 - 3.2.4 CHALLENGES
 - 3.2.4.1 Lack of skilled operators and technical expertise
 - 3.2.4.2 Uneven adoption across geographies
- 3.3 SUPPLY CHAIN ANALYSIS
- 3.4 ECOSYSTEM ANALYSIS
- 3.5 IMPACT OF AI/GEN AI ON PRECISION HARVESTING MARKET

4 COMPETITIVE LANDSCAPE

- 4.1 OVERVIEW
- 4.2 KEY PLAYER STRATEGIES/RIGHT TO WIN, 2022–2025
- 4.3 MARKET SHARE ANALYSIS, 2024
- 4.4 REVENUE ANALYSIS, 2021–2024
- 4.5 COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024
 - 4.5.1 STARS
 - 4.5.2 EMERGING LEADERS
 - 4.5.3 PERVASIVE PLAYERS
 - 4.5.4 PARTICIPANTS
 - 4.5.5 COMPANY FOOTPRINT: KEY PLAYERS, 2024
 - 4.5.5.1 Company footprint
 - 4.5.5.2 Region footprint
 - 4.5.5.3 Offering footprint
- 4.6 COMPETITIVE SCENARIO
 - 4.6.1 PRODUCT LAUNCHES/ENHANCEMENTS
 - 4.6.2 DEALS

5 COMPANY PROFILES

- 5.1 INTRODUCTION
- 5.2 KEY PLAYERS
 - 5.2.1 DEERE & COMPANY
 - 5.2.1.1 Business overview
 - 5.2.1.2 Products/Solutions/Services offered
 - 5.2.1.3 Recent developments
 - 5.2.1.3.1 Product launches/enhancements
 - 5.2.1.3.2 Deals
 - 5.2.1.4 MnM view
 - 5.2.1.4.1 Key strengths/Right to win
 - 5.2.1.4.2 Strategic choices
 - 5.2.1.4.3 Weaknesses/Competitive threats
 - 5.2.2 CNH INDUSTRIAL N.V.
 - 5.2.2.1 Business overview
 - 5.2.2.2 Products/Solutions/Services offered
 - 5.2.2.3 Recent developments
 - 5.2.2.3.1 Product launches/enhancements
 - 5.2.2.3.2 Deals
 - 5.2.2.4 MnM view
 - 5.2.2.4.1 Key strengths/Right to win

- 5.2.2.4.2 Strategic choices
- 5.2.2.4.3 Weaknesses/Competitive threats
- 5.2.3 CLAAS KGAA MBH
 - 5.2.3.1 Business overview
 - 5.2.3.2 Products/Solutions/Services offered
 - 5.2.3.3 Recent developments
 - 5.2.3.3.1 Product launches/enhancements
 - 5.2.3.3.2 Deals
 - 5.2.3.4 MnM view
 - 5.2.3.4.1 Key strengths/Right to win
 - 5.2.3.4.2 Strategic choices
 - 5.2.3.4.3 Weaknesses/Competitive threats
- 5.2.4 AGCO CORPORATION
 - 5.2.4.1 Business overview
 - 5.2.4.2 Products/Solutions/Services offered
 - 5.2.4.3 Recent developments
 - 5.2.4.3.1 Product launches/enhancements
 - 5.2.4.3.2 Deals
 - 5.2.4.4 MnM view
 - 5.2.4.4.1 Key strengths/Right to win
 - 5.2.4.4.2 Strategic choices
 - 5.2.4.4.3 Weaknesses/Competitive threats
- 5.2.5 KUBOTA CORPORATION
 - 5.2.5.1 Business overview
 - 5.2.5.2 Products/Solutions/Services offered
 - 5.2.5.3 Recent developments
 - 5.2.5.3.1 Product launches/enhancements
 - 5.2.5.3.2 Deals
 - 5.2.5.4 MnM view
 - 5.2.5.4.1 Key strengths/Right to win
 - 5.2.5.4.2 Strategic choices
 - 5.2.5.4.3 Weaknesses/Competitive threats
- 5.2.6 TOPCON CORPORATION
 - 5.2.6.1 Business overview
 - 5.2.6.2 Products/Solutions/Services offered
 - 5.2.6.3 Recent developments
 - 5.2.6.3.1 Product launches/enhancements
 - 5.2.6.3.2 Deals
- 5.2.7 SDF GROUP

- 5.2.7.1 Business overview
- 5.2.7.2 Products/Solutions/Services offered
- 5.2.7.3 Recent developments
 - 5.2.7.3.1 Product launches/enhancements
 - 5.2.7.3.2 Deals
- 5.2.8 PELLENC
 - 5.2.8.1 Business overview
 - 5.2.8.2 Products/Solutions/Services offered
 - 5.2.8.3 Recent developments
 - 5.2.8.3.1 Product launches/enhancements
- 5.2.9 AG LEADER TECHNOLOGY
 - 5.2.9.1 Business overview
 - 5.2.9.2 Products/Solutions/Services offered
 - 5.2.9.3 Recent developments
 - 5.2.9.3.1 Deals
- 5.2.10 TRIMBLE INC.
 - 5.2.10.1 Business overview
 - 5.2.10.2 Products/Solutions/Services offered
 - 5.2.10.3 Recent developments
 - 5.2.10.3.1 Product launches/enhancements
 - 5.2.10.3.2 Deals
- 5.3 OTHER PLAYERS
 - 5.3.1 HEXAGON AB
 - 5.3.2 TEEJET TECHNOLOGIES
 - 5.3.3 DICKEY-JOHN
 - 5.3.4 BERNARD KRONE HOLDING SE & CO. KG
 - 5.3.5 HARVEST CROO ROBOTICS LLC
 - 5.3.6 FJDYNAMICS PTE.LTD.
 - 5.3.7 RIPE ROBOTICS PTY LTD
 - 5.3.8 SENTERA
 - 5.3.9 METOMOTION
 - 5.3.10 BONSAI ROBOTICS
 - 5.3.11 OCTINION
 - 5.3.12 GAMAYA
 - 5.3.13 TERSUS GNSS INC.
 - 5.3.14 U-BLOX
 - 5.3.15 SWIFT NAVIGATION, INC.

6 APPENDIX

6.1 RESEARCH METHODOLOGY

6.1.1 RESEARCH DATA

6.1.1.1 Secondary data

6.1.1.2 Primary data

6.1.2 RESEARCH ASSUMPTIONS

6.1.3 RESEARCH LIMITATIONS

6.1.4 RISK ANALYSIS

6.2 COMPANY EVALUATION MATRIX: METHODOLOGY

6.3 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

TABLE 1 ROLE OF COMPANIES IN PRECISION HARVESTING ECOSYSTEM

TABLE 2 PRECISION HARVESTING MARKET: OVERVIEW OF STRATEGIES ADOPTED BY KEY PLAYERS, JANUARY 2022–MAY 2025

TABLE 3 PRECISION HARVESTING MARKET: DEGREE OF COMPETITION, 2024

TABLE 4 PRECISION HARVESTING MARKET: REGION FOOTPRINT

TABLE 5 PRECISION HARVESTING MARKET: OFFERING FOOTPRINT

TABLE 6 PRECISION HARVESTING MARKET: PRODUCT LAUNCHES/ENHANCEMENTS, JANUARY 2022–MAY 2025

TABLE 7 PRECISION HARVESTING MARKET: DEALS, JANUARY 2022–MAY 2025

TABLE 8 DEERE & COMPANY: COMPANY OVERVIEW

TABLE 9 DEERE & COMPANY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 10 DEERE & COMPANY: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 11 DEERE & COMPANY: DEALS

TABLE 12 CNH INDUSTRIAL N.V.: COMPANY OVERVIEW

TABLE 13 CNH INDUSTRIAL N.V.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 14 CNH INDUSTRIAL N.V.: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 15 CNH INDUSTRIAL N.V.: DEALS

TABLE 16 CLAAS KGAA MBH: COMPANY OVERVIEW

TABLE 17 CLASS KGAA MBH: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 18 CLASS KGAA MBH: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 19 CLAAS KGAA MBH: DEALS

TABLE 20 AGCO CORPORATION: COMPANY OVERVIEW

TABLE 21 AGCO CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 22 AGCO CORPORATION: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 23 AGCO CORPORATION: DEALS

TABLE 24 KUBOTA CORPORATION: COMPANY OVERVIEW

TABLE 25 KUBOTA CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 26 KUBOTA CORPORATION: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 27 KUBOTA CORPORATION: DEALS

TABLE 28 TOPCON CORPORATION: COMPANY OVERVIEW

TABLE 29 TOPCON CORPORATION: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 30 TOPCON CORPORATION: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 31 TOPCON CORPORATION: DEALS

TABLE 32 SDF GROUP: COMPANY OVERVIEW

TABLE 33 SDF GROUP: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 34 SDF GROUP: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 35 SDF GROUP: DEALS

TABLE 36 PELLENC: COMPANY OVERVIEW

TABLE 37 PELLENC: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 38 PELLENC: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 39 AG LEADER TECHNOLOGY: COMPANY OVERVIEW

TABLE 40 AG LEADER TECHNOLOGY: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 41 AG LEADER TECHNOLOGY: DEALS

TABLE 42 TRIMBLE INC.: COMPANY OVERVIEW

TABLE 43 TRIMBLE INC.: PRODUCTS/SOLUTIONS/SERVICES OFFERED

TABLE 44 TRIMBLE INC.: PRODUCT LAUNCHES/ENHANCEMENTS

TABLE 45 TRIMBLE INC.: DEALS

TABLE 46 PRECISION HARVESTING MARKET: RESEARCH ASSUMPTIONS

TABLE 47 PRECISION HARVESTING MARKET: RISK ANALYSIS

List Of Figures

LIST OF FIGURES

FIGURE 1 PRECISION HARVESTING MARKET SIZE, 2021–2030

FIGURE 2 SOFTWARE SEGMENT TO REGISTER HIGHEST CAGR FROM 2025 TO 2030

FIGURE 3 MEDIUM FARM SIZE SEGMENT TO ACCOUNT FOR LARGEST MARKET SHARE IN 2030

FIGURE 4 CROPS SEGMENT TO HOLD LARGEST SHARE OF PRECISION HARVESTING MARKET IN 2025

FIGURE 5 AMERICAS HELD LARGEST SHARE OF PRECISION HARVESTING MARKET IN 2024

FIGURE 6 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

FIGURE 7 IMPACT ANALYSIS: DRIVERS

FIGURE 8 IMPACT ANALYSIS: RESTRAINTS

FIGURE 9 IMPACT ANALYSIS: OPPORTUNITIES

FIGURE 10 IMPACT ANALYSIS: CHALLENGES

FIGURE 11 SUPPLY CHAIN ANALYSIS

FIGURE 12 ECOSYSTEM ANALYSIS

FIGURE 13 IMPACT OF AI/GEN AI ON PRECISION HARVESTING MARKET

FIGURE 14 MARKET SHARE ANALYSIS OF COMPANIES OFFERING PRECISION HARVESTING SOLUTIONS, 2024

FIGURE 15 PRECISION HARVESTING MARKET: REVENUE ANALYSIS OF THREE KEY PLAYERS, 2021–2024

FIGURE 16 PRECISION HARVESTING MARKET: COMPANY EVALUATION MATRIX (KEY PLAYERS), 2024

FIGURE 17 PRECISION HARVESTING MARKET: COMPANY FOOTPRINT

FIGURE 18 DEERE & COMPANY: COMPANY SNAPSHOT

FIGURE 19 CNH INDUSTRIAL N.V.: COMPANY SNAPSHOT

FIGURE 20 AGCO CORPORATION: COMPANY SNAPSHOT

FIGURE 21 KUBOTA CORPORATION: COMPANY SNAPSHOT

FIGURE 22 TOPCON CORPORATION: COMPANY SNAPSHOT

FIGURE 23 TRIMBLE INC.: COMPANY SNAPSHOT

FIGURE 24 PRECISION HARVESTING MARKET: RESEARCH DESIGN

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