

# **Agricultural Variable Rate Technology Market by Offering (Hardware, Software, Service), Type (Fertilizer Vrt, Crop Protection Vrt), Crop Type, Application Method, Farm Size, Application Fit and Region - Global Forecast to 2027**

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## **Abstracts**

The global agriculture VRT market is estimated to be valued at USD 7.4 billion in 2022. It is projected to reach USD 13.7 billion by 2027, recording a CAGR of 13.2% during the forecast period. The most significant factor driving the agriculture VRT market is the increasing focus on farm efficiency and productivity. The implementation of agriculture VRT has the potential to change agriculture for good, making this traditional activity more efficient and predictable. Increasing global food demand, extended profitability & production, and crop monitoring for yield production benefits are the major factors for the growth of the agriculture VRT market. Also, government initiatives in every country are helping farmers use optimized agriculture and technological tools and improve their production levels.

The high-tech solution providers offer drones, sensors, control systems, and software that support the application of agriculture variable rate technologies. The growing use of these high-tech solutions in agriculture variable rate is creating growth opportunities for agriculture VRT providers. Moreover, technological advancements in the equipment used to maximize the yield are helping players strengthen their position in the agriculture variable rate market. The automation of farming processes will rise in the future with technological advancements. The applications of sensors and imagery and control systems and the use of data management and big data and AI will become prevalent, helping new entrants establish their position in the market.

“Asia Pacific is projected to witness the grow at CAGR of 16.0% “

The Asia Pacific region is projected to grow at the highest CAGR of 16.0% during the forecast period. The agriculture VRT market in each region has witnessed the development of many subsidiaries, business units, and research centers of key players and employs strategies to achieve strong research and distribution networks with regional players to withstand stiff competition and capture a significant market share. Asia Pacific is one of the fastest-growing markets for agri-tech. It is one of the prospective markets for agriculture VRT, as it has large farmlands and a high population growth rate. Asia Pacific has an extensive land area, which comprises countries such as China, Japan, India, South Korea, and Australia. Population expansion in the region's developing countries is mounting pressure on the agriculture industry to increase productivity, fueling the demand for VRT. Drones to plant seeds, and spray pesticides and fertilizers are growing in popularity in the Southeast Asian country as it grapples with a labor shortage that worsened during the coronavirus pandemic, with restrictions on workers' movement.

“The map-based VRT segment dominates the market growing at a CAGR of 12.8%”

The map-based VRT segment is the most widely used application method of agriculture VRT across the globe. Map-based VRT is popular majorly due to its cost effectiveness and lack of skilled farmers for operating sensor based VRT. There is huge cost involved for the sensor based VRT which makes farmers hesitant for using sensor-based VRT. However in developed countries such as US , Canada there is increase in the adoption of sensor-based VRT.

“The variable rate hardware segment dominates the market with 50.4% of total market share in terms of value.”

On the basis of offering, the variable rate technology is categorized into hardware, VRT service and VRT software. The huge investment in Hardware such as Guidance and steering system witness the largest market share. The guidance and steering systems have the highest application in advanced economies and on large farm holdings to improve agriculture productivity. Farmers can use various hardware devices to collect farm-related data, which would help them make better decisions and increase the productivity of their lands and crops.

“Rapid adoption of advanced technologies in agriculture variable rate to reduce labor cost”

The adoption of advanced technologies is helping farmers to cover a large area of their fields in less time and more efficiently. Agriculture variable rate is an advanced farming technique involving cutting-edge technologies that enable farmers to increase productivity and minimize labor costs. Remote sensing technology helps to monitor and manage land, water, and other resources. In the next 10 years, advanced technologies in agriculture variable rate are expected to gain momentum and reduce the need for and costs associated with manual labor.

#### Break-up of Primaries:

By Company Type: Tier 1 – 40.0%, Tier 2- 30.0%, Tier 3 – 30.0%

By Designation: Managers – 50.0%, CXOs – 30.0%, and Executives- 20.0%

By Region: Europe - 25%, Asia Pacific – 35%, North America - 5%, South America - 10%, RoW – 25%

#### Leading players profiled in this report:

Deere & Company (US)

Trimble, Inc (US)

AGCO Corporation (US)

Topcon Corporation (Japan)

CNH Industrial NV (UK)

Kubota Corporation (Japan)

Yara International (Norway)

SZ DJI Technology Co., Ltd. (China)

Valmont Industries, Inc (US)

Lindsay Corporation (US)

Hexagon (Brazil)

AgJunction (Brazil)

Teejet Technologies (US)

AG Leader Technology (US)

The Climate Corporation (US)

#### Research Coverage:

The report segments the agriculture variable rate technology market on the basis of Offering, Type, Crop Type, Application Method, Farm Size, Application Fit, and Region. In terms of insights, this report has focused on various levels of analyses—the competitive landscape, farm size analysis, and company profiles, which together comprise and discuss views on the emerging & high-growth segments of the global agriculture variable rate technology, high-growth regions, countries, government initiatives, drivers, restraints, opportunities, and challenges.

#### Reasons to buy this report:

To get a comprehensive overview of the agriculture variable rate technology market

To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

To gain insights about the major countries/regions in which the agriculture variable rate technology market is flourishing

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 STUDY SCOPE
- FIGURE 1 MARKET SEGMENTATION
- TABLE 1 INCLUSIONS AND EXCLUSIONS
- 1.4 REGIONS COVERED
- 1.5 PERIODIZATION CONSIDERED
- 1.6 CURRENCY CONSIDERED
- TABLE 2 USD EXCHANGE RATES CONSIDERED, 2015–2021
- 1.7 STAKEHOLDERS

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 2 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: RESEARCH DESIGN
    - 2.1.1 SECONDARY DATA
    - 2.1.2 PRIMARY DATA
      - 2.1.2.1 Key industry insights
      - 2.1.2.2 Breakdown of primaries
      - 2.1.2.3 Key data from primary sources
- 2.2 MARKET SIZE ESTIMATION
  - 2.2.1 BOTTOM-UP APPROACH
    - 2.2.1.1 Approach for capturing the market size using the bottom-up analysis (Demand side)
    - FIGURE 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
  - 2.2.2 TOP-DOWN APPROACH
    - 2.2.2.1 Approach for capturing the market size using the top-down analysis (Demand side)
    - FIGURE 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
- 2.3 DATA TRIANGULATION
  - FIGURE 5 DATA TRIANGULATION
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 RESEARCH LIMITATIONS
- 2.6 COVID-19 HEALTH ASSESSMENT

FIGURE 6 COVID-19: THE GLOBAL PROPAGATION

FIGURE 7 COVID-19 PROPAGATION: SELECT COUNTRIES

2.7 COVID-19 ECONOMIC ASSESSMENT

FIGURE 8 REVISED GROSS DOMESTIC PRODUCT FORECASTS FOR SELECT G20 COUNTRIES IN 2020

2.7.1 COVID-19 ECONOMIC IMPACT—SCENARIO ASSESSMENT

FIGURE 9 CRITERIA IMPACTING THE GLOBAL ECONOMY

FIGURE 10 SCENARIOS IN TERMS OF RECOVERY OF THE GLOBAL ECONOMY

### **3 EXECUTIVE SUMMARY**

FIGURE 11 FRUITS & VEGETABLES SEGMENT TO BE THE FASTEST-GROWING CROP TYPE DURING THE FORECAST PERIOD

FIGURE 12 VRT SOFTWARE SEGMENT TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

FIGURE 13 LARGE FARMS SEGMENT TO DOMINATE THE MARKET DURING THE FORECAST PERIOD

FIGURE 14 MAP-BASED VRT TO BE MORE WIDELY USED FROM 2022 TO 2027

FIGURE 15 ASIA PACIFIC TO REGISTER THE HIGHEST GROWTH RATE, 2022–2027

### **4 PREMIUM INSIGHTS**

4.1 ATTRACTIVE OPPORTUNITIES IN THE AGRICULTURE VRT MARKET

FIGURE 16 RISING DEMAND FOR TECHNOLOGY IN FARMING TO DRIVE THE MARKET DURING THE FORECAST PERIOD

4.2 AGRICULTURE VRT MARKET, BY TYPE

FIGURE 17 FERTILIZER VRT SEGMENT TO DOMINATE THE AGRICULTURE VRT MARKET

BY TYPE

4.3 NORTH AMERICAN AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY REGION & OFFERING

FIGURE 18 NORTH AMERICA HELD THE LARGEST SHARE IN THE GLOBAL AGRICULTURE VRT MARKET IN 2021

4.4 AGRICULTURE VRT MARKET, BY APPLICATION METHOD

FIGURE 19 NORTH AMERICA TO DOMINATE THE AGRICULTURE VRT MARKET IN 2021

4.5 COUNTRY-WISE ANALYSIS OF THE AGRICULTURE VRT MARKET

FIGURE 20 NORTH AMERICA HELD THE LARGEST SHARE OF THE

## AGRICULTURE VRT MARKET IN 2021

### 5 MARKET OVERVIEW

#### 5.1 INTRODUCTION

#### 5.2 MARKET DYNAMICS

##### FIGURE 21 AGRICULTURE VRT MARKET DYNAMICS

###### 5.2.1 DRIVERS

5.2.1.1 Rapid adoption of advanced technologies in agriculture variable rate to reduce labor cost

5.2.1.2 Improved efficiency and productivity through improved crop yields and field quality

5.2.1.3 Increase in the average age of farmers in developed countries

###### 5.2.2 RESTRAINTS

5.2.2.1 High costs of agriculture VRT equipment

5.2.2.2 Small size of landholdings and limited availability of skilled labor

###### 5.2.3 OPPORTUNITIES

5.2.3.1 Growing adoption of technologically advanced equipment and tools in the agriculture industry

5.2.3.2 VRT services provided by leading market players in developing economies

###### 5.2.4 CHALLENGES

5.2.4.1 Difficulty in collecting and analyzing multiple farm data

5.2.4.2 Lack of standardization in the agriculture variable rate industry

#### 5.3 IMPACT OF COVID-19 ON MARKET DYNAMICS

### 6 INDUSTRY TRENDS

#### 6.1 INTRODUCTION

#### 6.2 COVID-19 IMPACT ON THE AGRICULTURE VRT MARKET

#### 6.3 VALUE CHAIN

##### FIGURE 22 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: VALUE CHAIN

6.3.1 RESEARCH AND DEVELOPMENT

6.3.2 HARDWARE COMPONENT PROVIDERS

6.3.3 SOFTWARE PROVIDERS

6.3.4 SERVICE PROVIDERS

6.3.5 APPLICATIONS

#### 6.4 SUPPLY CHAIN

##### FIGURE 23 PRODUCT DEVELOPMENT AND MANUFACTURING PLAY A VITAL

## ROLE IN THE SUPPLY CHAIN FOR THE AGRICULTURE VRT MARKET

### 6.5 TECHNOLOGY ANALYSIS

#### 6.5.1 REMOTE SENSING

##### 6.5.1.1 Active remote sensing

##### 6.5.1.2 Passive remote sensing

#### 6.5.2 AGRICULTURE DRONES/UNMANNED AERIAL VEHICLES (UAVS)

#### 6.5.3 INTERNET OF THINGS (IOT)

### 6.6 ECOSYSTEM

#### TABLE 3 AGRICULTURE VRT MARKET: ECOSYSTEM

### 6.7 TRENDS/DISRUPTIONS IMPACTING THE CUSTOMER'S BUSINESS

#### FIGURE 24 YC-YCC: REVENUE SHIFT FOR THE AGRICULTURE VRT MARKET

### 6.8 PATENT ANALYSIS

#### TABLE 4 KEY PATENTS PERTAINING TO AGRICULTURE VRT, 2020–2021

### 6.9 TRADE ANALYSIS

#### TABLE 5 IMPORT DATA FOR HS CODE 8433, BY COUNTRY, 2016–2020 (USD BILLION)

#### TABLE 6 EXPORT DATA FOR HS CODE 8433, BY COUNTRY, 2016–2020 (USD BILLION)

### 6.10 PORTER'S FIVE FORCES ANALYSIS

#### TABLE 7 AGRICULTURE VRT MARKET: PORTER'S FIVE FORCES ANALYSIS

##### 6.10.1 INTENSITY OF COMPETITIVE RIVALRY

##### 6.10.2 THREAT OF SUBSTITUTES

##### 6.10.3 BARGAINING POWER OF BUYERS

##### 6.10.4 BARGAINING POWER OF SUPPLIERS

##### 6.10.5 THREAT OF NEW ENTRANTS

### 6.11 CASE STUDIES ANALYSIS

#### 6.11.1 USE CASE 1: VARIABLE RATE AGRICULTURE BY AGCO USING INTERNET OF THINGS TECHNOLOGY

#### 6.11.2 AGJUNCTION HELPED EFARMERS TO DEVELOP AFFORDABLE AUTOSTEER FOR FARMERS

##### 6.11.3 USE OF IOT IN AGRICULTURE VRT

### 6.12 REGULATORY POLICIES

### 6.13 KEY CONFERENCES & EVENTS IN 2022-2023

#### TABLE 8 AGRICULTURE VRT MARKET: DETAILED LIST OF CONFERENCES & EVENTS

## **7 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY OFFERING**

### 7.1 INTRODUCTION



FIGURE 25 HARDWARE SEGMENT TO DOMINATE THE MARKET BY 2027 IN TERMS OF VALUE

TABLE 9 AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2019–2021 (USD MILLION)

TABLE 10 AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2022–2027 (USD MILLION)

## 7.2 HARDWARE

TABLE 11 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2019–2021 (USD MILLION)

TABLE 12 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 13 GLOBAL: AGRICULTURE VRT HARDWARE MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 14 GLOBAL: AGRICULTURE VRT HARDWARE MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 7.2.1 GUIDANCE AND STEERING SYSTEMS

TABLE 15 GLOBAL: GUIDANCE AND STEERING SYSTEMS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 16 GLOBAL: GUIDANCE AND STEERING SYSTEMS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 7.2.2 FLOW AND APPLICATION CONTROL DEVICES

TABLE 17 GLOBAL: FLOW AND APPLICATION CONTROL DEVICES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 18 GLOBAL: FLOW AND APPLICATION CONTROL DEVICES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 7.2.3 GPS/DGPS RECEIVERS

TABLE 19 GLOBAL: GPS/DGPS RECEIVERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 20 GLOBAL: GPS/DGPS RECEIVERS HARDWARE MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 7.2.4 HANDHELD COMPUTERS

TABLE 21 GLOBAL: HANDHELD COMPUTERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 22 GLOBAL: HANDHELD COMPUTERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 7.2.5 YIELD MONITORS

TABLE 23 GLOBAL: YIELD MONITORS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 24 GLOBAL: YIELD MONITORS HARDWARE MARKET SIZE, BY REGION,

2022–2027 (USD MILLION)

#### 7.2.6 SENSORS

TABLE 25 GLOBAL: SENSORS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 26 GLOBAL: SENSORS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

7.2.6.1 Soil sensors

7.2.6.2 Nutrient sensors

7.2.6.3 Moisture sensors

#### 7.2.7 DISPLAYS

TABLE 27 GLOBAL: DISPLAYS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 28 GLOBAL: DISPLAYS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 7.2.8 OTHERS

TABLE 29 GLOBAL: OTHERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 30 GLOBAL: OTHERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 7.3 VRT SOFTWARE

TABLE 31 GLOBAL: AGRICULTURE VRT SOFTWARE MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 32 GLOBAL: AGRICULTURE VRT SOFTWARE MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 7.4 VRT SERVICE

TABLE 33 AGRICULTURE VRT SERVICES MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 34 AGRICULTURE VRT SERVICES MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

##### 7.4.1 FARM OPERATION SERVICES

TABLE 35 GLOBAL: FARM OPERATION SERVICES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 36 GLOBAL: FARM OPERATION SERVICES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

##### 7.4.2 INTEGRATION AND CONSULTING SERVICES

TABLE 37 GLOBAL: INTEGRATION AND CONSULTING SERVICES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 38 GLOBAL: INTEGRATION AND CONSULTING SERVICES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

## **8 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY TYPE**

### **8.1 INTRODUCTION**

TABLE 39 AGRICULTURE VRT MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 40 AGRICULTURE VRT MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

### **8.2 FERTILIZER VRT**

TABLE 41 GLOBAL: FERTILIZER VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 42 GLOBAL: FERTILIZER VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

TABLE 43 GLOBAL: FERTILIZER VRT MARKET SIZE, BY FERTILIZER VRT, 2019–2021 (USD MILLION)

TABLE 44 GLOBAL: FERTILIZER VRT MARKET SIZE, BY FERTILIZER VRT, 2022–2027 (USD MILLION)

#### **8.2.1 UREA VRT**

TABLE 45 GLOBAL: UREA VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 46 GLOBAL: UREA VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### **8.2.2 UAN VRT**

TABLE 47 GLOBAL: UAN VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 48 GLOBAL: UAN VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### **8.2.3 NH3 VRT**

TABLE 49 GLOBAL: NH3 VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 50 GLOBAL: NH3 VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### **8.2.4 OTHER VRT**

TABLE 51 GLOBAL: OTHER VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 52 GLOBAL: OTHER VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### **8.3 CROP PROTECTION CHEMICAL VRT**

TABLE 53 GLOBAL: CROP PROTECTION CHEMICAL VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 54 GLOBAL: CROP PROTECTION CHEMICAL VRT MARKET SIZE, BY

## REGION, 2022–2027 (USD MILLION)

### 8.4 SOIL SENSING

TABLE 55 GLOBAL: SOIL SENSING MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 56 GLOBAL: SOIL SENSING MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 8.5 SEEDING VRT

TABLE 57 GLOBAL: SEEDING VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 58 GLOBAL: SEEDING VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 8.6 YIELD MONITORING

TABLE 59 GLOBAL: YIELD MONITORING MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 60 GLOBAL: YIELD MONITORING MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 8.7 IRRIGATION VRT

TABLE 61 GLOBAL: IRRIGATION VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 62 GLOBAL: IRRIGATION VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 8.8 OTHER VRT TYPES

TABLE 63 GLOBAL: OTHER VRT TYPES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 64 GLOBAL: OTHER VRT TYPES MARKET SIZE BY REGION, 2022–2027 (USD MILLION)

## **9 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY CROP TYPE**

### 9.1 INTRODUCTION

FIGURE 26 CEREALS & GRAINS SEGMENT TO DOMINATE THE MARKET BY 2027

TABLE 65 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2019–2021 (USD MILLION)

TABLE 66 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2022–2027 (USD MILLION)

TABLE 67 GLOBAL: CEREALS AND GRAINS MARKET SIZE, BY CEREALS & GRAINS, 2019–2021 (USD MILLION)

TABLE 68 GLOBAL: CEREALS AND GRAINS MARKET SIZE, BY CEREALS & GRAINS, 2022–2027 (USD MILLION)

TABLE 69 GLOBAL: OIL SEEDS& PULSES MARKET SIZE, BY OILSEEDS & PULSES, 2019–2021 (USD MILLION)

TABLE 70 GLOBAL: OIL SEEDS& PULSES MARKET SIZE, BY OILSEEDS & PULSES, 2022–2027 (USD MILLION)

## 9.2 CEREALS & GRAINS

FIGURE 27 CEREALS & GRAINS IN AGRICULTURE VRT MARKET SIZE, BY REGION, 2022 VS. 2027 (USD MILLION)

TABLE 71 GLOBAL: CEREALS AND GRAINS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 72 GLOBAL: CEREALS AND GRAINS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 9.2.1 CORN

TABLE 73 GLOBAL: CORN MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 74 GLOBAL: CORN MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 9.2.2 WHEAT

TABLE 75 GLOBAL: WHEAT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 76 GLOBAL: WHEAT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 9.2.3 OTHERS CEREALS AND GRAINS

TABLE 77 GLOBAL: OTHERS CEREALS AND GRAINS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 78 GLOBAL: OTHERS CEREALS AND GRAINS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

## 9.3 OILSEEDS & PULSES

TABLE 79 GLOBAL: OILSEEDS & PULSES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 80 GLOBAL: OILSEEDS & PULSES MARKET SIZE, 2022–2027 (USD MILLION)

### 9.3.1 SOYBEAN

TABLE 81 GLOBAL: SOYABEANS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 82 GLOBAL: SOYABEANS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 9.3.2 COTTON

TABLE 83 GLOBAL: COTTON MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 84 GLOBAL: COTTON MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 9.3.3 OTHERS OIL SEEDS AND PULSES

TABLE 85 GLOBAL: OTHERS OIL SEEDS AND PULSES MARKET SIZE, BY

REGION, 2019–2021 (USD MILLION)

TABLE 86 GLOBAL: OTHERS OIL SEEDS AND PULSES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

9.4 FRUITS & VEGETABLES

TABLE 87 GLOBAL: FRUITS & VEGETABLES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 88 GLOBAL: FRUITS & VEGETABLES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

9.5 OTHERS

TABLE 89 GLOBAL: OTHERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 90 GLOBAL: OTHERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

## **10 AGRICULTURAL VARIABLE RATE TECHNOLOGY MARKET, BY APPLICATION METHOD**

10.1 INTRODUCTION

FIGURE 28 MAP-BASED VRT SEGMENT TO DOMINATE THE MARKET BY 2027 IN TERMS OF VALUE

TABLE 91 GLOBAL: AGRICULTURAL VARIABLE RATE TECHNOLOGY MARKET SIZE, BY APPLICATION METHOD, 2019–2021 (USD MILLION)

TABLE 92 GLOBAL: AGRICULTURAL VARIABLE RATE TECHNOLOGY MARKET SIZE, BY APPLICATION METHOD, 2022–2027 (USD MILLION)

TABLE 93 AGRICULTURE VRT MARKET SIZE, BY SENSOR -BASED VRT, 2019–2021 (USD MILLION)

TABLE 94 AGRICULTURE VRT MARKET SIZE, BY SENSOR-BASED VRT, 2022–2027 (USD MILLION)

10.2 MAP-BASED VRT

TABLE 95 GLOBAL: MAP-BASED VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 96 GLOBAL: MAP-BASED VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

10.3 SENSOR-BASED VRT

TABLE 97 GLOBAL: SENSOR-BASED VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 98 GLOBAL: SENSOR-BASED VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

10.3.1 ACTIVE OPTICAL SENSORS

TABLE 99 GLOBAL: ACTIVE OPTICAL SENSORS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 100 GLOBAL: ACTIVE OPTICAL SENSOR MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 10.3.2 DRONE-BASED VRT

TABLE 101 GLOBAL: DRONE-BASED MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 102 GLOBAL: DRONE-BASED MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 10.3.3 SATELLITE-BASED VRT

TABLE 103 GLOBAL: SATELLITE-BASED VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 104 GLOBAL: SATELLITE-BASED VRT SIZE, BY REGION, 2022–2027 (USD MILLION)

## **11 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY FARM SIZE**

### 11.1 INTRODUCTION

TABLE 105 AGRICULTURE VRT MARKET SIZE, BY FARM SIZE, 2019–2021 (USD MILLION)

TABLE 106 AGRICULTURE VRT MARKET SIZE, BY FARM SIZE, 2022–2027 (USD MILLION)

### 11.2 LARGE FARMS

TABLE 107 LARGE FARM MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 108 LARGE FARM MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 11.3 MID-SIZED FARMS

TABLE 109 MID-SIZED FARMS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 110 MID-SIZED FARMS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### 11.4 SMALL FARMS

TABLE 111 SMALL FARM MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 112 SMALL FARM MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

## **12 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY APPLICATION FIT**

### 12.1 INTRODUCTION

TABLE 113 AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2019–2021

(USD MILLION)

TABLE 114 AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2022–2027

(USD MILLION)

12.2 FERTILIZER

TABLE 115 AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 116 AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 117 GLOBAL: FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 118 GLOBAL: FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1 SPECIALTY FERTILIZERS

TABLE 119 AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 120 AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 121 GLOBAL: SPECIALTY FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 122 GLOBAL: SPECIALTY FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.1 Specialty compounds

TABLE 123 AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2019–2021 (USD MILLION)

TABLE 124 AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2022–2027 (USD MILLION)

TABLE 125 GLOBAL: SPECIALTY COMPOUNDS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 126 GLOBAL: SPECIALTY COMPOUNDS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.1.1 Nitrogen compounds

TABLE 127 GLOBAL: NITROGEN COMPOUNDS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 128 GLOBAL: NITROGEN COMPOUNDS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.1.2 Phosphate compounds

TABLE 129 GLOBAL: PHOSPHATE COMPOUNDS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 130 GLOBAL: PHOSPHATE COMPOUNDS MARKET SIZE, BY REGION,



2022–2027 (USD MILLION)

12.2.1.1.3 Potash compounds

TABLE 131 GLOBAL: POTASH COMPOUNDS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 132 GLOBAL: POTASH COMPOUNDS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.2 Water soluble fertilizers

TABLE 133 GLOBAL: WATER SOLUBLE FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 134 GLOBAL: WATER SOLUBLE FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.3 Enhanced efficiency fertilizers

TABLE 135 AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 136 AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 137 GLOBAL: ENHANCED EFFICIENCY FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 138 GLOBAL: ENHANCED EFFICIENCY FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.3.1 Slow and controlled release

TABLE 139 GLOBAL: SLOW AND CONTROLLED RELEASE MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 140 GLOBAL: SLOW AND CONTROLLED RELEASE MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.3.2 Nitrogen stabilizers

TABLE 141 AGRICULTURE VRT MARKET SIZE, BY NITROGEN STABILIZER, 2019–2021 (USD MILLION)

TABLE 142 AGRICULTURE VRT MARKET SIZE, BY NITROGEN STABILIZER, 2022–2027 (USD MILLION)

TABLE 143 GLOBAL: NITROGEN STABILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 144 GLOBAL: NITROGEN STABILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

12.2.1.3.2.1 Nitrification inhibitors

TABLE 145 GLOBAL: NITRIFICATION INHIBITORS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 146 GLOBAL: NITRIFICATION INHIBITORS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.1.3.2.2 Urease inhibitors

TABLE 147 GLOBAL: UREASE INHIBITORS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 148 GLOBAL: UREASE INHIBITORS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.1.4 Micronutrients

TABLE 149 AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 150 AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 151 GLOBAL: MICRONUTRIENTS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 152 GLOBAL: MICRONUTRIENTS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

##### 12.2.1.4.1 Non-chelated micronutrients

TABLE 153 GLOBAL: NON-CHELATED MICRONUTRIENTS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 154 GLOBAL: NON-CHELATED MICRONUTRIENTS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

##### 12.2.1.4.2 Chelated micronutrients

TABLE 155 GLOBAL: CHELATED MICRONUTRIENTS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 156 GLOBAL: CHELATED MICRONUTRIENTS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.2 LIQUID FERTILIZERS

TABLE 157 GLOBAL: LIQUID FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 158 GLOBAL: LIQUID FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.3 ORGANIC FERTILIZERS

TABLE 159 AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 160 AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 161 GLOBAL: ORGANIC FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 162 GLOBAL: ORGANIC FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

##### 12.2.3.1 Biofertilizers (Biologicals)

TABLE 163 GLOBAL: BIOFERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 164 GLOBAL: BIOFERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.3.2 Manures

TABLE 165 GLOBAL: MANURES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 166 GLOBAL: MANURES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.2.4 OTHER FERTILIZERS

TABLE 167 GLOBAL: OTHER FERTILIZERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 168 GLOBAL: OTHER FERTILIZERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.3 CROP PROTECTION CHEMICALS

TABLE 169 AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 170 AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 171 GLOBAL: CROP PROTECTION CHEMICALS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 172 GLOBAL: CROP PROTECTION CHEMICALS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.3.1 HERBICIDES

TABLE 173 GLOBAL: HERBICIDES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 174 GLOBAL: HERBICIDES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.3.2 FUNGICIDES & BACTERICIDES

TABLE 175 GLOBAL: FUNGICIDES & BACTERICIDES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 176 GLOBAL: FUNGICIDES & BACTERICIDES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.3.3 INSECTICIDES

TABLE 177 GLOBAL: INSECTICIDES MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 178 GLOBAL: INSECTICIDES MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.3.4 NEMATOCIDE & OTHERS

TABLE 179 GLOBAL: NEMATICIDES & OTHERS MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 180 GLOBAL: NEMATICIDES & OTHERS MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 12.4 OTHER APPLICATION FIT

TABLE 181 GLOBAL: OTHER APPLICATION FIT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 182 GLOBAL: OTHER APPLICATION FIT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

### **13 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, BY REGION**

#### 13.1 INTRODUCTION

FIGURE 29 GEOGRAPHIC SNAPSHOT (2022–2027): RAPIDLY GROWING MARKETS ARE EMERGING AS NEW HOTSPOTS

TABLE 183 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY REGION, 2019–2021 (USD MILLION)

TABLE 184 GLOBAL: AGRICULTURE VRT MARKET SIZE, BY REGION, 2022–2027 (USD MILLION)

#### 13.2 NORTH AMERICA

FIGURE 30 NORTH AMERICA: AGRICULTURE VRT: MARKET SNAPSHOT

TABLE 185 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 186 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 187 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2019–2021 (USD MILLION)

TABLE 188 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 189 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2019–2021 (USD MILLION)

TABLE 190 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 191 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2019–2021 (USD MILLION)

TABLE 192 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2022–2027 (USD MILLION)

TABLE 193 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 194 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

TABLE 195 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2019–2021 (USD MILLION)

TABLE 196 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2022–2027 (USD MILLION)

TABLE 197 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2019–2021 (USD MILLION)

TABLE 198 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2022–2027 (USD MILLION)

TABLE 199 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2019–2021 (USD MILLION)

TABLE 200 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2022–2027 (USD MILLION)

TABLE 201 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OILSEEDS & PULSES, 2019–2021 (USD MILLION)

TABLE 202 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2022–2027 (USD MILLION)

TABLE 203 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2019–2021 (USD MILLION)

TABLE 204 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2022–2027 (USD MILLION)

TABLE 205 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SENSOR-BASED VRT, 2019–2021 (USD MILLION)

TABLE 206 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SENSOR-BASED VRT, 2022–2027 (USD MILLION)

TABLE 207 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2019–2021 (USD MILLION)

TABLE 208 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2022–2027 (USD MILLION)

TABLE 209 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 210 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 211 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 212 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 213 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY

COMPOUND, 2019–2021 (USD MILLION)

TABLE 214 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2022–2027 (USD MILLION)

TABLE 215 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 216 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 217 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2019–2021 (USD MILLION)

TABLE 218 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2022–2027 (USD MILLION)

TABLE 219 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 220 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 221 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 222 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 223 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 224 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 225 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2019–2021 (USD MILLION)

TABLE 226 NORTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2022–2027 (USD MILLION)

### 13.2.1 UNITED STATES

13.2.1.1 Presence of key players in the United States boosts the VRT market growth

### 13.2.2 CANADA

13.2.2.1 Farmers and growers in Canada are receptive to new technological advancements in agriculture variable rate technology to improve crop yield

### 13.2.3 MEXICO

13.2.3.1 Mexican government supports the growth of the agriculture variable rate technology market by undertaking different programs

## 13.3 EUROPE

TABLE 227 EUROPE: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 228 EUROPE: AGRICULTURE VRT MARKET SIZE, BY COUNTRY,

2022–2027 (USD MILLION)

TABLE 229 EUROPE: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2019–2021 (USD MILLION)

TABLE 230 EUROPE: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 231 EUROPE: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2019–2021 (USD MILLION)

TABLE 232 EUROPE: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 233 EUROPE: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2019–2021 (USD MILLION)

TABLE 234 EUROPE: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2022–2027 (USD MILLION)

TABLE 235 EUROPE: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 236 EUROPE: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

TABLE 237 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2019–2021 (USD MILLION)

TABLE 238 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2022–2027 (USD MILLION)

TABLE 239 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2019–2021 (USD MILLION)

TABLE 240 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2022–2027 (USD MILLION)

TABLE 241 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2019–2021 (USD MILLION)

TABLE 242 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2022–2027 (USD MILLION)

TABLE 243 EUROPE: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2019–2021 (USD MILLION)

TABLE 244 EUROPE: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2022–2027 (USD MILLION)

TABLE 245 EUROPE: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2019–2021 (USD MILLION)

TABLE 246 EUROPE: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2022–2027 (USD MILLION)

TABLE 247 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SENSOR -BASED VRT, 2019–2021 (USD MILLION)

TABLE 248 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SENSOR- BASED VRT, 2022–2027 (USD MILLION)

TABLE 249 EUROPE: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2019–2021 (USD MILLION)

TABLE 250 EUROPE: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2022–2027 (USD MILLION)

TABLE 251 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 252 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 253 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 254 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 255 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2019–2021 (USD MILLION)

TABLE 256 EUROPE: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2022–2027 (USD MILLION)

TABLE 257 EUROPE: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 258 EUROPE: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 259 EUROPE: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2019–2021 (USD MILLION)

TABLE 260 EUROPE: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2022–2027 (USD MILLION)

TABLE 261 EUROPE: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 262 EUROPE: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 263 EUROPE: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 264 EUROPE: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 265 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 266 EUROPE: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 267 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE,



2019–2021 (USD MILLION)

TABLE 268 EUROPE: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE,  
2022–2027 (USD MILLION)

#### 13.3.1 GERMANY

13.3.1.1 Germany is in the introductory stage in adopting agriculture variable rate technology-related services

#### 13.3.2 FRANCE

13.3.2.1 Driven by the high value of the crop and the importance of quality, several agriculture variable rate technology research projects already exist in the wine production areas of France

#### 13.3.3 DENMARK

13.3.3.1 Rise in usage of technologies such as drones and GPS systems, is driving the market for VRT

#### 13.3.4 UNITED KINGDOM

13.3.4.1 United Kingdom is increasingly adopting farming technologies due to their user-friendliness, as well as the reduced cost of GPS devices and fertilizers

#### 13.3.5 REST OF EUROPE

### 13.4 ASIA PACIFIC

TABLE 269 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY COUNTRY,  
2019–2021 (USD MILLION)

TABLE 270 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY COUNTRY,  
2022–2027 (USD MILLION)

TABLE 271 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY OFFERING,  
2019–2021 (USD MILLION)

TABLE 272 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY OFFERING,  
2022–2027 (USD MILLION)

TABLE 273 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY HARDWARE,  
2019–2021 (USD MILLION)

TABLE 274 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY HARDWARE,  
2022–2027 (USD MILLION)

TABLE 275 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE  
SERVICE, 2019–2021 (USD MILLION)

TABLE 276 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE  
SERVICE, 2022–2027 (USD MILLION)

TABLE 277 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY TYPE,  
2019–2021 (USD MILLION)

TABLE 278 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY TYPE,  
2022–2027 (USD MILLION)

TABLE 279 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER

VRT, 2019–2021 (USD MILLION)

TABLE 280 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER  
VRT, 2022–2027 (USD MILLION)

TABLE 281 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE,  
2019–2021 (USD MILLION)

TABLE 282 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE,  
2022–2027 (USD MILLION)

TABLE 283 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CEREALS &  
GRAINS, 2019–2021 (USD MILLION)

TABLE 284 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CEREALS &  
GRAINS, 2022–2027 (USD MILLION)

TABLE 285 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS &  
PULSES, 2019–2021 (USD MILLION)

TABLE 286 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS &  
PULSES, 2022–2027 (USD MILLION)

TABLE 287 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY APPLICATION  
METHOD, 2019–2021 (USD MILLION)

TABLE 288 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY APPLICATION  
METHOD, 2022–2027 (USD MILLION)

TABLE 289 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SENSOR-  
BASED VRT, 2019–2021 (USD MILLION)

TABLE 290 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SENSOR-  
BASED VRT, 2022–2027 (USD MILLION)

TABLE 291 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY APPLICATION  
FIT, 2019–2021 (USD MILLION)

TABLE 292 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY APPLICATION  
FIT, 2022–2027 (USD MILLION)

TABLE 293 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER,  
2019–2021 (USD MILLION)

TABLE 294 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER,  
2022–2027 (USD MILLION)

TABLE 295 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY  
FERTILIZER, 2019–2021 (USD MILLION)

TABLE 296 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY  
FERTILIZER, 2022–2027 (USD MILLION)

TABLE 297 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY  
COMPOUND, 2019–2021 (USD MILLION)

TABLE 298 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY  
COMPOUND, 2022–2027 (USD MILLION)

TABLE 299 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 300 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 301 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2019–2021 (USD MILLION)

TABLE 302 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2022–2027 (USD MILLION)

TABLE 303 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 304 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 305 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 306 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 307 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 308 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 309 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2019–2021 (USD MILLION)

TABLE 310 ASIA PACIFIC: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2022–2027 (USD MILLION)

#### 13.4.1 CHINA

13.4.1.1 Increasing demand for modern agriculture and the growing adoption of new technologies are the major reasons behind the high growth of the agriculture VRT market in China

#### 13.4.2 AUSTRALIA

13.4.2.1 Agriculture variable rate technology in Australia is dominated by the grains industry

#### 13.4.3 JAPAN

13.4.3.1 Shortage of labor is driving the VRT market in Japan

#### 13.4.4 SOUTH KOREA

13.4.4.1 Agriculture variable rate technology has witnessed a better adoption rate in South Korea

#### 13.4.5 REST OF ASIA-PACIFIC

#### 13.5 SOUTH AMERICA

TABLE 311 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY COUNTRY,

2019–2021 (USD MILLION)

TABLE 312 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 313 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2019–2021 (USD MILLION)

TABLE 314 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 315 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2019–2021 (USD MILLION)

TABLE 316 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 317 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2019–2021 (USD MILLION)

TABLE 318 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2022–2027 (USD MILLION)

TABLE 319 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 320 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

TABLE 321 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2019–2021 (USD MILLION)

TABLE 322 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2022–2027 (USD MILLION)

TABLE 323 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2019–2021 (USD MILLION)

TABLE 324 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2022–2027 (USD MILLION)

TABLE 325 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2019–2021 (USD MILLION)

TABLE 326 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2022–2027 (USD MILLION)

TABLE 327 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2019–2021 (USD MILLION)

TABLE 328 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2022–2027 (USD MILLION)

TABLE 329 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2019–2021 (USD MILLION)

TABLE 330 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2022–2027 (USD MILLION)

TABLE 331 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SENSOR-BASED VRT, 2019–2021 (USD MILLION)

TABLE 332 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SENSOR-BASED VRT, 2022–2027 (USD MILLION)

TABLE 333 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2019–2021 (USD MILLION)

TABLE 334 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2022–2027 (USD MILLION)

TABLE 335 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 336 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 337 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 338 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 339 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2019–2021 (USD MILLION)

TABLE 340 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2022–2027 (USD MILLION)

TABLE 341 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 342 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZERS, 2022–2027 (USD MILLION)

TABLE 343 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2019–2021 (USD MILLION)

TABLE 344 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY N STABILIZER, 2022–2027 (USD MILLION)

TABLE 345 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 346 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 347 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 348 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 349 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 350 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY CROP

PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 351 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2019–2021 (USD MILLION)

TABLE 352 SOUTH AMERICA: AGRICULTURE VRT MARKET SIZE, BY FARM TYPE, 2022–2027 (USD MILLION)

#### 13.5.1 BRAZIL

13.5.1.1 Support from Brazilian government to adopt new agriculture technologies is driving the market for VRT

#### 13.5.2 ARGENTINA

13.5.2.1 Largest crop growing areas in Argentina is boosting the market for adoption of VRT

#### 13.5.3 REST OF SOUTH AMERICA

### 13.6 REST OF THE WORLD (ROW)

TABLE 353 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2019–2021 (USD MILLION)

TABLE 354 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY COUNTRY, 2022–2027 (USD MILLION)

TABLE 355 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2019–2021 (USD MILLION)

TABLE 356 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY OFFERING, 2022–2027 (USD MILLION)

TABLE 357 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2019–2021 (USD MILLION)

TABLE 358 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY HARDWARE, 2022–2027 (USD MILLION)

TABLE 359 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2019–2021 (USD MILLION)

TABLE 360 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY VARIABLE RATE SERVICE, 2022–2027 (USD MILLION)

TABLE 361 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2019–2021 (USD MILLION)

TABLE 362 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY TYPE, 2022–2027 (USD MILLION)

TABLE 363 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2019–2021 (USD MILLION)

TABLE 364 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER VRT, 2022–2027 (USD MILLION)

TABLE 365 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2019–2021 (USD MILLION)

TABLE 366 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CROP TYPE, 2022–2027 (USD MILLION)

TABLE 367 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2019–2021 (USD MILLION)

TABLE 368 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CEREALS & GRAINS, 2022–2027 (USD MILLION)

TABLE 369 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2019–2021 (USD MILLION)

TABLE 370 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY OIL SEEDS & PULSES, 2022–2027 (USD MILLION)

TABLE 371 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2019–2021 (USD MILLION)

TABLE 372 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY APPLICATION METHOD, 2022–2027 (USD MILLION)

TABLE 373 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SENSOR- BASED VRT, 2019–2021 (USD MILLION)

TABLE 374 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SENSOR -BASED VRT, 2022–2027 (USD MILLION)

TABLE 375 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2019–2021 (USD MILLION)

TABLE 376 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY APPLICATION FIT, 2022–2027 (USD MILLION)

TABLE 377 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 378 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 379 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 380 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 381 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2019–2021 (USD MILLION)

TABLE 382 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY SPECIALTY COMPOUND, 2022–2027 (USD MILLION)

TABLE 383 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2019–2021 (USD MILLION)

TABLE 384 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY ENHANCED EFFICIENCY FERTILIZER, 2022–2027 (USD MILLION)

TABLE 385 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY N

STABILIZER, 2019–2021 (USD MILLION)

TABLE 386 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY N  
STABILIZER, 2022–2027 (USD MILLION)

TABLE 387 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY  
MICRONUTRIENT, 2019–2021 (USD MILLION)

TABLE 388 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY  
MICRONUTRIENT, 2022–2027 (USD MILLION)

TABLE 389 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY  
ORGANIC FERTILIZER, 2019–2021 (USD MILLION)

TABLE 390 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY  
ORGANIC FERTILIZER, 2022–2027 (USD MILLION)

TABLE 391 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CROP  
PROTECTION CHEMICAL, 2019–2021 (USD MILLION)

TABLE 392 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY CROP  
PROTECTION CHEMICAL, 2022–2027 (USD MILLION)

TABLE 393 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FARM  
TYPE, 2019–2021 (USD MILLION)

TABLE 394 REST OF THE WORLD: AGRICULTURE VRT MARKET SIZE, BY FARM  
TYPE, 2022–2027 (USD MILLION)

#### 13.6.1 SOUTH AFRICA

13.6.1.1 Growing awareness regarding the benefits associated with VRT among  
growers in South Africa boosts the market growth

#### 13.6.2 MIDDLE EAST AND OTHERS

13.6.2.1 Rapid technological developments in VRT are driving the market in Middle  
East

#### 13.6.3 OTHERS IN ROW

## 14 COMPETITIVE LANDSCAPE

### 14.1 OVERVIEW

### 14.2 MARKET SHARE ANALYSIS, 2020

TABLE 395 GLOBAL AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET:  
DEGREE OF COMPETITION

### 14.3 KEY PLAYER STRATEGIES

### 14.4 REVENUE ANALYSIS OF KEY PLAYERS, 2018–2020

FIGURE 31 REVENUE ANALYSIS OF KEY PLAYERS IN THE MARKET, 2018–2020  
(USD BILLION)

### 14.5 COMPANY EVALUATION QUADRANT (KEY PLAYERS)

#### 14.5.1 STAR



14.5.2 PERVASIVE

14.5.3 EMERGING LEADERS

14.5.4 PARTICIPANTS

FIGURE 32 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, COMPANY EVALUATION QUADRANT, 2020 (OVERALL MARKET)

14.5.5 PRODUCT FOOTPRINT

TABLE 396 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: COMPANY PRODUCT APPLICATION FOOTPRINT

TABLE 397 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: COMPANY REGION FOOTPRINT

14.6 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET, STARTUP/SMALL & MEDIUM SCALE ENTERPRISE EVALUATION QUADRANT, 2020

14.6.1 PROGRESSIVE COMPANIES

14.6.2 STARTING BLOCKS

14.6.3 RESPONSIVE COMPANIES

14.6.4 DYNAMIC COMPANIES

FIGURE 33 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: COMPANY EVALUATION QUADRANT, 2020 (OTHERS)

14.7 NEW PRODUCT LAUNCHES AND DEALS

14.7.1 NEW PRODUCT LAUNCHES

TABLE 398 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: PRODUCT LAUNCHES, JUNE 2018–JANUARY 2022

14.7.2 DEALS

TABLE 399 AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET: DEALS, JUNE 2017- FEBRUARY 2021

14.8 MARKET RANKING ANALYSIS

FIGURE 34 AGRICULTURE VRT :KEY PLAYERS RANKING

## 15 COMPANY PROFILES

(Business overview, Products offered, Recent developments & MnM View)\*

15.1 KEY PLAYERS

15.1.1 DEERE & COMPANY

TABLE 400 DEERE & COMPANY: BUSINESS OVERVIEW

FIGURE 35 DEERE & COMPANY: COMPANY SNAPSHOT

TABLE 401 DEERE & COMPANY: PRODUCTS OFFERED

TABLE 402 DEERE & COMPANY: DEALS, 2018–2022

TABLE 403 DEERE & COMPANY: OTHERS

15.1.2 TRIMBLE, INC.

TABLE 404 TRIMBLE, INC.: BUSINESS OVERVIEW

FIGURE 36 TRIMBLE, INC.: COMPANY SNAPSHOT

TABLE 405 TRIMBLE, INC.: PRODUCTS OFFERED

TABLE 406 TRIMBLE, INC: OTHERS

#### 15.1.3 AGCO CORPORATION

TABLE 407 AGCO CORPORATION: BUSINESS OVERVIEW

FIGURE 37 AGCO CORPORATION: COMPANY SNAPSHOT

TABLE 408 AGCO CORPORATION: PRODUCTS OFFERED

TABLE 409 AGCO CORPORATION: DEALS, 2018–2022

#### 15.1.4 TOPCON CORPORATION

TABLE 410 TOPCON CORPORATION: BUSINESS OVERVIEW

FIGURE 38 TOPCON CORPORATION.: COMPANY SNAPSHOT

TABLE 411 TOPCON CORPORATION: PRODUCTS OFFERED

TABLE 412 TOPCON CORPORATION: DEALS, 2018–2022

TABLE 413 TOPCON CORPORATION: PRODUCT LAUNCHES, 2018–2022

TABLE 414 TOPCON CORPORATION: OTHERS

#### 15.1.5 CNH INDUSTRIAL N.V.

TABLE 415 CNH INDUSTRIAL N.V.: BUSINESS OVERVIEW

FIGURE 39 CNH INDUSTRIAL N.V.: COMPANY SNAPSHOT

TABLE 416 CNH INDUSTRIAL N.V.: PRODUCTS OFFERED

TABLE 417 CNH INDUSTRIAL N.V.: DEALS, 2018–2022

TABLE 418 CNH INDUSTRIAL N.V.: PRODUCT LAUNCHES, 2018–2022

#### 15.1.6 KUBOTA CORPORATION

TABLE 419 KUBOTA CORPORATION: BUSINESS OVERVIEW

FIGURE 40 KUBOTA CORPORATION: COMPANY SNAPSHOT

TABLE 420 KUBOTA CORPORATION: PRODUCTS OFFERED

TABLE 421 KUBOTA CORPORATION: OTHERS, 2018–2022

TABLE 422 KUBOTA CORPORATION: DEALS, 2018–2022

#### 15.1.7 HEXAGON

TABLE 423 HEXAGON: BUSINESS OVERVIEW

FIGURE 41 HEXAGON: COMPANY SNAPSHOT

TABLE 424 HEXAGON: PRODUCTS OFFERED

TABLE 425 HEXAGON: PRODUCT LAUNCHES, 2018–2022

#### 15.1.8 YARA INTERNATIONAL ASA

TABLE 426 YARA INTERNATIONAL ASA: BUSINESS OVERVIEW

FIGURE 42 YARA INTERNATIONAL ASA.: COMPANY SNAPSHOT

TABLE 427 YARA INTERNATIONAL ASA: PRODUCTS OFFERED

#### 15.1.9 SZ DJI TECHNOLOGY CO. CHANGES LTD.

TABLE 428 SZ DJI TECHNOLOGY CO., LTD.: BUSINESS OVERVIEW

TABLE 429 SZ DJI TECHNOLOGY CO., LTD.: PRODUCTS OFFERED  
TABLE 430 SZ DJI TECHNOLOGY CO., LTD.: PRODUCT LAUNCHES, 2018-2021

15.1.10 VALMONT INDUSTRIES INC.

TABLE 431 VALMONT INDUSTRIES INC.: BUSINESS OVERVIEW  
FIGURE 43 VALMONT INDUSTRIES INC.: COMPANY SNAPSHOT  
TABLE 432 VALMONT INDUSTRIES INC: PRODUCTS OFFERED  
TABLE 433 VALMONT INDUSTRIES INC.: DEALS, 2018–2022

15.1.11 LINDSAY CORPORATION

TABLE 434 LINDSAY CORPORATION: BUSINESS OVERVIEW  
FIGURE 44 LINDSAY CORPORATION: COMPANY SNAPSHOT  
TABLE 435 LINDSAY CORPORATION: PRODUCTS OFFERED  
TABLE 436 LINDSAY CORPORATION: DEALS, 2019-2021  
TABLE 437 LINDSAY CORPORATION: PRODUCT LAUNCHES, 2018–2021

15.1.12 THE CLIMATE CORPORATION

TABLE 438 THE CLIMATE CORPORATION: BUSINESS OVERVIEW  
TABLE 439 THE CLIMATE CORPORATION: PRODUCTS OFFERED  
TABLE 440 THE CLIMATE CORPORATION: DEALS, 2018–2021

15.1.13 AG LEADER TECHNOLOGY

TABLE 441 AG LEADER TECHNOLOGY: BUSINESS OVERVIEW  
TABLE 442 AG LEADER TECHNOLOGY: PRODUCTS OFFERED  
TABLE 443 AG LEADER TECHNOLOGY: PRODUCT LAUNCHES, 2018–2021

15.1.14 AGJUNCTION

TABLE 444 AGJUNCTION: BUSINESS OVERVIEW  
FIGURE 45 AGJUNCTION: COMPANY SNAPSHOT  
TABLE 445 AGJUNCTION: PRODUCTS OFFERED  
TABLE 446 AGJUNCTION: PRODUCT LAUNCHES, 2018–2022  
TABLE 447 AGJUNCTION: DEALS, 2018–2022

15.1.15 EEJET TECHNOLOGIES

TABLE 448 TEEJET TECHNOLOGIES: BUSINESS OVERVIEW  
TABLE 449 TEEJET TECHNOLOGIES: PRODUCTS OFFERED

\*Details on Business overview, Products offered, Recent developments & MnM View might not be captured in case of unlisted companies.

## 16 ADJACENT AND RELATED MARKETS

### 16.1 INTRODUCTION

TABLE 450 ADJACENT MARKETS TO THE AGRICULTURE VARIABLE RATE TECHNOLOGY MARKET

### 16.2 LIMITATIONS

## 16.3 PRECISION FARMING MARKET

### 16.3.1 MARKET DEFINITION

### 16.3.2 MARKET OVERVIEW

TABLE 451 PRECISION FARMING MARKET, BY OFFERING, 2022–2030 (USD MILLION)

## 16.4 SMART AGRICULTURE MARKET

### 16.4.1 MARKET DEFINITION

### 16.4.2 MARKET OVERVIEW

TABLE 452 SMART AGRICULTURE MARKET, BY AGRICULTURE TYPE, 2021–2026 (USD MILLION)

## 17 APPENDIX

### 17.1 DISCUSSION GUIDE

### 17.2 KNOWLEDGE STORE: MARKET SAND MARKETS' SUBSCRIPTION PORTAL

### 17.3 AVAILABLE CUSTOMIZATIONS

### 17.4 RELATED REPORTS

### 17.5 AUTHOR DETAILS

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