

Global Agricultural Drone Market Development and Top Three Brands' Product Strategy (pre-order)

https://marketpublishers.com/r/GAE89F852A6EN.html

Date: June 2019

Pages: 23

Price: US\$ 1,260.00 (Single User License)

ID: GAE89F852A6EN

Abstracts

The global agricultural drone is regarded as the main driving force for the growth of the commercial drone market in the future. It is estimated that the market value will reach US\$1.49 billion by 2023, and the CAGR (Compound Annual Growth Rate) is 18.5%. Observing the development of the global agricultural drone in recent years, it has found that agricultural drones are moving downstream to integrate with software analysis and platform service providers. That is, agricultural drones are no longer limited to hardware. Instead, they are bundled with analysis software to upgrade to agricultural solutions. And agricultural drones' sales model can be divided into two categories: buffet and package. This report analyzes the development of the global agricultural drone market and brands' layout of agricultural drones in the past three years.



Contents

1. ORIGIN

2. GLOBAL AGRICULTURAL DRONE MARKET DEVELOPMENT

- 2.1 Global Agricultural Drone Market is Growing
- 2.2 The Rapid Growth of the Agricultural Drone Market Comes from Price Decline and Labor Shorta
 - 2.2.1 External Market Factors: Price Decline and Technology Update
- 2.2.2 National Domestic Demand Factors: Labor Aging and Lacking

3. GLOBAL AGRICULTURAL DRONE BRAND'S PRODUCT STRATEGIES

- 3.1 Agricultural Complete Set Drone Manufacturers Integrating with Downstream Partners
- 3.2 Sales of Agricultural Drones Using Product Differentiation Strategy
- 3.2.1 Buffet Package: China's DJI to Purchase Equipment to Make Agricultural Drones More Complete
- 3.2.2 All-in-one Package: American AeroVironment Agricultural Drone is an Agricultural Solution
 - 3.2.3 Value-added Package: Parrot Agricultural Drone with Multiple Analysis Software

4.MIC PERSPECTIVE

Appendix Glossary of Terms List of Companies



List Of Tables

LIST OF TABLES

Table 1: Introduction of Five Agricultural Drones Launched by DJI

Table 2 Description of AeroVironment's AgriculturalDrone Quantix

Table 3: Description of Parrot's Two Agricultural Drones



List Of Figures

LIST OF FIGURES

Figure 1: Military and Civilian UAV Classification by Usage

Figure 2: Global Civilian Drone Market Value, 2015 - 2023

Figure 3: Global Agricultural Drone Market Value, 2015 - 2023

Figure 4: Timeline of Agricultural Drone's Function and Pricing

Figure 5: Adoption Rate and Factors, and Farm Characteristics Of Agricultural Drones

In Various Countries

Figure 6: Global Agricultural Drone Industry Supply Chains

Figure 7: DJI Agricultural Drone Sales Model: Buffet Style

Figure 8: AeroVironment Agricultural Drone Sales Model: All-in-one Package

Figure 9: Parrot Agricultural Drone Sales Model: Value-added Package

Figure 10: The Pricing Strategy and Product Positioning of Agricultural Drones

Launched by DJI, AeroVironment, and Parrot

Figure 11: Sales Target, Sales Model, and Function of Agricultural Drones Launched by

DJI, AeroVironment, and Parrot



I would like to order

Product name: Global Agricultural Drone Market Development and Top Three Brands' Product Strategy

(pre-order)

Product link: https://marketpublishers.com/r/GAE89F852A6EN.html

Price: US\$ 1,260.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GAE89F852A6EN.html