

Agricultural IoT Service Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Agricultural IoT Service Market Summary

Introduction

Agricultural IoT services leverage Internet of Things (IoT) technologies—software platforms and smart hardware—to enhance farming efficiency, monitor resources, and improve yields through real-time data and automation. Central to smart agriculture, they offer precision, scalability, and sustainability benefits. Available as software platforms and smart hardware, they serve precision agriculture, livestock monitoring, greenhouse agriculture, and other applications like aquaculture. The market is driven by rising food demand, technological advancements in farming, and the push for sustainable practices, with innovations in connectivity, sensor accuracy, and data analytics propelling growth.

Market Size and Growth Forecast

The global Agricultural IoT Service market is valued at USD 10.9-12.2 billion in 2025, with a projected CAGR of 9.0%-10.0% from 2025 to 2030, reaching USD 17.0-19.5 billion by 2030. This expansion reflects the rapid adoption of IoT in agriculture.

Regional Analysis

North America holds 35-40% of the market, growing at 8.5-9.5%, led by the US with its advanced agricultural technology ecosystem and Canada's focus on precision farming innovations. Asia Pacific accounts for 25-30%, growing fastest at 10-11%, driven by China's agricultural modernization, India's smallholder tech adoption, and Japan's high-tech farming emphasis. Europe, with a 20-25% share, grows at 8-9%, with Germany, France, and the Netherlands advancing due to sustainability policies and smart farming initiatives. The Rest of the World, comprising 10-15%, grows at 9-10%,

with Brazil and Australia rising due to large-scale farming and tech investments. North America favors smart hardware; Asia Pacific prioritizes scalable software platforms.

Product Type Analysis

The market includes Software Platforms and Smart Hardware. Software Platforms, growing at 9.5-10.5%, lead with trends in data analytics and cloud-based management, enabling real-time decision-making across farming operations. Smart Hardware, at 8.5-9.5%, rises with sensor and equipment advancements, supporting precise monitoring and automation. Trends focus on integrating platforms with hardware for seamless IoT ecosystems, enhancing scalability and usability in diverse agricultural contexts.

Application Analysis

Applications are precision agriculture, livestock monitoring, greenhouse agriculture, and others. Precision Agriculture, growing at 9.5-10.5%, dominates with yield optimization needs, favoring software platforms for data insights. Livestock Monitoring, at 9-10%, rises with health and productivity tracking, using smart hardware like sensors and trackers. Greenhouse Agriculture, at 8.5-9.5%, grows with controlled environment demands, leveraging both platforms and hardware. Others, including aquaculture, grow at 8-9%, driven by niche IoT uses. Trends emphasize precision and real-time monitoring across applications.

Key Market Players

Leading companies in the Agricultural IoT Service market include:

Deere & Company: A US-based global leader, Deere & Company offers comprehensive IoT services through its John Deere brand, integrating smart hardware like GPS-enabled tractors and software platforms for precision agriculture. Known for its robust technology ecosystem, it serves North America's large-scale farmers with solutions that optimize planting, harvesting, and resource use, enhancing productivity and sustainability.

Trimble: A US firm, Trimble provides advanced IoT solutions with a focus on precision agriculture and smart hardware. Renowned for its GPS and sensor technologies, it supports farmers globally with integrated platforms for soil and crop monitoring, popular in North America and Europe for their accuracy and scalability.

Raven Industries: A US company, Raven specializes in smart hardware and software platforms for precision farming. Known for its innovative sensors and autonomous systems, it serves North America's agricultural sector with reliable tools for real-time data and equipment control, boosting operational efficiency.

DeLaval: A Swedish leader, DeLaval offers IoT services for livestock monitoring, including smart hardware like milking robots and sensors. With a focus on animal welfare, it supports Europe's dairy farmers with integrated solutions for health tracking and productivity optimization.

AKVAgroun: A Norwegian firm, AKVAgroun provides IoT solutions for aquaculture and greenhouse agriculture. Known for its smart hardware like feeding systems, it serves Europe and Asia Pacific with scalable technologies enhancing aquatic and controlled-environment farming.

Topcon Positioning Systems: A US-Japanese company, Topcon delivers IoT hardware and software for precision agriculture. With a reputation for GPS accuracy, it supports global farmers with tools for crop monitoring and yield enhancement, strong in North America and Asia.

AgJunction: A Canadian supplier, AgJunction offers software platforms and smart hardware for precision farming. Known for cost-effective solutions, it serves North America's growers with integrated systems for automated steering and data management.

Allflex: A US firm, Allflex specializes in IoT for livestock monitoring with smart sensors and tags. With a focus on animal health, it supports global dairy and beef producers with reliable tracking solutions, popular in North America and Europe.

Ponsse: A Finnish company, Ponsse provides IoT hardware for forestry and agriculture. Known for robust equipment, it serves Europe's farmers with integrated solutions for precision and resource tracking.

Komatsu Forest AB: A Swedish-Japanese firm, Komatsu offers IoT services for forestry and agriculture. With a focus on smart machinery, it supports Europe and Asia with advanced tools for precision and efficiency.

Innova Sea Systems: A Canadian supplier, Innova provides IoT solutions for aquaculture and greenhouse agriculture. Known for scalable hardware, it serves North America with technologies enhancing aquatic farming productivity.

Steinsvik: A Norwegian company, Steinsvik delivers IoT hardware for aquaculture and agriculture. With a focus on durability, it supports Europe's markets with efficient solutions for monitoring and control.

TeeJet Technologies: A US firm, TeeJet offers smart hardware for precision agriculture. Known for spray and sensor systems, it serves North America's farmers with reliable tools for resource optimization.

DICKEY-john: A US supplier, DICKY-john provides IoT hardware for precision farming. With a focus on sensors, it supports North America's growers with cost-effective solutions for crop monitoring.

AG Leader Technology: A US company, AG Leader delivers software platforms and hardware for precision agriculture. Known for user-friendly systems, it serves North

America with integrated tools for yield enhancement.

DJI: A Chinese leader, DJI offers IoT hardware like drones for precision agriculture.

With a focus on affordability, it supports Asia Pacific's farmers with scalable monitoring solutions.

AgEagle: A US firm, AgEagle provides drone-based IoT services for agriculture. Known for aerial analytics, it serves North America with innovative tools for crop health tracking.

Afimilk: An Israeli company, Afimilk offers IoT solutions for livestock monitoring. With a focus on dairy, it supports global farmers with smart hardware and platforms for health management.

Precision Hawk: A US supplier, Precision Hawk delivers drone and software IoT services for precision agriculture. Known for data insights, it serves North America with advanced tools for crop optimization.

These companies compete on innovation, scalability, and cost, advancing the market through technology and partnerships.

Porter's Five Forces Analysis

The threat of new entrants is low to medium due to high technical barriers and capital needs, though startups may emerge with niche solutions. Substitutes like manual methods pose a moderate threat, mitigated by efficiency gains. Buyer power is medium to high, with large farms negotiating, unlike smaller ones. Supplier power is medium, with IoT components widely available but specialized tech giving leverage. Rivalry is high, driven by innovation and cost-effectiveness.

Market Opportunities and Challenges

Opportunities

Rising food demand drives IoT service adoption for efficiency.

Advances in connectivity and analytics enhance appeal.

Emerging markets in Asia Pacific grow with tech adoption.

Challenges

High costs of advanced hardware limit adoption in budget areas.

Regulatory complexities raise compliance costs.

Competition from traditional methods pressures cost-effectiveness.

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