

Digital Agricultural Integrated Services Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

<https://marketpublishers.com/r/D60B38CC77A2EN.html>

Date: March 2025

Pages: 114

Price: US\$ 3,200.00 (Single User License)

ID: D60B38CC77A2EN

Abstracts

Digital Agricultural Integrated Services Market Summary

Introduction

Digital agricultural integrated services encompass a suite of technology-driven solutions—such as IoT, software platforms, and smart hardware—that optimize farming operations by combining data analytics, automation, and real-time monitoring. These services are pivotal in modern agriculture, enhancing productivity, resource efficiency, and sustainability. Available as IoT projects, software platforms, and smart hardware, they serve precision agriculture, livestock monitoring, greenhouse agriculture, and other applications like farm management. The market is propelled by rising global food demand, the push for sustainable farming practices, and widespread adoption of digital tools, with innovations in interoperability and data-driven decision-making driving growth.

Market Size and Growth Forecast

The global Digital Agricultural Integrated Services market is valued at USD 10.3-12.4 billion in 2025, with a projected CAGR of 9.5%-10.5% from 2025 to 2030, reaching USD 16.5-19.5 billion by 2030. This expansion reflects the rapid integration of technology into agriculture.

Regional Analysis

North America holds 30-35% of the market, growing at 8.5-9.5%, led by the US with its advanced agricultural tech adoption and Canada's focus on precision farming innovations. Asia Pacific accounts for 25-30%, growing fastest at 10-11%, driven by

China's massive agricultural modernization, India's smallholder tech adoption, and Japan's emphasis on high-tech farming solutions. Europe, with a 25-30% share, grows at 9-10%, 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 IoT and software solutions.

Product Type Analysis

The market includes IoT Projects, Software Platforms, and Smart Hardware. IoT Projects, growing at 10-11%, lead with connectivity and real-time monitoring trends, enhancing farm operations. Software Platforms, at 9.5-10.5%, rise with data analytics and decision-support trends, crucial for precision agriculture. Smart Hardware, at 9-10%, grows with equipment automation trends, supporting livestock and greenhouse needs. Trends focus on seamless integration and scalability across all types to meet diverse farming requirements.

Application Analysis

Applications are precision agriculture, livestock monitoring, greenhouse agriculture, and others. Precision Agriculture, growing at 10-11%, dominates with yield optimization needs, favoring IoT projects for real-time data. Livestock Monitoring, at 9.5-10.5%, rises with animal health tracking demands, using smart hardware. Greenhouse Agriculture, at 9-10%, grows with controlled environment needs, leveraging software platforms. Others, including farm management, grow at 8.5-9.5%, driven by integrated farm solutions. Trends emphasize efficiency and sustainability, with precision agriculture leading adoption.

Key Market Players

Leading companies in the Digital Agricultural Integrated Services market include:

Bayer: A German multinational, Bayer offers integrated digital agriculture services combining IoT and software platforms for precision farming. Renowned for its innovation in crop science, it provides data-driven tools that optimize yield and resource use, serving global farmers with scalable solutions tailored to fruits, vegetables, and cereals.

Syngenta: A Swiss leader, Syngenta delivers comprehensive digital services with software platforms and IoT projects for crop management. Known for its focus on sustainable agriculture, it supports Europe's precision agriculture and greenhouse sectors with advanced analytics and connectivity solutions.

CropX: An Israeli innovator, CropX specializes in IoT-based soil monitoring services for precision agriculture. With a reputation for actionable insights, it serves North America

and beyond with smart hardware and software, enhancing water and nutrient efficiency for farmers.

Simplot: A US-based agribusiness, Simplot provides integrated digital services with smart hardware and software for farm optimization. Known for practical solutions, it supports North America's livestock monitoring and precision agriculture with reliable, user-friendly technologies.

Netafim: An Israeli pioneer, Netafim offers IoT-driven irrigation services for greenhouse agriculture. Celebrated for water efficiency, it serves global markets with integrated solutions that enhance crop yields in controlled environments, popular in arid regions.

Yara: A Norwegian firm, Yara provides software platforms and IoT projects for precision nutrient management. With a focus on sustainability, it supports Europe's agricultural sector with data-driven tools that improve efficiency and reduce environmental impact.

WayCool Foods and Products: An Indian company, WayCool delivers affordable digital services for smallholder farmers using IoT and software platforms. Known for scalability, it supports India's precision agriculture with cost-effective solutions enhancing productivity.

Arable: A US firm, Arable offers smart hardware and IoT projects for crop monitoring. With a focus on real-time data, it serves North America's precision agriculture with innovative tools for weather and soil tracking.

Gamaya: A Swiss company, Gamaya provides software platforms for crop analytics and precision farming. Renowned for advanced imaging, it supports Europe's farmers with tailored solutions for yield optimization and resource use.

Agro-star: An Indian supplier, Agro-star offers IoT and software services for small farmers. Known for accessibility, it supports India's agriculture with affordable, practical digital tools for crop management.

Ninjacart: An Indian firm, Ninjacart delivers software platforms for supply chain integration in agriculture. With a focus on efficiency, it supports India's farmers with scalable solutions for precision agriculture and market connectivity.

Machine Eye: A UK company, Machine Eye provides smart hardware for livestock monitoring. Known for innovation, it serves Europe's farmers with reliable tools for animal health and productivity tracking.

TOP Cloud-agri: A Chinese firm, TOP Cloud-agri offers IoT solutions for greenhouse agriculture. With a focus on affordability, it supports China's farmers with efficient, scalable technologies for controlled environments.

Hebi Jiaduo Science Industry and Trade: A Chinese supplier, Hebi Jiaduo delivers smart hardware and IoT for farming. Known for practical solutions, it supports China's precision agriculture with cost-effective tools for crop monitoring.

Yunfei Technology: A Chinese company, Yunfei provides IoT projects for greenhouse agriculture. With a focus on cost-effectiveness, it supports China's farmers with efficient

solutions for environmental control and yield enhancement.

Beijing Clesun Tech: A Chinese firm, Beijing Clesun offers software platforms for farm management. Known for data-driven insights, it supports China's agriculture with innovative tools for precision and livestock monitoring.

Zhejiang Evotru Net Technology: A Chinese supplier, Zhejiang Evotru delivers IoT solutions for precision farming. With a focus on scalability, it supports China's farmers with practical, efficient technologies for crop optimization.

TalentCloud: A Chinese company, TalentCloud provides smart hardware for agricultural integration. Known for affordability, it supports China's agriculture with reliable tools for precision and greenhouse applications.

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

Porter's Five Forces Analysis

The threat of new entrants is low to medium due to high technical expertise and capital barriers, though niche startups may emerge. Substitutes, such as traditional farming methods, pose a moderate threat, mitigated by efficiency and sustainability needs.

Buyer power is medium to high, with large agribusinesses negotiating prices and features, while smaller farmers have less influence. Supplier power is medium, as IoT components and software tools are widely available, but specialized tech gives some leverage. Competitive rivalry is high, with companies differentiating through integration, data analytics, and cost-effectiveness.

Market Opportunities and Challenges

Opportunities

Rising global food demand accelerates adoption of digital integrated services to boost agricultural efficiency and yields.

Advances in IoT and analytics enhance service capabilities, making them more appealing to tech-savvy farmers and agribusinesses.

Emerging markets in Asia Pacific and Latin America offer growth potential as farming modernizes and tech adoption increases.

Challenges

High costs of advanced IoT projects and smart hardware limit adoption in budget-constrained regions, where traditional methods persist.

Regulatory complexities around data privacy and agricultural standards raise compliance costs and entry barriers.

Competition from traditional farming practices pressures digital services to demonstrate clear cost-benefit advantages to gain widespread acceptance.

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