

# **Agricultural Extension-as-a-Service Market Forecasts to 2032 - Global Analysis By Crop Type (Cereals & Grains, Fruits & Vegetables, Oilseeds & Pulses, Cash Crops and Other Crop Types), Delivery Channel, Business Model, Organization Size, End User and By Geography**

<https://marketpublishers.com/r/A24BCC8F6CFDEN.html>

Date: January 2026

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: A24BCC8F6CFDEN

## **Abstracts**

According to Statistics MRC, the Global Agricultural Extension-as-a-Service Market is accounted for \$2.3 billion in 2025 and is expected to reach \$6.1 billion by 2032 growing at a CAGR of 15% during the forecast period. Agricultural Extension-as-a-Service (AEaaS) refers to a digitally enabled, on-demand model for delivering agricultural advisory and support services to farmers. It integrates technologies such as mobile platforms, cloud computing, data analytics, IoT, and AI to provide personalized, real-time guidance on crop management, soil health, pest and disease control, weather forecasting, input usage, and market linkages. Unlike traditional extension systems, AEaaS is scalable, subscription@- @or pay-per-use-based, and accessible anytime, anywhere. The model connects farmers with agronomists, agri-tech providers, and institutions, improving decision-making, productivity, sustainability, and income across diverse farming ecosystems.

### **Market Dynamics:**

Driver:

Rising demand for precision farming solutions

Agricultural extension-as-a-service platforms are expanding rapidly with the rising

demand for precision farming solutions. Farmers increasingly seek data-driven insights to optimize crop yields, resource utilization, and sustainability. Precision farming technologies such as sensors, drones, and analytics are transforming traditional agricultural practices. Extension services provide training, advisory, and digital tools to strengthen adoption among small and medium-scale farmers. Governments and private enterprises are investing heavily in precision agriculture ecosystems to improve food security. Rising demand for precision farming solutions is propelling growth in the market.

#### Restraint:

##### Limited digital literacy among farmers

Limited digital literacy among farmers remains a significant restraint for agricultural extension-as-a-service platforms. Many smallholders struggle to adopt advanced technologies due to lack of training and awareness. This gap reduces participation in digital extension programs and slows modernization in rural areas. Enterprises must invest heavily in education, capacity building, and localized support systems to overcome this challenge. Smaller farms face difficulties in managing digital tools, data interpretation, and compliance requirements. Limited digital literacy is restraining widespread adoption of agricultural extension-as-a-service despite strong demand.

#### Opportunity:

##### Integration with AI and IoT technologies

Integration with AI and IoT technologies is creating strong opportunities for agricultural extension-as-a-service platforms. AI-driven analytics enable predictive modeling, crop monitoring, and automated advisory services. IoT sensors provide real-time data on soil health, weather conditions, and crop performance. Platforms are embedding AI and IoT into extension ecosystems to improve scalability and efficiency. Farmers benefit from improved decision-making, reduced costs, and higher yields through integrated solutions. Integration with AI and IoT technologies is fostering significant growth opportunities in the market.

#### Threat:

##### Data privacy and cybersecurity concerns

Connected systems generate sensitive farm-level data that require secure management. Breaches and unauthorized access can undermine trust in digital agriculture ecosystems. Enterprises face rising costs due to compliance audits and consumer protection mandates. Smaller farmers struggle to adapt to complex regulatory frameworks compared to larger agribusinesses. Data privacy and cybersecurity concerns are restraining confidence and threatening consistent growth in the agricultural extension-as-a-service market.

### **Covid-19 Impact:**

The Covid-19 pandemic accelerated demand for agricultural extension-as-a-service as farmers sought digital advisory and remote support. On one hand, lockdowns disrupted physical extension programs and limited access to training. On the other hand, surging demand for digital platforms boosted adoption of remote advisory services. Farmers increasingly relied on mobile apps, online training, and AI-driven tools during the pandemic. The crisis reinforced the importance of resilient digital ecosystems in ensuring continuity of agricultural operations. Overall, Covid-19 boosted awareness of extension-as-a-service as a strategic enabler of precision farming.

The fruits & vegetables segment is expected to be the largest during the forecast period

The fruits & vegetables segment is expected to account for the largest market share during the forecast period driven by demand for precision farming solutions and advisory services in high-value crops. Fruits and vegetables require intensive monitoring of soil, water, and pest management. Extension services provide tailored insights to improve productivity and sustainability in horticulture. Demand for scalable advisory solutions is rising as consumer preference for fresh produce expands globally. Integration with AI-driven crop monitoring further strengthens adoption. As farmers prioritize high-value crops fruits and vegetables are accelerating growth in the market.

The subscription-based segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the subscription-based segment is predicted to witness the highest growth rate supported by rising demand for affordable, scalable, and continuous access to advisory services. Subscription models enable farmers to access digital tools, training, and real-time insights at lower costs. Enterprises leverage subscription frameworks to expand reach and strengthen customer loyalty. SMEs and startups particularly benefit from recurring revenue streams through subscription services.

Growing reliance on digital-first strategies is reinforcing demand in this segment.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share by rapid urbanization expanding agricultural ecosystems and government-led digital initiatives across emerging economies. Countries such as China, India, and Southeast Asia are investing heavily in precision farming and extension services. Rising demand for food security and sustainable agriculture strengthens adoption of digital advisory platforms. Local enterprises are deploying scalable solutions to meet growing farmer needs. Expanding digital ecosystems are reinforcing the role of extension services in modernization.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR fuelled by rising smartphone penetration expanding agricultural modernization programs and growing demand for food security across urban and rural centers. Countries such as UAE, Saudi Arabia, Kenya, and South Africa are investing in extension platforms to support sustainable farming. Rising demand for precision farming in arid and semi-arid regions strengthens adoption of AI-driven advisory services. Local enterprises are deploying cost-effective platforms to meet diverse farmer needs. Expanding rural populations are reinforcing the role of extension services in agricultural resilience.

Key players in the market

Some of the key players in Agricultural Extension-as-a-Service Market include AgroStar, DeHaat, Gramophone, BigHaat, BharatAgri, Krishi Network, AgriBazaar, AGRIM, RML AgTech, Stellapps Technologies, EM3 AgriServices, WayCool Foods & Products Pvt. Ltd., Digital Green, International Crops Research Institute for the Semi-Arid Tropics and Department of Agriculture & Farmers Welfare.

### **Key Developments:**

In October 2023, AgroStar launched 'AgroStar Weather Plus', a micro-weather forecasting and alert feature within its main app. This product provides farm-level weather predictions, pest/disease alerts, and preventive action steps to mitigate climate-related risks.

In August 2022, Gramophone launched its B2B Agri-input marketplace platform, enabling retailers and distributors to source products directly from manufacturers. This product expanded its service model to digitize the agri-input supply chain, improving efficiency and transparency for businesses.

#### Crop Types Covered:

Cereals & Grains

Fruits & Vegetables

Oilseeds & Pulses

Cash Crops

Other Crop Types

#### Delivery Channels Covered:

Mobile-Based Digital Advisory

Call Centers & Expert Helplines

Field Agent-Assisted Digital Advisory

Other Delivery Channels

#### Business Models Covered:

Subscription-Based

Pay-Per-Use

Government & NGO-Funded Programs

Other Business Models

### Organization Sizes Covered:

Smallholder Farmers

Medium-Scale Farmers

Large Agricultural Enterprises

### End Users Covered:

Individual Farmers

Farmer Cooperatives & Producer Groups

Agribusinesses & Input Suppliers

Government & Public Sector Agencies

Other End Users

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

**Competitive Benchmarking**

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

### **5 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY CROP**

## **TYPE**

- 5.1 Introduction
- 5.2 Cereals & Grains
- 5.3 Fruits & Vegetables
- 5.4 Oilseeds & Pulses
- 5.5 Cash Crops
- 5.6 Other Crop Types

## **6 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY DELIVERY CHANNEL**

- 6.1 Introduction
- 6.2 Mobile-Based Digital Advisory
- 6.3 Call Centers & Expert Helplines
- 6.4 Field Agent-Assisted Digital Advisory
- 6.5 Other Delivery Channels

## **7 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY BUSINESS MODEL**

- 7.1 Introduction
- 7.2 Subscription-Based
- 7.3 Pay-Per-Use
- 7.4 Government & NGO-Funded Programs
- 7.5 Other Business Models

## **8 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY ORGANIZATION SIZE**

- 8.1 Introduction
- 8.2 Smallholder Farmers
- 8.3 Medium-Scale Farmers
- 8.4 Large Agricultural Enterprises

## **9 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Individual Farmers

- 9.3 Farmer Cooperatives & Producer Groups
- 9.4 Agribusinesses & Input Suppliers
- 9.5 Government & Public Sector Agencies
- 9.6 Other End Users

## **10 GLOBAL AGRICULTURAL EXTENSION-AS-A-SERVICE MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa
  - 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 AgroStar
- 12.2 DeHaat
- 12.3 Gramophone
- 12.4 BigHaat
- 12.5 BharatAgri
- 12.6 Krishi Network
- 12.7 AgriBazaar
- 12.8 AGRIM
- 12.9 RML AgTech
- 12.10 Stellapps Technologies
- 12.11 EM3 AgriServices
- 12.12 WayCool Foods & Products Pvt. Ltd.
- 12.13 Digital Green
- 12.14 International Crops Research Institute for the Semi-Arid Tropics
- 12.15 Department of Agriculture & Farmers Welfare

## List Of Tables

### LIST OF TABLES

Table 1 Global Agricultural Extension-as-a-Service Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Agricultural Extension-as-a-Service Market Outlook, By Crop Type (2024-2032) (\$MN)

Table 3 Global Agricultural Extension-as-a-Service Market Outlook, By Cereals & Grains (2024-2032) (\$MN)

Table 4 Global Agricultural Extension-as-a-Service Market Outlook, By Fruits & Vegetables (2024-2032) (\$MN)

Table 5 Global Agricultural Extension-as-a-Service Market Outlook, By Oilseeds & Pulses (2024-2032) (\$MN)

Table 6 Global Agricultural Extension-as-a-Service Market Outlook, By Cash Crops (2024-2032) (\$MN)

Table 7 Global Agricultural Extension-as-a-Service Market Outlook, By Other Crop Types (2024-2032) (\$MN)

Table 8 Global Agricultural Extension-as-a-Service Market Outlook, By Delivery Channel (2024-2032) (\$MN)

Table 9 Global Agricultural Extension-as-a-Service Market Outlook, By Mobile-Based Digital Advisory (2024-2032) (\$MN)

Table 10 Global Agricultural Extension-as-a-Service Market Outlook, By Call Centers & Expert Helplines (2024-2032) (\$MN)

Table 11 Global Agricultural Extension-as-a-Service Market Outlook, By Field Agent/Assisted Digital Advisory (2024-2032) (\$MN)

Table 12 Global Agricultural Extension-as-a-Service Market Outlook, By Other Delivery Channels (2024-2032) (\$MN)

Table 13 Global Agricultural Extension-as-a-Service Market Outlook, By Business Model (2024-2032) (\$MN)

Table 14 Global Agricultural Extension-as-a-Service Market Outlook, By Subscription-Based (2024-2032) (\$MN)

Table 15 Global Agricultural Extension-as-a-Service Market Outlook, By Pay-Per-Use (2024-2032) (\$MN)

Table 16 Global Agricultural Extension-as-a-Service Market Outlook, By Government & NGO-Funded Programs (2024-2032) (\$MN)

Table 17 Global Agricultural Extension-as-a-Service Market Outlook, By Other Business Models (2024-2032) (\$MN)

Table 18 Global Agricultural Extension-as-a-Service Market Outlook, By Organization

Size (2024-2032) (\$MN)

Table 19 Global Agricultural Extension-as-a-Service Market Outlook, By Smallholder Farmers (2024-2032) (\$MN)

Table 20 Global Agricultural Extension-as-a-Service Market Outlook, By Medium-Scale Farmers (2024-2032) (\$MN)

Table 21 Global Agricultural Extension-as-a-Service Market Outlook, By Large Agricultural Enterprises (2024-2032) (\$MN)

Table 22 Global Agricultural Extension-as-a-Service Market Outlook, By End User (2024-2032) (\$MN)

Table 23 Global Agricultural Extension-as-a-Service Market Outlook, By Individual Farmers (2024-2032) (\$MN)

Table 24 Global Agricultural Extension-as-a-Service Market Outlook, By Farmer Cooperatives & Producer Groups (2024-2032) (\$MN)

Table 25 Global Agricultural Extension-as-a-Service Market Outlook, By Agribusinesses & Input Suppliers (2024-2032) (\$MN)

Table 26 Global Agricultural Extension-as-a-Service Market Outlook, By Government & Public Sector Agencies (2024-2032) (\$MN)

Table 27 Global Agricultural Extension-as-a-Service Market Outlook, By Other End Users (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

## I would like to order

Product name: Agricultural Extension-as-a-Service Market Forecasts to 2032 - Global Analysis By Crop Type (Cereals & Grains, Fruits & Vegetables, Oilseeds & Pulses, Cash Crops and Other Crop Types), Delivery Channel, Business Model, Organization Size, End User and By Geography

Product link: <https://marketpublishers.com/r/A24BCC8F6CFDEN.html>

Price: US\$ 4,150.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A24BCC8F6CFDEN.html>