

# **AgriTech Platforms Market Forecasts to 2034 – Global Analysis By Platform Type (Farm Management Platforms, Agricultural Marketplace Platforms, Crop Analytics Platforms, Supply Chain Management Platforms and Other Platform Types), Deployment Type, Technology, Application, End User, and Geography**

<https://marketpublishers.com/r/A7EA73C88D0FEN.html>

Date: June 2026

Pages: 200

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

ID: A7EA73C88D0FEN

## **Abstracts**

According to Statistics MRC, the Global AgriTech Platforms Market is accounted for \$14.2 billion in 2026 and is expected to reach \$46.9 billion by 2034 growing at a CAGR of 16.1% during the forecast period. AgriTech platforms are digital ecosystems that integrate agricultural technologies, data analytics, and farm management tools to support efficient farming operations and agribusiness activities. These platforms provide services such as crop monitoring, weather forecasting, supply chain management, financial services, precision agriculture insights, and marketplace connectivity. By leveraging artificial intelligence, cloud computing, and IoT technologies, AgriTech platforms help farmers improve productivity, reduce costs, and make data-driven decisions. They also enhance access to agricultural inputs, advisory services, and market opportunities. Rising digital transformation in agriculture is driving rapid growth of AgriTech platform adoption globally.

Market Dynamics:

Driver:

Rising agricultural digitization trends

Farmers are increasingly adopting digital platforms to improve operational efficiency and farm productivity. AgriTech solutions help manage crop monitoring, supply chain operations, and farm analytics effectively. Growing demand for data-driven farming practices is further supporting market expansion. Agricultural enterprises are investing in advanced digital management systems to optimize resource utilization. Expansion of internet connectivity in rural areas is accelerating platform adoption. These factors are driving strong market growth.

#### Restraint:

##### Complex platform integration processes

Integrating digital platforms with existing farm management systems can be technically challenging and time-consuming. Farmers often face difficulties in managing multiple software applications and connected devices simultaneously. Lack of standardized interoperability frameworks further increases integration complexity. Small-scale farmers may lack technical expertise required for efficient implementation. High customization and maintenance costs also create operational challenges. These factors collectively restrict market expansion.

#### Opportunity:

##### Mobile-enabled advisory service growth

Mobile platforms provide farmers with real-time access to weather forecasts, crop guidance, and market insights. This is driving mobile-enabled advisory service growth as agricultural technology companies increasingly develop smartphone-based farm management applications, AI-powered advisory tools, and cloud-connected analytics platforms to improve farm decision-making and support precision agriculture practices across commercial farming operations worldwide. Rising smartphone penetration in rural regions is further supporting adoption. Investments in digital agricultural ecosystems are increasing steadily. These trends are strengthening market potential.

#### Threat:

##### Competition from regional software providers

Local technology companies often offer cost-effective solutions tailored to regional farming requirements. International platform providers may face pricing pressure and

reduced market penetration in developing regions. Differences in agricultural practices and language preferences also create localization challenges. Farmers may prefer familiar regional platforms with simplified operational features. Rapid emergence of new software vendors increases market competition further. These factors act as significant market threats.

#### Covid-19 Impact:

The COVID-19 pandemic accelerated the adoption of digital technologies across the agricultural sector globally. Farmers increasingly relied on digital platforms for remote farm management and supply chain coordination during lockdown restrictions. Demand for online advisory services and cloud-based agricultural platforms increased significantly. Agricultural enterprises focused on improving operational resilience through digital transformation strategies. Remote monitoring and data-driven decision-making gained greater importance during the pandemic period. Investments in smart agriculture technologies expanded steadily worldwide.

The cloud-based platforms segment is expected to be the largest during the forecast period

The cloud-based platforms segment is expected to account for the largest market share during the forecast period as these platforms provide scalable data storage, remote accessibility, real-time analytics, and efficient farm management capabilities across modern agricultural operations globally. Farmers increasingly prefer cloud-based systems for centralized monitoring and operational flexibility. These platforms support seamless integration with IoT devices and analytics tools. Growing demand for remote farm access is further strengthening segment growth. Expansion of agricultural digital infrastructure also supports market demand.

The blockchain technology segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the blockchain technology segment is predicted to witness the highest growth rate due to supply chain management systems across global farming operations. Blockchain technology enables tamper-proof transaction records and improved supply chain accountability. This is driving blockchain technology segment growth as agricultural technology providers increasingly integrate decentralized ledgers, smart contracts, and secure data-sharing platforms to improve food traceability, reduce fraud risks, and enhance operational transparency within agricultural ecosystems

worldwide. Investments in digital traceability infrastructure are increasing steadily. These factors collectively support strong CAGR growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong adoption of smart agriculture technologies across countries such as the United States and Canada. The region benefits from widespread use of cloud computing and connected farm management systems. Agricultural enterprises are increasingly investing in precision agriculture platforms. Strong presence of leading agri-tech companies further supports innovation and technology adoption. Government support for agricultural digitalization also strengthens market growth.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by rising investments in digital farming technologies across countries such as China, India, Japan, Australia, and South Korea. Rapid smartphone adoption and expanding rural internet connectivity are accelerating platform usage. Governments are actively promoting smart agriculture and precision farming initiatives. Farmers are increasingly adopting mobile-based agricultural advisory solutions. Growing focus on food security and productivity enhancement further supports market expansion.

Key players in the market

Some of the key players in AgriTech Platforms Market include Bayer AG, Deere & Company, Trimble Inc., IBM Corporation, SAP SE, Oracle Corporation, Corteva Agriscience, AGCO Corporation, The Climate Corporation, Granular, Inc., AgriDigital, Prospera Technologies, Taranis Visual Ltd., Hexagon AB and Fujitsu Limited.

Key Developments:

In February 2026, Bayer AG announced the launch of newgold® seed, its first multi-crop seed brand developed specifically for low-carbon intensity crops like camelina and winter canola. This product launch connects seed innovation and agronomic performance directly to the fast-growing biofuels market, establishing an integrated digital supply chain that unlocks new revenue streams for farmers entering the sustainable energy sector.

In August 2025, Deere & Company reported a strategic partnership with The Reservoir to accelerate automated innovation in the high-value crop (HVC) sector. This collaboration focuses on helping specialty growers deploy precision cloud analytics and autonomous data platforms to mitigate acute labor shortages while optimizing long-term water and resource conservation.

#### Platform Types Covered:

Farm Management Platforms

Agricultural Marketplace Platforms

Crop Analytics Platforms

Supply Chain Management Platforms

Other Platform Types

#### Deployment Types Covered:

Cloud-Based Platforms

On-Premise Platforms

#### Technologies Covered:

Artificial Intelligence

Big Data Analytics

Blockchain Technology

IoT Integration

Other Technologies

### Applications Covered:

- Farm Planning & Management
- Crop Monitoring
- Input Procurement
- Agricultural Supply Chain Management
- Other Applications

### End Users Covered:

- Farmers
- Agribusiness Companies
- Agricultural Cooperatives
- Government Agricultural Agencies
- Other End Users

### Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Thailand

Malaysia

Singapore

Vietnam

Rest of Asia Pacific

South America

Brazil

Argentina

Colombia

Chile

Peru

Rest of South America

Rest of the World (RoW)

Middle East

Saudi Arabia

United Arab Emirates

Qatar

Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of 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 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

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**

- 1.1 Market Snapshot and Key Highlights
- 1.2 Growth Drivers, Challenges, and Opportunities
- 1.3 Competitive Landscape Overview
- 1.4 Strategic Insights and Recommendations

### **2 RESEARCH FRAMEWORK**

- 2.1 Study Objectives and Scope
- 2.2 Stakeholder Analysis
- 2.3 Research Assumptions and Limitations
- 2.4 Research Methodology
  - 2.4.1 Data Collection (Primary and Secondary)
  - 2.4.2 Data Modeling and Estimation Techniques
  - 2.4.3 Data Validation and Triangulation
  - 2.4.4 Analytical and Forecasting Approach

### **3 MARKET DYNAMICS AND TREND ANALYSIS**

- 3.1 Market Definition and Structure
- 3.2 Key Market Drivers
- 3.3 Market Restraints and Challenges
- 3.4 Growth Opportunities and Investment Hotspots
- 3.5 Industry Threats and Risk Assessment
- 3.6 Technology and Innovation Landscape
- 3.7 Emerging and High-Growth Markets
- 3.8 Regulatory and Policy Environment
- 3.9 Impact of COVID-19 and Recovery Outlook

### **4 COMPETITIVE AND STRATEGIC ASSESSMENT**

- 4.1 Porter's Five Forces Analysis
  - 4.1.1 Supplier Bargaining Power
  - 4.1.2 Buyer Bargaining Power
  - 4.1.3 Threat of Substitutes
  - 4.1.4 Threat of New Entrants

- 4.1.5 Competitive Rivalry
- 4.2 Market Share Analysis of Key Players
- 4.3 Product Benchmarking and Performance Comparison

## **5 GLOBAL AGRITECH PLATFORMS MARKET, BY PLATFORM TYPE**

- 5.1 Farm Management Platforms
- 5.2 Agricultural Marketplace Platforms
- 5.3 Crop Analytics Platforms
- 5.4 Supply Chain Management Platforms
- 5.5 Other Platform Types

## **6 GLOBAL AGRITECH PLATFORMS MARKET, BY DEPLOYMENT TYPE**

- 6.1 Cloud-Based Platforms
- 6.2 On-Premise Platforms

## **7 GLOBAL AGRITECH PLATFORMS MARKET, BY TECHNOLOGY**

- 7.1 Artificial Intelligence
- 7.2 Big Data Analytics
- 7.3 Blockchain Technology
- 7.4 IoT Integration
- 7.5 Other Technologies

## **8 GLOBAL AGRITECH PLATFORMS MARKET, BY APPLICATION**

- 8.1 Farm Planning & Management
- 8.2 Crop Monitoring
- 8.3 Input Procurement
- 8.4 Agricultural Supply Chain Management
- 8.5 Other Applications

## **9 GLOBAL AGRITECH PLATFORMS MARKET, BY END USER**

- 9.1 Farmers
- 9.2 Agribusiness Companies
- 9.3 Agricultural Cooperatives
- 9.4 Government Agricultural Agencies

## 9.5 Other End Users

# 10 GLOBAL AGRITECH PLATFORMS MARKET, BY GEOGRAPHY

## 10.1 North America

10.1.1 United States

10.1.2 Canada

10.1.3 Mexico

## 10.2 Europe

10.2.1 United Kingdom

10.2.2 Germany

10.2.3 France

10.2.4 Italy

10.2.5 Spain

10.2.6 Netherlands

10.2.7 Belgium

10.2.8 Sweden

10.2.9 Switzerland

10.2.10 Poland

10.2.11 Rest of Europe

## 10.3 Asia Pacific

10.3.1 China

10.3.2 Japan

10.3.3 India

10.3.4 South Korea

10.3.5 Australia

10.3.6 Indonesia

10.3.7 Thailand

10.3.8 Malaysia

10.3.9 Singapore

10.3.10 Vietnam

10.3.11 Rest of Asia Pacific

## 10.4 South America

10.4.1 Brazil

10.4.2 Argentina

10.4.3 Colombia

10.4.4 Chile

10.4.5 Peru

10.4.6 Rest of South America

## 10.5 Rest of the World (RoW)

### 10.5.1 Middle East

#### 10.5.1.1 Saudi Arabia

#### 10.5.1.2 United Arab Emirates

#### 10.5.1.3 Qatar

#### 10.5.1.4 Israel

#### 10.5.1.5 Rest of Middle East

### 10.5.2 Africa

#### 10.5.2.1 South Africa

#### 10.5.2.2 Egypt

#### 10.5.2.3 Morocco

#### 10.5.2.4 Rest of Africa

## 11 STRATEGIC MARKET INTELLIGENCE

### 11.1 Industry Value Network and Supply Chain Assessment

### 11.2 White-Space and Opportunity Mapping

### 11.3 Product Evolution and Market Life Cycle Analysis

### 11.4 Channel, Distributor, and Go-to-Market Assessment

## 12 INDUSTRY DEVELOPMENTS AND STRATEGIC INITIATIVES

### 12.1 Mergers and Acquisitions

### 12.2 Partnerships, Alliances, and Joint Ventures

### 12.3 New Product Launches and Certifications

### 12.4 Capacity Expansion and Investments

### 12.5 Other Strategic Initiatives

## 13 COMPANY PROFILES

### 13.1 Bayer AG

### 13.2 Deere & Company

### 13.3 Trimble Inc.

### 13.4 IBM Corporation

### 13.5 SAP SE

### 13.6 Oracle Corporation

### 13.7 Corteva Agriscience

### 13.8 AGCO Corporation

### 13.9 The Climate Corporation

- 13.10 Granular, Inc.
- 13.11 AgriDigital
- 13.12 Prospera Technologies
- 13.13 Taranis Visual Ltd.
- 13.14 Hexagon AB
- 13.15 Fujitsu Limited

## List Of Tables

### LIST OF TABLES

Table 1 Global AgriTech Platforms Market Outlook, By Region (2023-2034) (\$MN)

Table 2 Global AgriTech Platforms Market, By Platform Type (2023–2034) (\$MN)

Table 3 Global AgriTech Platforms Market, By Farm Management Platforms (2023–2034) (\$MN)

Table 4 Global AgriTech Platforms Market, By Agricultural Marketplace Platforms (2023–2034) (\$MN)

Table 5 Global AgriTech Platforms Market, By Crop Analytics Platforms (2023–2034) (\$MN)

Table 6 Global AgriTech Platforms Market, By Supply Chain Management Platforms (2023–2034) (\$MN)

Table 7 Global AgriTech Platforms Market, By Other Platform Types (2023–2034) (\$MN)

Table 8 Global AgriTech Platforms Market, By Deployment Type (2023–2034) (\$MN)

Table 9 Global AgriTech Platforms Market, By Cloud-Based Platforms (2023–2034) (\$MN)

Table 10 Global AgriTech Platforms Market, By On-Premise Platforms (2023–2034) (\$MN)

Table 11 Global AgriTech Platforms Market, By Technology (2023–2034) (\$MN)

Table 12 Global AgriTech Platforms Market, By Artificial Intelligence (2023–2034) (\$MN)

Table 13 Global AgriTech Platforms Market, By Big Data Analytics (2023–2034) (\$MN)

Table 14 Global AgriTech Platforms Market, By Blockchain Technology (2023–2034) (\$MN)

Table 15 Global AgriTech Platforms Market, By IoT Integration (2023–2034) (\$MN)

Table 16 Global AgriTech Platforms Market, By Other Technologies (2023–2034) (\$MN)

Table 17 Global AgriTech Platforms Market, By Application (2023–2034) (\$MN)

Table 18 Global AgriTech Platforms Market, By Farm Planning & Management (2023–2034) (\$MN)

Table 19 Global AgriTech Platforms Market, By Crop Monitoring (2023–2034) (\$MN)

Table 20 Global AgriTech Platforms Market, By Input Procurement (2023–2034) (\$MN)

Table 21 Global AgriTech Platforms Market, By Agricultural Supply Chain Management (2023–2034) (\$MN)

Table 22 Global AgriTech Platforms Market, By Other Applications (2023–2034) (\$MN)

Table 23 Global AgriTech Platforms Market, By End User (2023–2034) (\$MN)

Table 24 Global AgriTech Platforms Market, By Farmers (2023–2034) (\$MN)

Table 25 Global AgriTech Platforms Market, By Agribusiness Companies (2023–2034)

(\$MN)

Table 26 Global AgriTech Platforms Market, By Agricultural Cooperatives (2023–2034)

(\$MN)

Table 27 Global AgriTech Platforms Market, By Government Agricultural Agencies  
(2023–2034) (\$MN)

Table 28 Global AgriTech Platforms Market, By Other End Users (2023–2034) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Rest of the World  
(RoW) are also represented in the same manner as above.

## I would like to order

Product name: AgriTech Platforms Market Forecasts to 2034 – Global Analysis By Platform Type (Farm Management Platforms, Agricultural Marketplace Platforms, Crop Analytics Platforms, Supply Chain Management Platforms and Other Platform Types), Deployment Type, Technology, Application, End User, and Geography

Product link: <https://marketpublishers.com/r/A7EA73C88D0FEN.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/A7EA73C88D0FEN.html>