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Digital Agronomy Market Forecasts to 2034 – Global Analysis By Solution Type (Farm Management Solutions, Soil Health Monitoring Solutions, Crop Advisory Solutions, Nutrient Management Solutions and Other Solution Types), Component, Technology, Application, End User, and By Geography

https://marketpublishers.com/r/DD18D048127BEN.html
Date: June 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: DD18D048127BEN

Abstracts

According to Stratistics MRC, the Global Digital Agronomy Market is accounted for $12.0 billion in 2026 and is expected to reach $39.5 billion by 2034 growing at a CAGR of 15% during the forecast period. Digital agronomy refers to the use of digital technologies, data analytics, artificial intelligence, and remote sensing tools to optimize crop production and agronomic practices. These systems collect and analyze data related to soil health, crop performance, weather conditions, and nutrient management to improve farming efficiency and sustainability. Digital agronomy platforms provide recommendations for planting, irrigation, fertilization, and pest control based on real-time field intelligence. The technology supports precision agriculture by enhancing productivity while minimizing environmental impact. Growing farm digitalization and demand for data-driven agriculture are accelerating adoption of digital agronomy solutions globally.

Market Dynamics:

Driver:

Increasing adoption of smart farming

Farmers are increasingly turning to digital tools to optimize crop yields and resource

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management. Governments are encouraging modernization through subsidies and supportive programs. Agritech firms are collaborating with producers to deliver innovative solutions. Awareness campaigns are highlighting the efficiency benefits of digital agronomy. Cloud-based platforms are making advanced tools more accessible to farmers.

Restraint:

Limited awareness among smallholders

A key restraint is the limited awareness of digital agronomy solutions among smallholder farmers. Many lack exposure to advanced technologies and their potential benefits. The steep learning curve reduces adoption rates in rural areas. Limited access to training programs slows integration. Smaller farms often struggle to afford technical support. Infrastructure gaps further constrain adoption. This challenge is hindering broader market penetration.

Opportunity:

Remote sensing analytics integration

Remote sensing provides real-time insights into soil health, crop growth, and resource utilization. Farmers benefit from improved decision-making and reduced costs. Affordable analytics solutions are being developed to support wider adoption. Governments are encouraging precision farming through supportive policies. Partnerships with technology providers are expanding accessibility.

Threat:

Competition from conventional consulting

The market faces a threat from competition with conventional agricultural consulting services. Many farmers continue to rely on traditional advisory methods. Conventional consulting is often cheaper and more familiar. Limited trust in digital platforms constrains adoption. Regional disparities in digital literacy add complexity. Negative publicity around failed implementations reduces confidence. This competition is constraining faster market expansion.

Covid-19 Impact:

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Covid-19 had a mixed impact on the digital agronomy market. On one hand, demand rose as farmers sought remote monitoring and predictive tools during lockdowns. Online platforms supported continuity of farming operations. On the other hand, supply chain disruptions affected hardware availability. Economic uncertainty limited investments in advanced technologies. Preventive health awareness increased focus on contactless farming solutions.

The farm management solutions segment is expected to be the largest during the forecast period

The farm management solutions segment is expected to account for the largest market share during the forecast period as farmers increasingly adopt centralized platforms for efficiency. These solutions integrate data from sensors, satellites, and analytics tools. They provide actionable insights for crop planning and resource allocation. Manufacturers are investing in user-friendly interfaces to improve adoption. Retail penetration of farm management solutions is strong in developed markets. Farmers prefer these systems for productivity and profitability. This segment is driving overall market revenue.

The yield optimization segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the yield optimization segment is predicted to witness the highest growth rate due to rising demand for precision-driven farming practices. Yield optimization solutions improve resource efficiency and crop productivity. Farmers benefit from reduced costs and higher profitability. Younger demographics are adopting digital yield optimization tools rapidly. Digital platforms promote awareness of yield-focused innovations. Governments are supporting precision farming through subsidies.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to strong consumer awareness and advanced agricultural infrastructure. High adoption of digital agronomy platforms supports growth. Leading companies and innovators are headquartered in this region. Government initiatives promote smart farming and sustainability. Retail penetration of digital agronomy solutions is strong in the US and Canada. Farmers are willing to invest in premium technologies.

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Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR driven by growing agricultural modernization. Urbanization and food security concerns are fueling adoption of digital agronomy solutions. Countries such as China, India, and Japan are rapidly modernizing farming practices. E-commerce platforms support distribution of digital tools. Government subsidies encourage adoption in rural areas. Affordable solutions appeal to mass farmers.

Key players in the market

Some of the key players in Digital Agronomy Market include Bayer AG, Corteva Agriscience, The Climate Corporation, Trimble Inc., Deere & Company, AGCO Corporation, Hexagon AB, Fujitsu Limited, Taranis, Prospera Technologies, Granular, Inc., Ag Leader Technology, Raven Industries, Inc., Topcon Positioning Systems, Inc. and SAP SE.

Key Developments:

In November 2025, Raven Industries, Inc. rolled out a major field-automation New Product Launch with its upgraded Viper 4+ smart application guidance computer. The machine-connected console automatically builds high-density spatial maps of applied nutrients, driving instant chemical overlap prevention across irregular field boundaries.

In August 2025, Granular, Inc. established a strategic spatial-data Partnership to connect its proprietary farm-business management application directly with Planet Labs PBC multi-spectral satellite streams. The integrated framework gives commercial growers continuous, real-time field-level cost valuations to calculate exact cash-rent profit parameters.

Solution Types Covered:

- Farm Management Solutions
- Soil Health Monitoring Solutions
- Crop Advisory Solutions

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Nutrient Management Solutions

Other Solution Types

Components Covered:

Software

Hardware

Services

Sensors & Monitoring Devices

Other Components

Technologies Covered:

Artificial Intelligence

IoT & Smart Sensors

Big Data Analytics

Cloud Computing

Other Technologies

Applications Covered:

Crop Monitoring

Soil Analysis

Yield Optimization

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- Precision Farming
- Other Applications

End Users Covered:

- Commercial Farms
- Agricultural Cooperatives
- Agronomy Service Providers
- Research Organizations
- Other End Users

Regions Covered:

- North America
  - United States
  - Canada
  - Mexico
- Europe
  - United Kingdom
  - Germany
  - France
  - Italy
  - Spain

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- 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

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- 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

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- 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

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

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