

Farm Equipment Telematics Market Forecasts to 2032 – Global Analysis By Component (Hardware, Software, and Services), Equipment Type, Technology, Deployment Mode, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Farm Equipment Telematics Market is accounted for \$488.04 million in 2025 and is expected to reach \$1518.12 million by 2032 growing at a CAGR of 17.6% during the forecast period. Farm Equipment Telematics involves embedding digital technologies such as GPS tracking, onboard sensors, and cloud-based analytics into agricultural machinery to enable continuous data exchange and monitoring. It allows farmers and operators to remotely track equipment performance, usage patterns, fuel consumption, and field operations. Through real-time visibility and analytics, these solutions enhance operational efficiency, enable timely maintenance, minimize machine breakdowns, and improve overall farm management, supporting smarter, more precise, and cost-effective agricultural practices.

Market Dynamics:

Driver:

Demand for precision agriculture

Farmers are increasingly relying on connected machinery and GPS-enabled tools to optimize field operations and resource utilization. Advanced sensors and data analytics are enabling real-time monitoring of equipment performance, crop health, and soil conditions. Precision farming practices are improving yield efficiency while minimizing

fuel, labor, and input costs. Government initiatives supporting smart agriculture technologies are further accelerating adoption. The integration of telematics with farm management systems allows better decision-making and predictive maintenance. Consequently, demand for telematics solutions is rising steadily across both large-scale and smallholder farms globally.

Restraint:

Lack of technical expertise

Many farmers are unfamiliar with complex telematics systems, hindering efficient implementation and operation. Smaller farms often face budget constraints, making investment in connected equipment less feasible. The need for specialized training and knowledge increases operational complexity and costs. Additionally, integrating telematics with existing farm machinery can be technically challenging. These barriers slow the adoption of advanced monitoring and automation technologies.

Opportunity:

Integration with carbon credit markets

Telematics data can track emissions reductions and sustainable farming practices, allowing farmers to earn carbon credits. Adoption of environmentally friendly practices is incentivized through digital monitoring and reporting systems. Governments and private sectors are promoting carbon farming initiatives, creating new revenue streams for agribusinesses. Integration with carbon trading platforms can enhance farm profitability while supporting sustainability goals. The increasing focus on ESG compliance is also encouraging farmers to adopt precision monitoring. This trend positions telematics as a critical tool in the transition toward sustainable agriculture.

Threat:

Data privacy and cybersecurity

Connected machinery generates large volumes of sensitive operational and location data. Cyberattacks or unauthorized access could lead to financial loss, operational disruption, and intellectual property theft. Farmers and service providers must invest in robust security protocols and encrypted data management systems. Regulatory requirements around data protection add another layer of complexity. Any breach could

damage stakeholder trust and slow adoption rates.

Covid-19 Impact:

The Covid-19 pandemic temporarily disrupted farm equipment telematics adoption due to logistical and supply chain challenges. Travel restrictions and workforce shortages slowed installation and maintenance activities. However, demand for remote monitoring solutions increased as farm operators sought to manage machinery with minimal physical contact. Manufacturers accelerated digital offerings, such as cloud-based diagnostics and telematics platforms. Investment in smart farming solutions rebounded as governments emphasized agricultural resilience. Pandemic-induced awareness of efficiency and resource optimization supported telematics adoption.

The hardware segment is expected to be the largest during the forecast period

The hardware segment is expected to account for the largest market share during the forecast period, due to the essential role of GPS devices, sensors, and onboard telematics units in monitoring farm operations. Hardware components enable real-time data collection and accurate performance tracking. Advances in IoT-enabled devices are enhancing precision and reliability in field monitoring. Farmers increasingly prefer integrated solutions that combine machinery, sensors, and connectivity hardware. Technological innovation in durable and energy-efficient components is further driving demand.

The government & research institutions segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the government & research institutions segment is predicted to witness the highest growth rate. These organizations are investing in telematics for research, data collection, and policy planning. Public-sector initiatives often fund precision agriculture projects to improve national food security and sustainability. Adoption is fueled by the need for large-scale monitoring of farming operations and experimental trials. Collaboration with private vendors facilitates the deployment of cutting-edge telematics solutions. The segment benefits from access to skilled personnel and advanced analytics infrastructure.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share. Advanced agricultural practices and technology-driven farming in the U.S. and Canada are accelerating telematics adoption. Strong R&D investment supports continuous innovation in precision equipment and software. Favorable regulatory frameworks and funding programs encourage the deployment of smart farming solutions. Farmers increasingly leverage IoT and AI-driven platforms to optimize operations. The region benefits from high awareness of sustainability and data-driven decision-making.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid agricultural mechanization in countries like China, India, and Japan is fueling telematics adoption. Governments are promoting smart farming through subsidies and technology integration programs. Rising farm sizes and modernization of rural infrastructure are increasing demand for connected equipment. Local manufacturing capabilities and partnerships with global OEMs are supporting market expansion. Awareness of sustainability and yield optimization is driving farmer interest in telematics.

Key players in the market

Some of the key players in Farm Equipment Telematics Market include John Deere, PrecisionHawk Inc., AGCO Corporation, AgJunction Inc., CNH Industrial N.V., TeeJet Technologies, Trimble Inc., Valmont Industries, Inc., Topcon Corporation, Lindsay Corporation, Kubota Corporation, Hexagon AB, CLAAS KGaA mbH, Raven Industries, Inc., and SDF Group.

Key Developments:

In December 2025, Deere & Company entered into an agreement to acquire Tenna, a construction technology company, and a holding of The Conti Group, that offers mixed-fleet equipment operations and asset tracking solutions. Tenna will continue to operate as an independent business marketed directly to construction customers under the Tenna tradename and will focus on scaling and growing the business through its proven mixed-fleet customer-focused business model.

In September 2025, AGCO announced its signing of a Virtual Power Purchase Agreement (VPPA) in partnership with BRUC, one of the largest renewable energy groups in Spain. The agreement marks a significant milestone in AGCO's renewable

energy strategy and helps reduce its Scope 2 greenhouse gas emissions relating to its indirect onsite purchased electricity.

Components Covered:

Hardware

Software

Services

Equipment Types Covered:

Tractors

Combine Harvesters

Balers & Hay Equipment

Planters & Seeders

Sprayers & Spreaders

Technologies Covered:

Cellular

Satellite Communication

Wi-Fi / Bluetooth

LPWAN

Deployment Modes Covered:

On-Premise

Cloud

Hybrid

Applications Covered:

Fleet Management

Predictive Maintenance

Usage Monitoring & Diagnostics

Precision Agriculture

Safety & Compliance

Fuel & Energy Management

Other Applications

End Users Covered:

Farmers & Growers

Agricultural Contractors

Equipment Rental Services

Cooperatives

Government & Research Institutions

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 Technology Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 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 FARM EQUIPMENT TELEMATICS MARKET, BY COMPONENT

- 5.1 Introduction
- 5.2 Hardware
 - 5.2.1 GPS/GNSS Modules
 - 5.2.2 Sensors
 - 5.2.3 Communication Devices
 - 5.2.4 On-Board Diagnostics (OBD)
- 5.3 Software
 - 5.3.1 Telematics Platforms
 - 5.3.2 Fleet Management Software
 - 5.3.3 Predictive Analytics & AI Software
- 5.4 Services
 - 5.4.1 Installation & Integration
 - 5.4.2 Support & Maintenance
 - 5.4.3 Consulting Services

6 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY EQUIPMENT TYPE

- 6.1 Introduction
- 6.2 Tractors
- 6.3 Combine Harvesters
- 6.4 Balers & Hay Equipment
- 6.5 Planters & Seeders
- 6.6 Sprayers & Spreaders

7 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Cellular
- 7.3 Satellite Communication
- 7.4 Wi-Fi / Bluetooth
- 7.5 LPWAN

8 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY DEPLOYMENT MODE

- 8.1 Introduction
- 8.2 On-Premise

8.3 Cloud

8.4 Hybrid

9 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY APPLICATION

9.1 Introduction

9.2 Fleet Management

9.3 Predictive Maintenance

9.4 Usage Monitoring & Diagnostics

9.5 Precision Agriculture

9.6 Safety & Compliance

9.7 Fuel & Energy Management

9.8 Other Applications

10 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY END USER

10.1 Introduction

10.2 Farmers & Growers

10.3 Agricultural Contractors

10.4 Equipment Rental Services

10.5 Cooperatives

10.6 Government & Research Institutions

10.7 Other End Users

11 GLOBAL FARM EQUIPMENT TELEMATICS MARKET, BY GEOGRAPHY

11.1 Introduction

11.2 North America

11.2.1 US

11.2.2 Canada

11.2.3 Mexico

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

11.4 Asia Pacific

- 11.4.1 Japan
- 11.4.2 China
- 11.4.3 India
- 11.4.4 Australia
- 11.4.5 New Zealand
- 11.4.6 South Korea
- 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 John Deere
- 13.2 PrecisionHawk Inc.
- 13.3 AGCO Corporation
- 13.4 AgJunction Inc.
- 13.5 CNH Industrial N.V.
- 13.6 TeeJet Technologies
- 13.7 Trimble Inc.
- 13.8 Valmont Industries, Inc.
- 13.9 Topcon Corporation
- 13.10 Lindsay Corporation

- 13.11 Kubota Corporation
- 13.12 Hexagon AB
- 13.13 CLAAS KGaA mbH
- 13.14 Raven Industries, Inc.
- 13.15 SDF Group

List Of Tables

LIST OF TABLES

Table 1 Global Farm Equipment Telematics Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Farm Equipment Telematics Market Outlook, By Component (2024-2032) (\$MN)

Table 3 Global Farm Equipment Telematics Market Outlook, By Hardware (2024-2032) (\$MN)

Table 4 Global Farm Equipment Telematics Market Outlook, By GPS/GNSS Modules (2024-2032) (\$MN)

Table 5 Global Farm Equipment Telematics Market Outlook, By Sensors (2024-2032) (\$MN)

Table 6 Global Farm Equipment Telematics Market Outlook, By Communication Devices (2024-2032) (\$MN)

Table 7 Global Farm Equipment Telematics Market Outlook, By On-Board Diagnostics (OBD) (2024-2032) (\$MN)

Table 8 Global Farm Equipment Telematics Market Outlook, By Software (2024-2032) (\$MN)

Table 9 Global Farm Equipment Telematics Market Outlook, By Telematics Platforms (2024-2032) (\$MN)

Table 10 Global Farm Equipment Telematics Market Outlook, By Fleet Management Software (2024-2032) (\$MN)

Table 11 Global Farm Equipment Telematics Market Outlook, By Predictive Analytics & AI Software (2024-2032) (\$MN)

Table 12 Global Farm Equipment Telematics Market Outlook, By Services (2024-2032) (\$MN)

Table 13 Global Farm Equipment Telematics Market Outlook, By Installation & Integration (2024-2032) (\$MN)

Table 14 Global Farm Equipment Telematics Market Outlook, By Support & Maintenance (2024-2032) (\$MN)

Table 15 Global Farm Equipment Telematics Market Outlook, By Consulting Services (2024-2032) (\$MN)

Table 16 Global Farm Equipment Telematics Market Outlook, By Equipment Type (2024-2032) (\$MN)

Table 17 Global Farm Equipment Telematics Market Outlook, By Tractors (2024-2032) (\$MN)

Table 18 Global Farm Equipment Telematics Market Outlook, By Combine Harvesters

(2024-2032) (\$MN)

Table 19 Global Farm Equipment Telematics Market Outlook, By Balers & Hay Equipment (2024-2032) (\$MN)

Table 20 Global Farm Equipment Telematics Market Outlook, By Planters & Seeders (2024-2032) (\$MN)

Table 21 Global Farm Equipment Telematics Market Outlook, By Sprayers & Spreaders (2024-2032) (\$MN)

Table 22 Global Farm Equipment Telematics Market Outlook, By Technology (2024-2032) (\$MN)

Table 23 Global Farm Equipment Telematics Market Outlook, By Cellular (2024-2032) (\$MN)

Table 24 Global Farm Equipment Telematics Market Outlook, By Satellite Communication (2024-2032) (\$MN)

Table 25 Global Farm Equipment Telematics Market Outlook, By Wi-Fi / Bluetooth (2024-2032) (\$MN)

Table 26 Global Farm Equipment Telematics Market Outlook, By LPWAN (2024-2032) (\$MN)

Table 27 Global Farm Equipment Telematics Market Outlook, By Deployment Mode (2024-2032) (\$MN)

Table 28 Global Farm Equipment Telematics Market Outlook, By On-Premise (2024-2032) (\$MN)

Table 29 Global Farm Equipment Telematics Market Outlook, By Cloud (2024-2032) (\$MN)

Table 30 Global Farm Equipment Telematics Market Outlook, By Hybrid (2024-2032) (\$MN)

Table 31 Global Farm Equipment Telematics Market Outlook, By Application (2024-2032) (\$MN)

Table 32 Global Farm Equipment Telematics Market Outlook, By Fleet Management (2024-2032) (\$MN)

Table 33 Global Farm Equipment Telematics Market Outlook, By Predictive Maintenance (2024-2032) (\$MN)

Table 34 Global Farm Equipment Telematics Market Outlook, By Usage Monitoring & Diagnostics (2024-2032) (\$MN)

Table 35 Global Farm Equipment Telematics Market Outlook, By Precision Agriculture (2024-2032) (\$MN)

Table 36 Global Farm Equipment Telematics Market Outlook, By Safety & Compliance (2024-2032) (\$MN)

Table 37 Global Farm Equipment Telematics Market Outlook, By Fuel & Energy Management (2024-2032) (\$MN)

Table 38 Global Farm Equipment Telematics Market Outlook, By Other Applications (2024-2032) (\$MN)

Table 39 Global Farm Equipment Telematics Market Outlook, By End User (2024-2032) (\$MN)

Table 40 Global Farm Equipment Telematics Market Outlook, By Farmers & Growers (2024-2032) (\$MN)

Table 41 Global Farm Equipment Telematics Market Outlook, By Agricultural Contractors (2024-2032) (\$MN)

Table 42 Global Farm Equipment Telematics Market Outlook, By Equipment Rental Services (2024-2032) (\$MN)

Table 43 Global Farm Equipment Telematics Market Outlook, By Cooperatives (2024-2032) (\$MN)

Table 44 Global Farm Equipment Telematics Market Outlook, By Government & Research Institutions (2024-2032) (\$MN)

Table 45 Global Farm Equipment Telematics 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.

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