

# **Farmer Advisory & Decision Support Apps Market Forecasts to 2032 – Global Analysis By Service Type (Crop Advisory & Pest Management, Weather Forecasting & Irrigation Advisory, Market Price Intelligence & Trading Support, Financial Advisory, Supply Chain & Logistics Optimization Support and Other Service Types), Connectivity Level, Deployment Mode, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Farmer Advisory & Decision Support Apps Market is accounted for \$3.3 billion in 2025 and is expected to reach \$7.4 billion by 2032 growing at a CAGR of 12% during the forecast period. Farmer Advisory & Decision Support Apps are digital platforms designed to provide real-time, data-driven guidance that helps farmers make informed agricultural decisions. These apps integrate weather forecasts, soil health data, crop growth models, pest and disease alerts, market price trends, and best-practice agronomy recommendations into an easy-to-use interface. By combining analytics, remote sensing, and localized insights, they assist farmers in optimizing crop planning, input use, irrigation scheduling, and risk management. Ultimately, these tools enhance productivity, reduce uncertainties, support sustainable farming practices, and empower farmers with actionable intelligence tailored to their specific fields and farming conditions.

Market Dynamics:

Driver:

## Rising smartphone adoption among smallholder farmers

Affordable mobile devices and expanding rural connectivity are enabling farmers to access advisory services directly. Mobile-first apps provide real-time crop guidance, weather alerts, and market price updates. Governments and NGOs are promoting digital inclusion programs to strengthen rural agricultural ecosystems. Rising smartphone penetration bridges the gap between farmers and extension services. E-commerce and agri marketplaces further reinforce adoption of mobile-based advisory solutions. As a result, smartphone adoption is propelling market growth.

### Restraint:

#### Limited digital literacy in rural communities

Many farmers struggle to navigate mobile apps and interpret advisory content effectively. Limited awareness of digital tools reduces participation in decision support systems. Smaller agri-tech firms face challenges in scaling outreach and training programs. The digital divide between urban and rural populations slows adoption of advanced advisory solutions. Without targeted education initiatives, smallholders risk exclusion from digital agriculture. Consequently, limited digital literacy is constraining market expansion.

### Opportunity:

#### Integration with agri-fintech for credit and insurance access

Advisory apps are increasingly embedding financial services such as microloans, crop insurance, and digital payments. Farmers benefit from bundled solutions that combine agronomic advice with financial inclusion. Rising demand for instant credit aligns directly with fintech-enabled advisory platforms. Partnerships between agri-tech firms and financial institutions strengthen adoption. Governments and cooperatives are supporting integrated platforms to improve farmer resilience. As a result, fintech integration is fostering market opportunities.

### Threat:

#### Ensuring trust and adoption among farmers

Many smallholders remain skeptical of digital solutions due to past experiences with

unreliable services. Cultural barriers and lack of transparency slow acceptance of mobile-based advisory platforms. Smaller firms struggle to build credibility without strong institutional partnerships. Inconsistent communication of benefits exacerbates resistance among rural communities. Negative perceptions discourage investment in advisory technologies. Consequently, trust challenges are hindering market growth.

#### Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the Farmer Advisory & Decision Support Apps market. Lockdowns disrupted agricultural supply chains, increasing farmer reliance on digital advisory services. Economic uncertainty slowed investment in premium advisory platforms in several regions. However, heightened demand for food security and resilience accelerated adoption of mobile-first solutions. Governments expanded digital agriculture programs to support rural communities during the crisis. Online advisory and fintech integration gained traction as safer alternatives to physical extension services.

The crop advisory & pest management segment is expected to be the largest during the forecast period

The crop advisory & pest management segment is expected to account for the largest market share during the forecast period, driven by demand for real-time agronomic guidance. Farmers increasingly rely on apps for pest alerts, disease diagnostics, and crop-specific recommendations. Rising smartphone adoption reinforces usage of advisory platforms in this segment. The segment benefits from strong institutional support and government-backed extension programs. Integration of AI and satellite imagery enhances accuracy of pest and crop management solutions. Large cooperatives and agribusinesses prefer advisory apps to streamline farmer engagement.

The fruits & vegetables segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the fruits & vegetables segment is predicted to witness the highest growth rate, reflecting strong demand for advisory solutions in high-value crops. Farmers increasingly adopt apps to optimize irrigation, pest control, and market access for perishable produce. Rising demand for personalized advisory accelerates adoption in this segment. Advances in AI-driven crop modeling strengthen competitiveness of fruits & vegetables advisory platforms. The segment benefits from strong growth in

horticulture and export-oriented agriculture. Government initiatives promoting diversification and value-added farming further reinforce adoption.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to advanced agri-tech infrastructure and strong institutional investment. The United States and Canada benefit from widespread adoption of advisory apps across farming communities. Government mandates promoting digital agriculture and sustainability reinforce adoption. The presence of leading agri-tech firms and continuous innovation strengthens regional leadership. Strong demand for crop advisory & pest management accelerates growth. Established extension and research ecosystems further expand platform usage.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR by rapid smartphone adoption and booming demand for digital agriculture. Countries such as India, China, and Indonesia are witnessing strong investment in advisory and decision support apps. Expanding rural populations and growing disposable incomes support premium advisory adoption. Government initiatives promoting digital literacy and financial inclusion further accelerate growth. Local startups and multinational firms are investing in scalable, mobile-first advisory solutions. Growth in mobile-first ecosystems adds momentum to regional expansion.

Key players in the market

Some of the key players in Farmer Advisory & Decision Support Apps Market include CropIn Technology Solutions Pvt. Ltd., DeHaat, Ninjacart, WayCool Foods, Stellapps Technologies, AgroStar, BharatAgri, Gramophone, AgriDigital, Jiva, Apollo Agriculture, Agrivi, PEAT (Plantix) and eKutir.

Key Developments:

In September 2024, CropIn announced a strategic partnership with Amazon Web Services (AWS) to leverage its cloud and AI/ML technologies. This collaboration is aimed at enhancing CropIn's predictive analytics capabilities, enabling the development of more advanced and scalable digital solutions for global agriculture, thereby strengthening its decision-support offerings for farmers and agribusinesses.

In July 2023, DeHaat collaborated with ICICI Bank to offer embedded finance solutions to its farmer network. This partnership, finalized in July 2023, integrates credit and insurance services directly into the DeHaat app, providing a crucial financial decision-support layer. It empowers farmers with accessible working capital and risk mitigation tools, enabling them to make informed investment decisions for their farms.

#### Service Types Covered:

- Crop Advisory & Pest Management
- Weather Forecasting & Irrigation Advisory
- Market Price Intelligence & Trading Support
- Financial Advisory
- Supply Chain & Logistics Optimization Support
- Other Service Types

#### Connectivity Levels Covered:

- Smartphone-Enabled Advisory
- Feature-Phone Based Advisory
- Offline + Low-Bandwidth Advisory Platforms
- Other Connectivity Levels

#### Deployment Modes Covered:

- Web-Based Portals
- Hybrid Digital + Field Extension Models

AI-Driven Automated Advisory Systems

Other Deployment Modes

Applications Covered:

Grains & Cereals

Fruits & Vegetables

Oilseeds & Pulses

Dairy & Livestock

Plantation & Cash Crops

Other Applications

End Users Covered:

Smallholder Farmers

Producer Cooperatives

Agri-Traders & Exporters

Food & Beverage Processors

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

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