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Infrared Heaters for Agriculture Market Forecasts to 2030 – Global Analysis by Type (Near-Infrared Heaters, Medium-Infrared Heaters and Far-Infrared Heaters), Power Source (Electric Infrared Heaters, Gas-Fired Infrared Heaters and Propane Infrared Heaters), Installation Type, Application and By Geography

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Abstracts

According to Stratistics MRC, the Global Infrared Heaters for Agriculture Market is accounted for $80.3 million in 2024 and is expected to reach $179.1 million by 2030 growing at a CAGR of 14.3% during the forecast period. Infrared heaters for agriculture are heating systems that use infrared radiation to provide direct, energy-efficient warmth to plants, animals, and agricultural facilities. Unlike conventional heating methods, these heaters emit infrared waves that heat objects and living organisms rather than the surrounding air, reducing energy waste. They are commonly used in greenhouses, poultry farms, and livestock shelters to maintain optimal temperatures, promote plant growth, and enhance animal welfare. Infrared heaters are available in electric, gas, or propane variants, offering cost-effective and eco-friendly solutions.

According to the U.S. Department of Agriculture, greenhouse production in the U.S. increased by 11% in 2020 compared to 2019.

Market Dynamics:

Driver:

Rising Adoption of Precision Agriculture

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The rising adoption of precision agriculture is significantly driving the demand for infrared heaters in farming. Precision agriculture relies on controlled environments, including temperature regulation, to optimize crop yield and livestock health. Infrared heaters provide targeted, energy-efficient heating, enhancing plant growth in greenhouses and improving animal comfort in barns. Their integration with smart farming technologies, such as IoT-based climate control systems, further boosts efficiency. As farmers seek sustainable and automated solutions, infrared heating systems gain traction, accelerating market growth.

Restraint:

High Initial Investment

The large initial expenditure for infrared heaters in agriculture stifles market expansion by discouraging small and medium-sized farmers who lack finance. Widespread adoption is restricted by the high initial expenses, particularly in underdeveloped nations. Furthermore, financial limitations compel farmers to choose less effective, less expensive options. The advantages of infrared heating in agricultural applications are limited by this financial barrier, which also inhibits industry expansion and innovation.

Opportunity:

Government Support & Incentives

Government support and incentives significantly drive the adoption of infrared heaters in agriculture by reducing upfront costs, encouraging energy-efficient solutions, and promoting sustainable farming practices. Subsidies, tax benefits, and grants make these heaters more affordable for farmers, enhancing crop growth, livestock welfare, and overall productivity. Policies supporting renewable energy and emission reduction further accelerate market growth. Additionally, research funding and pilot programs boost innovation, increasing awareness and adoption of infrared heating technologies in controlled agricultural environments.

Threat:

Dependence on Power Supply

The reliance on power supply has a negative influence on the agriculture infrared heater market due to high operational costs, sensitivity to power outages, and limited adoption

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in distant areas with intermittent power. Furthermore, farmers are financially burdened by energy price changes, and mainstream acceptance is hampered by sustainability concerns regarding fossil fuel-based power sources. These difficulties limit market expansion and erect obstacles to reliable and effective agricultural heating solutions.

Covid-19 Impact

The COVID-19 pandemic disrupted the Infrared Heaters for Agriculture Market in Asia-Pacific due to supply chain delays, labor shortages, and fluctuating raw material costs. However, increased focus on food security and controlled-environment farming boosted demand for efficient heating solutions. Post-pandemic recovery, government incentives, and rising agritech adoption have accelerated market growth, driving investments in sustainable and energy-efficient agricultural heating technologies.

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

The aquaculture segment is expected to account for the largest market share during the forecast period, because, especially in colder climates, infrared heaters offer focused, energy-efficient heating that minimizes heat loss and maintains a steady aquatic environment. This method reduces energy expenditures while maintaining water temperatures that are essential for fish productivity and health. The demand for dependable, reasonably priced heating solutions, like as infrared heaters, is only going to increase as aquaculture grows to satisfy the growing demand for seafood.

The soil heating segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the soil heating segment is predicted to witness the highest growth rate, as Infrared heaters optimize root zone temperatures and minimize the risk of frost by providing steady, energy-efficient soil warming. In cold climates and greenhouse farming, where preserving soil temperature increases yield, this approach is very useful. Soil heating is a major growth driver for the infrared heater market in agriculture, as demand is further driven by the growing use of controlled-environment agriculture and sustainable farming methods.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to demand for infrared heaters in North America. These heaters

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provide targeted, uniform warmth, improving crop yields, livestock comfort, and greenhouse productivity while reducing energy costs. The push for sustainable farming practices, advancements in heating technology, and government incentives for energy-efficient solutions further fuel market growth. Additionally, extreme weather conditions and the need for controlled environments in precision agriculture are increasing the adoption of infrared heaters across the region.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, owing to demand for energy-efficient heating solutions, especially in controlled environment agriculture (CEA) like greenhouses and poultry farms. The region's rapid agricultural advancements, increasing adoption of precision farming, and government initiatives promoting sustainable farming practices fuel market growth. Additionally, infrared heaters offer cost-effective, eco-friendly heating, improving crop yields and livestock health. Expanding agritech investments and climate change concerns further accelerate market adoption.

Key players in the market

Some of the key players profiled in the Infrared Heaters for Agriculture Market include AYTAV POULTRY EQUIPMENTS, Choretime, Cumberland poultry, Dantherm Group, ERRA TECNI-RAM S.L., EUROGAN S.L., Gasolec. Heating Solutions International, Heylo Climate Solution, Horizont group GmbH, L.B. White Company, MET MANN, MIAL F.LLI MASSINI SRL, Re-Verber-Ray, REXLAN EUROPE A.p.S., SODALEC DISTRIBUTION, Superior Radiant Products, Val6 Infrared Heaters and Welltherm GmbH.

Key Developments:

In January 2025, Dantherm Group has acquired Heylo GmbH in Germany; the acquisition of Heylo is another key milestone in Dantherm Group’s expansion strategy following the acquisitions of Calorex Heat Pumps Ltd. in the UK.

In June 2024, Horizon Group has entered into a $3.75m share exchange agreement with Diamond Lake Minerals, Inc. that specializes in digital assets, SEC-registered tokenized-securities, and tokenized commercial and community real estate.

Types Covered:

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Near-Infrared Heaters

Medium-Infrared Heaters

Far-Infrared Heaters

Power Sources Covered:

Electric Infrared Heaters

Gas-Fired Infrared Heaters

Propane Infrared Heaters

Installation Types Covered:

Fixed Infrared Heaters

Portable Infrared Heaters

Applications Covered:

Greenhouses

Livestock & Poultry Heating

Soil Heating

Storage Facilities & Drying

Aquaculture

Other Applications

Regions Covered:

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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

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- 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 2022, 2023, 2024, 2026, and 2030
- 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

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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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