

Livestock and Mixed Farming Software Market Forecasts to 2030 – Global Analysis By Type (Livestock Farming Software, Mixed Farming Software and Other Types), Livestock Type, Technology, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Livestock and Mixed Farming Software Market is accounted for \$2.0 billion in 2024 and is expected to reach \$4.1 billion by 2030 growing at a CAGR of 12.5% during the forecast period. Livestock Farming Software is a digital tool that aids farmers in managing daily operations of livestock farming. It streamlines tasks like animal health monitoring, breeding cycles tracking, feed and nutrition management, financial data recording, and productivity improvement. Mixed Farming Software is designed for farms combining crop cultivation and livestock farming, ensuring efficient resource use. It allows farmers to monitor soil health, crop yield, irrigation, pest control, machinery, and livestock health and production.

According to WWF, agriculture employs more than a billion individuals and produces more than USD 1.30 trillion worth of food each year, covering about 50% of the Earth's livable land and providing habitat and food for many different species.

Market Dynamics:

Driver:

Growing focus on sustainability and environmental concerns

Farmers are increasingly relying on data-driven sustainability solutions to monitor environmental impact, manage water use, and minimize waste. These solutions

integrate tools to measure carbon footprints, track water usage, and assess sustainability metrics. This advanced software optimizes feed, fertilizers, and other resources, reducing environmental impact while maintaining productivity. Carbon management tools are being used to encourage practices like carbon sequestration through soil management which is also seeing innovations in software that tracks and reduces emissions through optimized feeding strategies and waste management boosting the market growth.

Restraint:

Digital divide and lack of internet connectivity

Rural and remote areas face limited market penetration due to poor infrastructure, causing farmers to struggle to adopt cloud-based or online software solutions. This digital divide widens the productivity gap, as well-connected farmers gain access to advanced tools, while less developed ones are left behind. Modern farming software platforms rely on continuous internet access for real-time data collection, analytics, and updates, making these features unreliable in areas without consistent connectivity. Additionally, low-connectivity areas often require offline software, limiting access to advanced cloud-based solutions that rely on real-time data synchronization.

Opportunity:

Rising consumer demand for traceability and transparency

Demand for traceability features in food production is growing due to consumers' desire to know the origins, production methods, and ethical standards. Livestock and mixed farming software now incorporate digital record-keeping modules, allowing farmers to document and share information about animal health, feed quality, and farming practices. Blockchain technology is also being adopted to ensure the integrity and transparency of farming data, allowing consumers and supply chain partners to verify product origins and production methods. Thus, this technology also strengthens consumer trust by demonstrating authenticity and quality in farming practices.

Threat:

Concerns around data security and privacy

Farmers may be hesitant to adopt IoT software due to concerns about data misuse,

cloud-based solutions, and potential cyberattacks. They may be hesitant to use sensitive data, such as operational practices and financial records, to third parties. Cloud-based platforms also raise skepticism about data security and unauthorized access. Additionally, IoT devices and software can be targeted by hackers, potentially disrupting operations, stealing data, or causing financial losses. These ransomware attacks can lock access to critical data and demand payments, causing significant disruptions impeding the market growth.

Covid-19 Impact

Lockdowns disrupted traditional farming operations and supply chains, highlighting the need for data-driven efficiency and remote management solutions. Software enabled farmers to monitor livestock, optimize resources, and adapt to volatile market conditions. However, the pandemic also caused financial strain on small farmers, limiting their ability to invest in such technologies. The crisis underscored the importance of resilience and innovation, positioning software as a critical tool in modern farming.

The livestock farming software segment is expected to be the largest during the forecast period

The livestock farming software segment is expected to account for the largest market share during the forecast period owing to enhanced efficiency and productivity optimizing resource management, automating operations, and providing real-time monitoring of livestock health. It also encourages adherence to animal welfare standards by tracking and documenting care, reducing waste and costs. Features like feeding schedules, health monitoring, and breeding management streamline day-to-day operations, saving time and labour. Furthermore, this IoT-integrated software also helps in early disease detection and compliance with ethical and legal requirements encouraging the market growth.

The animal health management segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the animal health management segment is predicted to witness the highest growth rate due to health monitoring integration, predictive care strategies, and technological innovations. Livestock management software that integrates health tracking features is in high demand, as farmers and veterinarians seek software that can analyze health data to predict potential health issues. IoT and

wearable technology devices, such as smart collars and biosensors, require software capable of aggregating and analyzing real-time health data driving market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share owing to world's most populous countries like China and India which is expected to have a population of over 4.7 billion by 2030, leading to a surge in demand for food products, particularly protein-rich ones. As incomes rise and the middle class expands, Western-style diets are favoured, putting pressure on farmers to increase production while maintaining quality and sustainability. To meet this demand, farmers must improve yields, manage resources efficiently, and reduce waste.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR due to mixed farming systems in North America which are gaining popularity as farmers diversify their operations and improve farm resilience. Software solutions for mixed farming allow farmers to manage crop yields, livestock health, and financials simultaneously, providing a holistic view of the entire farm operation. As farm sizes increase, farmers are diversifying their product offerings, and livestock and mixed farming software help track and manage multiple agricultural activities on a single platform, enhancing operational efficiency.

Key players in the market

Some of the key players in Livestock and Mixed Farming Software market include Afimilk Ltd., BouMatic, Breedr, Cattlesoft Inc., CropIn, DeLaval, DigitalBeef, LLC, Eruvaka Technologies, Fancom BV, Fullwood Packo, GEA Group Aktiengesellschaft, Lely, Merck & Co., Inc, Prudence Technology Pvt. Ltd, PsiBorg Technologies Pvt. Ltd and Zoetis.

Key Developments:

In January 2025, Merck announced that the National Medical Products Administration (NMPA) of China approved GARDASIL® [Human Papillomavirus Quadrivalent (Types 6, 11, 16, and 18) Vaccine, Recombinant] for use in males 9-26 years of age to help prevent certain HPV-related cancers and diseases. The approval makes GARDASIL the first HPV vaccine approved for use in males in China.

In December 2024, Merck announced that they have entered into an exclusive global license agreement for HS-10535, an investigational preclinical oral small molecule GLP-1 receptor agonist. Under the agreement, Hansoh Pharma has granted Merck an exclusive global license to develop, manufacture and commercialize HS-10535.

In October 2024, DeLaval has introduced Titan™, a game-changing teat disinfectant for automated spray systems that combines the convenience of a spray application with film-forming protection.

Types Covered:

Livestock Farming Software

Mixed Farming Software

Other Types

Livestock Types Covered:

Cattle

Swine

Poultry

Sheep & Goats

Aquaculture

Other Livestock Types

Technologies Covered:

IoT Integration

Artificial Intelligence (AI) & Machine Learning (ML)

Blockchain Technology

Big Data & Analytics

Other Technologies

Applications Covered:

Animal Health Management

Breeding & Reproduction

Feeding & Nutrition Management

Milk Production & Dairy Management

Livestock Tracking & Identification

Fertilization & Soil Health Management

Field Mapping & Crop Monitoring

Automation of Farm Processes

Other Applications

End Users Covered:

Farmers & Farm Operators

Agribusinesses

Agricultural Consultants & Farm Advisors

Government & Regulatory Bodies

Research & Educational Institutions

Livestock Breeding & Genetic Companies

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 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

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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