

Precision Livestock Market Forecasts to 2032 – Global Analysis By Offering (Hardware, Software and Services), Farm Type (Dairy Farms, Swine Farms, Poultry Farms and Other Farm Types), Technology and By Geography

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Abstracts

According to Statistics MRC, the Global Precision Livestock Market is accounted for \$5.4 billion in 2025 and is expected to reach \$11.21 billion by 2032 growing at a CAGR of 10.9% during the forecast period. A data-driven method of raising animals, precision livestock makes use of cutting-edge tools like sensors, GPS, artificial intelligence, and data analytics to track and control the productivity, behaviour, health, and reproduction of livestock. With the help of this technology, farmers can make well-informed decisions instantly, enhancing farm productivity, optimising resource use, and promoting animal welfare. It encourages precision feeding, early disease detection, and customised animal care. Precision livestock improves sustainability, traceability, and profitability in contemporary animal husbandry systems by fusing digital technologies with conventional farming methods.

Market Dynamics:

Driver:

Rising Demand for Livestock Products & Productivity Optimization

Precision instruments are essential because farmers are under pressure to increase output without increasing the size of their herds or their land use. Real-time tracking, health monitoring, and automated feeding systems are examples of technologies that enhance animal performance and lower losses. These developments improve

reproduction rates, optimise feed conversion ratios, and save veterinary expenses. Precision livestock solutions facilitate compliance and transparency as customer demands for quality and traceability increase. In general, market expansion is directly fuelled by technologically enhanced productivity.

Restraint:

High Initial Investment and Lack of Technical Expertise

Advanced devices like sensors, automatic feeders, and data analytics tools are frequently too expensive for broad use. Furthermore, a lot of farmers lack the technical know-how required to properly run and maintain these intricate systems. This ignorance causes the available technology to be underutilised, which lessens their potential advantages. Adoption is further discouraged by limited access to technical help and training. As a result of uneven technological penetration and decreased user confidence, market development slows.

Opportunity:

Integration of AI, IoT, and data analytics

Continuous data on variables like temperature, movement, and feed intake is gathered via smart sensors and Internet of Things devices. AI systems examine this data to find early indicators of illness or stress, enabling prompt treatment. Optimising breeding, feeding, and general herd management is made easier with data-driven insights. This improves animal welfare, lowers operating expenses, and increases output. In the end, these technologies provide more effective and sustainable methods of raising animals.

Threat:

Data privacy concerns and cybersecurity risks

A lot of livestock enterprises are hesitant to use digital technologies because they are concerned about data breaches and illegal access. Concerns regarding intellectual property theft and loss of competitive advantage are raised by the possible abuse of data by other parties. System vulnerabilities are further increased in rural locations by inadequate cybersecurity frameworks. Furthermore, small and mid-sized farms may find it difficult and expensive to comply with complicated data protection laws. The adoption of precision livestock solutions is slowed down by these dangers taken together.

Covid-19 Impact

The Covid-19 pandemic significantly disrupted the Precision Livestock Market by causing supply chain delays, labour shortages, and restricted access to farms due to lockdowns. Investment in smart farming technologies temporarily slowed as farmers focused on operational survival. However, the crisis also highlighted the need for remote monitoring and automation, accelerating interest in precision tools post-pandemic. The demand for efficient resource use and animal health management saw renewed focus, driving gradual recovery and innovation in digital livestock solutions.

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 by offering essential tools like sensors, RFID tags, and automated feeding systems. These devices enable real-time monitoring of animal health, behavior, and productivity, enhancing decision-making for farmers. Advanced GPS and drone technologies support better pasture management and livestock tracking. Integration of IoT-enabled hardware improves data accuracy and operational efficiency. Overall, the rising adoption of smart farming equipment drives growth in the precision livestock industry.

The poultry farms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the poultry farms segment is predicted to witness the highest growth rate, due to the rising demand for automated health and productivity monitoring. Farmers increasingly adopt precision tools like sensors and computer vision to detect diseases early and optimize feeding schedules. These technologies improve egg production efficiency and reduce mortality rates. Integration of AI and data analytics enables better flock management and predictive insights. As poultry remains a staple protein source globally, the need for scalable precision solutions continues to drive market growth.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share due to the growing adoption of smart farming technologies in countries like China, India, and Australia. Government initiatives supporting digital agriculture, coupled with

increasing demand for meat and dairy products, are driving growth. The region's large livestock population and rising awareness of animal health and productivity optimization further enhance market prospects. Integration of IoT and AI-based solutions for monitoring, feeding, and disease tracking is gaining momentum, particularly in technologically progressive economies.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to advanced technological infrastructure and high investment in agri-tech innovations. The United States and Canada are key contributors, leveraging data-driven solutions to enhance animal welfare, reduce costs, and improve productivity. Robust presence of key players, rising focus on sustainable livestock farming, and strong regulatory frameworks promote the adoption of precision tools. Moreover, growing concerns over antibiotic use and environmental impact are pushing livestock farmers to adopt precision technologies for more efficient and traceable operations.

Key players in the market

Some of the key players profiled in the Precision Livestock Market include DeLaval, Allflex Livestock Intelligence, GEA Farm Technology (GEA Group), Afimilk, Lely International, BouMatic, Dairymaster, Fancom BV, Nedap N.V., Livestock Improvement Corporation (LIC), Merck Animal Health, Zoetis, AGCO Corporation, Cargill, BinSentry Inc., Moocall and Optifarm.

Key Developments:

In January 2024, DeLaval introduced VMS™ Batch Milking, a robotic milking solution tailored for large herds, designed to streamline operations, reduce labor demands, and enhance overall efficiency in modern dairy farming.

In September 2023, DeLaval formed a strategic partnership with John Deere to launch the Milk Sustainability Center (MSC) platform. This initiative enables dairy farmers to monitor nutrient use efficiency (NUE), CO₂e emissions, and integrate agronomic and herd data for improved sustainability.

Offerings Covered:

Hardware

Software

Services

Farm Types Covered:

Dairy Farms

Swine Farms

Poultry Farms

Other Farm Types

Technologies Covered:

Identification & Tracking

Milking Robotic Systems

Precision Feeding Systems

Sensors & Monitoring Devices

Poultry Monitoring/Robotic Systems

Other Technologies

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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