

Precision Viticulture - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Precision Viticulture Services Market is accounted for \$1,015.00 million in 2017 and expected to grow at a CAGR of 10.1% to reach \$2420.95 billion by 2026. Factors such as increase in demand for high-quality grapes, implementing new technologies in farming for maximum profitability & production and huge support provided by the government for viticulture techniques are favouring the market growth. In addition, increase in usage of unmanned aerial vehicles/drones is likely to provide ample opportunities to the market growth during the forecast period. However, high initial capital investments and lack of technical awareness are some of the factors inhibiting the growth of the market.

Precision viticulture is a scientific technique used by large wineries to manage accordingly large vineyard areas. It identifies and maintains variability within vineyards, improve vineyard performance, maximising grape yield and quality while minimising environmental impacts and risk. Precision viticulture depends on new and emerging technologies such as Global Positioning Systems (GPS), meteorological and other environmental sensors, satellite and remote sensing, and Geographic Information Systems (GIS) to assess and respond to variability. The use of Precision Viticulture technologies can deeply help grape growers and wine producers manage variability within their vineyards and the factors influencing vine performance. Growers are using these technologies to minimise expenditure.

By Technology, Guidance systems segment acquired considerable market share during forecast period. Guidance systems include global positioning system (GPS) and geographic information system (GIS) technologies. These technologies enable the coupling of real-time data collection with accurate position information for future treatments and are used to assess the present field information and provide alternative

management by combining and manipulating data layers to make effective decisions. By Product, services segment commanded significant share due to the services such as managed services, maintenance & supporting services and connectivity services provided to growers and winemakers.

Asia Pacific dominated the global market during the forecast period due to higher adoption of new technologies, increasing awareness of technical awareness, innovative yield monitoring solutions, presence of large farmlands and increasing adoption of agricultural technologies.

Some of the key players in Global Precision Viticulture market are AG Leader Technology, Aha Viticulture, Ateknea Solutions, Deveron Uas, Groupe ICV, John Deere, Quantislabs, Teejet Technologies, Terranis, Topcon, Tracmap and Trimble.

Products Covered:

Software

Hardware

Services

Applications Covered:

Crop Scouting

Irrigation Management

Farm Labor Management

Financial Management

Inventory Management

Weather Tracking & Forecasting

Field Mapping

Yield Monitoring

Technologies Covered:

Remote Sensing

Variable Rate Technology

Guidance Systems

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

Market share analysis of the top industry players

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

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

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 Product Analysis
- 3.7 Application Analysis
- 3.8 Technology Analysis
- 3.9 Emerging Markets
- 3.1 Futuristic Market Scenario

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 PRECISION VITICULTURE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Software
 - 5.2.1 Cloud-Based
 - 5.2.2 Local/Web-Based
- 5.3 Hardware
 - 5.3.1 Sensing & Monitoring Devices
 - 5.3.2 Automation & Control Systems
- 5.4 Services
 - 5.4.1 Assisted Professional Services
 - 5.4.1.1 Climate Information Services
 - 5.4.1.2 Supply Chain Profession Services
 - 5.4.1.3 Other Climate Information Services
 - 5.4.2 Connectivity Services
 - 5.4.3 System Integration and Consulting
 - 5.4.4 Maintenance & Support
 - 5.4.5 Managed Services
 - 5.4.5.1 Data Services
 - 5.4.5.2 Farm Operation Services

6 GLOBAL PRECISION VITICULTURE MARKET, BY APPLICATION

- 6.1 Introduction
- 6.2 Crop Scouting
- 6.3 Irrigation Management
- 6.4 Farm Labor Management
- 6.5 Financial Management
- 6.6 Inventory Management
- 6.7 Weather Tracking & Forecasting
- 6.8 Field Mapping
 - 6.8.1 Drainage Mapping
 - 6.8.2 Boundary Mapping
- 6.9 Yield Monitoring
 - 6.9.1 Off-Farm Yield Monitoring
 - 6.9.2 On-Farm Yield Monitoring

7 GLOBAL PRECISION VITICULTURE MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Remote Sensing
 - 7.2.1 Satellite Sensing
 - 7.2.2 Handheld Sensing
- 7.3 Variable Rate Technology
 - 7.3.1 Sensor-Based
 - 7.3.2 Map-Based
- 7.4 Guidance Systems
 - 7.4.1 Geographical Information System (GIS)
 - 7.4.2 Global Positioning System (GPS)

8 GLOBAL PRECISION VITICULTURE MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 Italy
 - 8.3.4 France
 - 8.3.5 Spain
 - 8.3.6 Rest of Europe
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 New Zealand
 - 8.4.6 South Korea
 - 8.4.7 Rest of Asia Pacific
- 8.5 South America
 - 8.5.1 Argentina
 - 8.5.2 Brazil
 - 8.5.3 Chile
 - 8.5.4 Rest of South America

8.6 Middle East & Africa

8.6.1 Saudi Arabia

8.6.2 UAE

8.6.3 Qatar

8.6.4 South Africa

8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

9.1 Agreements, Partnerships, Collaborations and Joint Ventures

9.2 Acquisitions & Mergers

9.3 New Product Launch

9.4 Expansions

9.5 Other Key Strategies

10 COMPANY PROFILING

10.1 AG Leader Technology

10.2 Aha Viticulture

10.3 Ateknea Solutions

10.4 Deveron Uas

10.5 Groupe ICV

10.6 John Deere

10.7 Quantislabs

10.8 Teejet Technologies

10.9 Terranis

10.10 Topcon

10.11 Tracmap

10.12 Trimble

List Of Tables

LIST OF TABLES

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 Product Analysis
- 3.7 Application Analysis
- 3.8 Technology Analysis
- 3.9 Emerging Markets
- 3.1 Futuristic Market Scenario

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 PRECISION VITICULTURE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Software
 - 5.2.1 Cloud-Based
 - 5.2.2 Local/Web-Based
- 5.3 Hardware
 - 5.3.1 Sensing & Monitoring Devices
 - 5.3.2 Automation & Control Systems
- 5.4 Services
 - 5.4.1 Assisted Professional Services
 - 5.4.1.1 Climate Information Services
 - 5.4.1.2 Supply Chain Profession Services
 - 5.4.1.3 Other Climate Information Services
 - 5.4.2 Connectivity Services
 - 5.4.3 System Integration and Consulting
 - 5.4.4 Maintenance & Support
 - 5.4.5 Managed Services
 - 5.4.5.1 Data Services
 - 5.4.5.2 Farm Operation Services

6 GLOBAL PRECISION VITICULTURE MARKET, BY APPLICATION

- 6.1 Introduction
- 6.2 Crop Scouting
- 6.3 Irrigation Management
- 6.4 Farm Labor Management
- 6.5 Financial Management
- 6.6 Inventory Management
- 6.7 Weather Tracking & Forecasting
- 6.8 Field Mapping
 - 6.8.1 Drainage Mapping
 - 6.8.2 Boundary Mapping
- 6.9 Yield Monitoring
 - 6.9.1 Off-Farm Yield Monitoring
 - 6.9.2 On-Farm Yield Monitoring

7 GLOBAL PRECISION VITICULTURE MARKET, BY TECHNOLOGY

- 7.1 Introduction
- 7.2 Remote Sensing
 - 7.2.1 Satellite Sensing
 - 7.2.2 Handheld Sensing
- 7.3 Variable Rate Technology
 - 7.3.1 Sensor-Based
 - 7.3.2 Map-Based
- 7.4 Guidance Systems
 - 7.4.1 Geographical Information System (GIS)
 - 7.4.2 Global Positioning System (GPS)

8 GLOBAL PRECISION VITICULTURE MARKET, BY GEOGRAPHY

- 8.1 Introduction
- 8.2 North America
 - 8.2.1 US
 - 8.2.2 Canada
 - 8.2.3 Mexico
- 8.3 Europe
 - 8.3.1 Germany
 - 8.3.2 UK
 - 8.3.3 Italy
 - 8.3.4 France
 - 8.3.5 Spain
 - 8.3.6 Rest of Europe
- 8.4 Asia Pacific
 - 8.4.1 Japan
 - 8.4.2 China
 - 8.4.3 India
 - 8.4.4 Australia
 - 8.4.5 New Zealand
 - 8.4.6 South Korea
 - 8.4.7 Rest of Asia Pacific
- 8.5 South America
 - 8.5.1 Argentina
 - 8.5.2 Brazil

- 8.5.3 Chile
- 8.5.4 Rest of South America
- 8.6 Middle East & Africa
 - 8.6.1 Saudi Arabia
 - 8.6.2 UAE
 - 8.6.3 Qatar
 - 8.6.4 South Africa
 - 8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

- 9.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

10 COMPANY PROFILING

- 10.1 AG Leader Technology
- 10.2 Aha Viticulture
- 10.3 Ateknea Solutions
- 10.4 Deveron Uas
- 10.5 Groupe ICV
- 10.6 John Deere
- 10.7 Quantislabs
- 10.8 Teejet Technologies
- 10.9 Terranis
- 10.10 Topcon
- 10.11 Tracmap
- 10.12 Trimble

LIST OF TABLES

**1 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY REGION
(2016-2026) (US \$MN)**

**2 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY PRODUCT
(2016-2026) (US \$MN)**

**3 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SOFTWARE
(2016-2026) (US \$MN)**

**4 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY CLOUD-BASED
(2016-2026) (US \$MN)**

**5 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY LOCAL/WEB-
BASED (2016-2026) (US \$MN)**

**6 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY HARDWARE
(2016-2026) (US \$MN)**

**7 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SENSING &
MONITORING DEVICES (2016-2026) (US \$MN)**

**8 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY AUTOMATION &
CONTROL SYSTEMS (2016-2026) (US \$MN)**

**9 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SERVICES
(2016-2026) (US \$MN)**

**10 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY ASSISTED
PROFESSIONAL SERVICES (2016-2026) (US \$MN)**

**11 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY CONNECTIVITY
SERVICES (2016-2026) (US \$MN)**

**12 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SYSTEM
INTEGRATION AND CONSULTING (2016-2026) (US \$MN)**

**13 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY MAINTENANCE &
SUPPORT (2016-2026) (US \$MN)**

**14 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY MANAGED
SERVICES (2016-2026) (US \$MN)**

**15 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY APPLICATION
(2016-2026) (US \$MN)**

16 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY CROP SCOUTING (2016-2026) (US \$MN)

17 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY IRRIGATION MANAGEMENT (2016-2026) (US \$MN)

18 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY FARM LABOR MANAGEMENT (2016-2026) (US \$MN)

19 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY FINANCIAL MANAGEMENT (2016-2026) (US \$MN)

20 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY INVENTORY MANAGEMENT (2016-2026) (US \$MN)

21 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY WEATHER TRACKING & FORECASTING (2016-2026) (US \$MN)

22 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY FIELD MAPPING (2016-2026) (US \$MN)

23 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY DRAINAGE MAPPING (2016-2026) (US \$MN)

24 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY BOUNDARY MAPPING (2016-2026) (US \$MN)

25 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY YIELD MONITORING (2016-2026) (US \$MN)

26 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY OFF-FARM YIELD MONITORING (2016-2026) (US \$MN)

27 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY ON-FARM YIELD MONITORING (2016-2026) (US \$MN)

28 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY TECHNOLOGY (2016-2026) (US \$MN)

29 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY REMOTE SENSING (2016-2026) (US \$MN)

30 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SATELLITE SENSING (2016-2026) (US \$MN)

31 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY HANDHELD SENSING (2016-2026) (US \$MN)

32 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY VARIABLE RATE TECHNOLOGY (2016-2026) (US \$MN)

33 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY SENSOR-BASED (2016-2026) (US \$MN)

34 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY MAP-BASED (2016-2026) (US \$MN)

35 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY GUIDANCE SYSTEMS (2016-2026) (US \$MN)

36 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY GEOGRAPHICAL INFORMATION SYSTEM (GIS) (2016-2026) (US \$MN)

37 GLOBAL PRECISION VITICULTURE MARKET OUTLOOK, BY GLOBAL POSITIONING SYSTEM (GPS) (2016-2026) (US \$MN)

NOTE: Tables for North America, Europe, Asia Pacific, South America and Middle East & Africa are represented in the same manner above.

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 Product Analysis
- 3.7 Application Analysis
- 3.8 Technology Analysis
- 3.9 Emerging Markets
- 3.1 Futuristic Market Scenario

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 PRECISION VITICULTURE MARKET, BY PRODUCT

- 5.1 Introduction
- 5.2 Software
 - 5.2.1 Cloud-Based
 - 5.2.2 Local/Web-Based
- 5.3 Hardware
 - 5.3.1 Sensing & Monitoring Devices
 - 5.3.2 Automation & Control Systems

5.4 Services

5.4.1 Assisted Professional Services

5.4.1.1 Climate Information Services

5.4.1.2 Supply Chain Profession Services

5.4.1.3 Other Climate Information Services

5.4.2 Connectivity Services

5.4.3 System Integration and Consulting

5.4.4 Maintenance & Support

5.4.5 Managed Services

5.4.5.1 Data Services

5.4.5.2 Farm Operation Services

6 GLOBAL PRECISION VITICULTURE MARKET, BY APPLICATION

6.1 Introduction

6.2 Crop Scouting

6.3 Irrigation Management

6.4 Farm Labor Management

6.5 Financial Management

6.6 Inventory Management

6.7 Weather Tracking & Forecasting

6.8 Field Mapping

6.8.1 Drainage Mapping

6.8.2 Boundary Mapping

6.9 Yield Monitoring

6.9.1 Off-Farm Yield Monitoring

6.9.2 On-Farm Yield Monitoring

7 GLOBAL PRECISION VITICULTURE MARKET, BY TECHNOLOGY

7.1 Introduction

7.2 Remote Sensing

7.2.1 Satellite Sensing

7.2.2 Handheld Sensing

7.3 Variable Rate Technology

7.3.1 Sensor-Based

7.3.2 Map-Based

7.4 Guidance Systems

7.4.1 Geographical Information System (GIS)

7.4.2 Global Positioning System (GPS)

8 GLOBAL PRECISION VITICULTURE MARKET, BY GEOGRAPHY

8.1 Introduction

8.2 North America

8.2.1 US

8.2.2 Canada

8.2.3 Mexico

8.3 Europe

8.3.1 Germany

8.3.2 UK

8.3.3 Italy

8.3.4 France

8.3.5 Spain

8.3.6 Rest of Europe

8.4 Asia Pacific

8.4.1 Japan

8.4.2 China

8.4.3 India

8.4.4 Australia

8.4.5 New Zealand

8.4.6 South Korea

8.4.7 Rest of Asia Pacific

8.5 South America

8.5.1 Argentina

8.5.2 Brazil

8.5.3 Chile

8.5.4 Rest of South America

8.6 Middle East & Africa

8.6.1 Saudi Arabia

8.6.2 UAE

8.6.3 Qatar

8.6.4 South Africa

8.6.5 Rest of Middle East & Africa

9 KEY DEVELOPMENTS

9.1 Agreements, Partnerships, Collaborations and Joint Ventures

- 9.2 Acquisitions & Mergers
- 9.3 New Product Launch
- 9.4 Expansions
- 9.5 Other Key Strategies

10 COMPANY PROFILING

- 10.1 AG Leader Technology
- 10.2 Aha Viticulture
- 10.3 Ateknea Solutions
- 10.4 Deveron Uas
- 10.5 Groupe ICV
- 10.6 John Deere
- 10.7 Quantislabs
- 10.8 Teejet Technologies
- 10.9 Terranis
- 10.10 Topcon
- 10.11 Tracmap
- 10.12 Trimble

LIST OF TABLES

- Table 1 Global Precision Viticulture Market Outlook, By Region (2016-2026) (US \$MN)
- Table 2 Global Precision Viticulture Market Outlook, By Product (2016-2026) (US \$MN)
- Table 3 Global Precision Viticulture Market Outlook, By Software (2016-2026) (US \$MN)
- Table 4 Global Precision Viticulture Market Outlook, By Cloud-Based (2016-2026) (US \$MN)
- Table 5 Global Precision Viticulture Market Outlook, By Local/Web-Based (2016-2026) (US \$MN)
- Table 6 Global Precision Viticulture Market Outlook, By Hardware (2016-2026) (US \$MN)
- Table 7 Global Precision Viticulture Market Outlook, By Sensing & Monitoring Devices (2016-2026) (US \$MN)
- Table 8 Global Precision Viticulture Market Outlook, By Automation & Control Systems (2016-2026) (US \$MN)
- Table 9 Global Precision Viticulture Market Outlook, By Services (2016-2026) (US \$MN)
- Table 10 Global Precision Viticulture Market Outlook, By Assisted Professional Services (2016-2026) (US \$MN)

Table 11 Global Precision Viticulture Market Outlook, By Connectivity Services (2016-2026) (US \$MN)

Table 12 Global Precision Viticulture Market Outlook, By System Integration and Consulting (2016-2026) (US \$MN)

Table 13 Global Precision Viticulture Market Outlook, By Maintenance & Support (2016-2026) (US \$MN)

Table 14 Global Precision Viticulture Market Outlook, By Managed Services (2016-2026) (US \$MN)

Table 15 Global Precision Viticulture Market Outlook, By Application (2016-2026) (US \$MN)

Table 16 Global Precision Viticulture Market Outlook, By Crop Scouting (2016-2026) (US \$MN)

Table 17 Global Precision Viticulture Market Outlook, By Irrigation Management (2016-2026) (US \$MN)

Table 18 Global Precision Viticulture Market Outlook, By Farm Labor Management (2016-2026) (US \$MN)

Table 19 Global Precision Viticulture Market Outlook, By Financial Management (2016-2026) (US \$MN)

Table 20 Global Precision Viticulture Market Outlook, By Inventory Management (2016-2026) (US \$MN)

Table 21 Global Precision Viticulture Market Outlook, By Weather Tracking & Forecasting (2016-2026) (US \$MN)

Table 22 Global Precision Viticulture Market Outlook, By Field Mapping (2016-2026) (US \$MN)

Table 23 Global Precision Viticulture Market Outlook, By Drainage Mapping (2016-2026) (US \$MN)

Table 24 Global Precision Viticulture Market Outlook, By Boundary Mapping (2016-2026) (US \$MN)

Table 25 Global Precision Viticulture Market Outlook, By Yield Monitoring (2016-2026) (US \$MN)

Table 26 Global Precision Viticulture Market Outlook, By Off-Farm Yield Monitoring (2016-2026) (US \$MN)

Table 27 Global Precision Viticulture Market Outlook, By On-Farm Yield Monitoring (2016-2026) (US \$MN)

Table 28 Global Precision Viticulture Market Outlook, By Technology (2016-2026) (US \$MN)

Table 29 Global Precision Viticulture Market Outlook, By Remote Sensing (2016-2026) (US \$MN)

Table 30 Global Precision Viticulture Market Outlook, By Satellite Sensing (2016-2026)

(US \$MN)

Table 31 Global Precision Viticulture Market Outlook, By Handheld Sensing
(2016-2026) (US \$MN)

Table 32 Global Precision Viticulture Market Outlook, By Variable Rate Technology
(2016-2026) (US \$MN)

Table 33 Global Precision Viticulture Market Outlook, By Sensor-Based (2016-2026)
(US \$MN)

Table 34 Global Precision Viticulture Market Outlook, By Map-Based (2016-2026) (US
\$MN)

Table 35 Global Precision Viticulture Market Outlook, By Guidance Systems
(2016-2026) (US \$MN)

Table 36 Global Precision Viticulture Market Outlook, By Geographical Information
System (GIS) (2016-2026) (US \$MN)

Table 37 Global Precision Viticulture Market Outlook, By Global Positioning System
(GPS) (2016-2026) (US \$MN)

NOTE: Tables for North America, Europe, Asia Pacific, South America and Middle East
& Africa are represented in the same manner above.

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