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Agriculture IoT Technology Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Node (Connectivity IC, Logic Device, Memory Device, Processor, and Sensor), By Software Solution (Data Management, Network Bandwidth Management, Real-Time Streaming Analytics, Remote Monitoring, and Security Solution), By Platform (Application Management, Device Management, and Network Management), By Service (Managed Services and Professional Services), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global Agriculture IoT Technology Market was valued at USD 7.77 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 8.19% through 2028.

Agriculture IoT (Internet of Things) Technology refers to the integration of advanced digital and sensor-based technologies into agricultural practices to enhance productivity, sustainability, and efficiency in the farming industry. It involves the deployment of a network of interconnected devices and sensors that collect, transmit, and analyze data related to various aspects of farming, including soil conditions, crop health, weather patterns, livestock monitoring, and machinery operation. This technology allows farmers to make data-driven decisions by providing real-time insights into their operations. Sensors measure factors like soil moisture, nutrient levels, and temperature, enabling precise resource management. Drones and cameras capture aerial imagery for crop

monitoring and pest detection. Livestock wearables and smart machinery improve animal welfare and automate tasks. Agriculture IoT aims to optimize agricultural processes, reduce resource waste, increase yields, and enhance sustainability. It empowers farmers with the information and tools needed to respond quickly to changing conditions, ultimately contributing to the modernization and transformation of the agriculture sector.

Key Market Drivers

Increasing Population and Food Demand

The global Agriculture IoT (Internet of Things) technology market is being driven by several factors, and one of the most prominent is the increasing global population and the subsequent rise in food demand. As the world's population continues to grow, there is an ever-growing need for more efficient and sustainable agricultural practices to produce enough food to feed everyone. IoT technology in agriculture enables farmers to monitor and manage their crops and livestock more effectively. Sensors, drones, and other IoT devices provide real-time data on soil conditions, weather patterns, and crop health. This data allows farmers to make informed decisions, optimize resource allocation, and increase crop yields. By adopting IoT solutions, agriculture can meet the rising demand for food while minimizing waste and environmental impact.

Growing Need for Precision Agriculture

Precision agriculture, enabled by IoT technology, is another major driver of the global Agriculture IoT technology market. Precision agriculture involves using data and technology to precisely manage farming operations such as planting, fertilizing, irrigating, and harvesting. IoT devices like GPS-guided tractors, soil moisture sensors, and automated irrigation systems are essential components of precision agriculture. Farmers are increasingly adopting precision agriculture techniques because they offer several advantages. By optimizing the use of resources like water and fertilizers, precision agriculture reduces production costs and environmental impact. It also helps farmers respond more effectively to changing weather patterns and market demands. As a result, the demand for IoT technology in agriculture is on the rise.

Climate Change and Sustainability Concerns

The impacts of climate change are becoming more pronounced, posing challenges to agriculture worldwide. Erratic weather patterns, prolonged droughts, and the increased

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occurrence of pests and diseases are affecting crop yields. In response, farmers are turning to IoT technology to adapt to these changing conditions and promote sustainability. IoT solutions can monitor environmental conditions in real time, helping farmers anticipate and mitigate the effects of climate change. For example, IoT sensors can provide early warnings of extreme weather events, allowing farmers to take preventive measures. Additionally, IoT technology supports sustainable practices like reduced tillage, which helps sequester carbon and reduce greenhouse gas emissions. As concerns about climate change and sustainability grow, the demand for Agriculture IoT technology is expected to increase.

Government Initiatives and Support

Many governments worldwide are actively promoting the adoption of IoT technology in agriculture through incentives, subsidies, and regulatory support. These initiatives are aimed at modernizing the agricultural sector, improving food security, and enhancing rural livelihoods. Government support includes funding for research and development in agricultural IoT, training programs for farmers, and subsidies for the purchase of IoT devices. Such initiatives reduce the financial barriers to adopting IoT technology, making it more accessible to a wider range of farmers. As governments continue to recognize the potential of IoT in agriculture, these policies will further drive market growth.

Increasing Investment in AgTech Startups

The agriculture technology (AgTech) sector has seen a surge in investment in recent years. Venture capitalists and corporate investors are pouring funds into startups developing IoT solutions for agriculture. This influx of capital is driving innovation and accelerating the development and adoption of IoT technology in farming. Startups are creating IoT devices and platforms that cater to specific agricultural needs, such as pest management, livestock monitoring, and precision irrigation. These innovations are helping farmers increase productivity and reduce operational costs, further fueling the demand for Agriculture IoT technology.

Rising Awareness of IoT Benefits

Awareness of the benefits of IoT technology in agriculture is steadily increasing among farmers and agricultural stakeholders. As success stories and case studies of IoT adoption become more prevalent, more farmers are willing to invest in these technologies. Farmers are recognizing that IoT solutions can help them make data-

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driven decisions, reduce waste, and enhance overall farm efficiency. This growing awareness is leading to a higher rate of IoT technology adoption in agriculture, as farmers seek to gain a competitive edge in an increasingly challenging and competitive industry.

In conclusion, the global Agriculture IoT technology market is being driven by a combination of factors, including the need to feed a growing population, the adoption of precision agriculture, concerns about climate change and sustainability, government support, increased investment in AgTech startups, and rising awareness of IoT benefits. These drivers are reshaping the agricultural landscape and are likely to continue fueling the growth of the Agriculture IoT technology market in the coming years.

Government Policies are Likely to Propel the Market

Subsidies for IoT Adoption in Agriculture

One of the key government policies influencing the global Agriculture IoT (Internet of Things) technology market is the provision of subsidies to encourage farmers to adopt IoT solutions in their agricultural practices. These subsidies are typically designed to alleviate some of the financial burden associated with purchasing and implementing IoT devices and technologies. Subsidies can cover a portion of the costs related to buying IoT sensors, drones, automated machinery, and data analytics tools. By reducing the initial investment required, governments aim to incentivize more farmers, especially smallholders, to embrace IoT technology. This policy not only modernizes the agriculture sector but also promotes sustainability, as IoT enables more efficient resource utilization.

Data Privacy and Security Regulations

With the increasing use of IoT in agriculture, governments have recognized the importance of safeguarding farmers' and stakeholders' data. To address privacy and security concerns, many countries have introduced stringent regulations and policies governing the collection, storage, and use of agricultural data. These policies require IoT technology providers and agribusinesses to implement robust security measures and data protection protocols. Additionally, they may establish guidelines for data ownership and access, ensuring that farmers retain control over their data. Such regulations provide a secure environment for farmers to embrace IoT without worrying about the misuse of their sensitive information.

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Research and Development Funding

Governments worldwide are investing in research and development (R&D) initiatives focused on advancing IoT technology for agriculture. These policies allocate funds to universities, research institutions, and tech companies to develop cutting-edge IoT solutions tailored to agricultural needs. R&D funding not only accelerates innovation but also helps address specific agricultural challenges. For instance, governments may support the development of IoT devices for pest management, soil health monitoring, or climate resilience. By fostering innovation through financial support, governments play a pivotal role in shaping the future of IoT in agriculture.

Agricultural Data Sharing Frameworks

To maximize the benefits of IoT technology in agriculture, governments are establishing frameworks for data sharing and collaboration among stakeholders. These policies encourage farmers, researchers, and agribusinesses to share agricultural data collected through IoT devices. Data sharing policies facilitate the creation of comprehensive agricultural databases, enabling better decision-making and more efficient resource allocation. This collaborative approach also fosters innovation by allowing researchers to access a wide range of agricultural data for analysis and modeling.

Digital Infrastructure Development

Governments are increasingly recognizing the importance of digital infrastructure in promoting the adoption of IoT technology in agriculture. Policies in this category focus on expanding access to high-speed internet and improving network connectivity in rural areas. Reliable internet connectivity is essential for IoT devices to transmit data in real time. Government policies that prioritize digital infrastructure development help bridge the urban-rural digital divide, ensuring that farmers in remote areas can benefit from IoT technology just as much as their urban counterparts.

IoT Technology Standards and Certification

Governments are also involved in establishing standards and certification processes for IoT devices used in agriculture. These policies ensure that IoT technologies meet specific quality and performance criteria, enhancing interoperability and reliability. By setting industry standards, governments help create a level playing field for IoT technology providers, foster consumer trust, and promote the widespread adoption of these technologies. Additionally, certification processes may include compliance with

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environmental and safety regulations, further enhancing the sustainability of IoT in agriculture. In conclusion, government policies play a crucial role in shaping the global Agriculture IoT technology market. Subsidies, data privacy regulations, R&D funding, data sharing frameworks, digital infrastructure development, and IoT technology standards and certification all contribute to the growth and responsible adoption of IoT technology in agriculture. These policies not only drive innovation but also promote sustainability and efficiency in the agricultural sector

Key Market Challenges

High Initial Investment Costs

One of the primary challenges facing the global Agriculture IoT (Internet of Things) technology market is the high initial investment costs associated with implementing IoT solutions on farms. The adoption of IoT in agriculture often involves the purchase of various hardware components such as sensors, drones, smart machinery, and data analytics tools. These components can be expensive, particularly for small and medium-sized farms, which make up a significant portion of the agricultural sector. The cost of IoT technology in agriculture includes not only the purchase of hardware but also the expenses associated with installation, maintenance, and training. Integrating IoT systems into existing farm operations can be a complex and time-consuming process, requiring skilled technicians and sometimes infrastructure upgrades like improved internet connectivity. For many farmers, especially those with limited financial resources, the upfront costs of adopting IoT technology can act as a significant barrier. This challenge is particularly pertinent in developing countries where access to capital and resources may be limited. As a result, even though IoT has the potential to improve productivity, reduce resource wastage, and enhance sustainability, many farmers struggle to justify the initial investment. Addressing this challenge requires innovative financing solutions, government subsidies, and partnerships between technology providers and agricultural organizations. Collaborative efforts can help reduce the financial burden on farmers and make IoT technology more accessible to a wider range of agricultural stakeholders.

Data Privacy and Security Concerns

As IoT technology becomes more prevalent in agriculture, data privacy and security concerns have emerged as a significant challenge. IoT devices collect vast amounts of data, including sensitive information about crop yields, livestock health, and farm operations. Protecting this data from unauthorized access, cyberattacks, and breaches

is of utmost importance. Farmers and agricultural organizations worry about the potential misuse of their data, especially when third-party companies and technology providers are involved. Concerns include data theft, unauthorized sharing, and the exploitation of sensitive information for financial gain. Moreover, there are often questions about data ownership and control. Farmers may not fully understand the terms and conditions of data agreements with technology providers, leading to potential disputes over who has the rights to the collected data. To address these concerns, governments and industry organizations are developing regulations and standards related to data privacy and security in agriculture. These policies aim to establish guidelines for data collection, storage, sharing, and ownership. They also promote transparency in data agreements and require technology providers to implement robust cybersecurity measures.

However, striking the right balance between data security and the benefits of data-driven decision-making remains a complex challenge. Agricultural stakeholders must navigate this landscape carefully, ensuring that IoT technology adoption is not hindered by data privacy and security concerns while still safeguarding sensitive information. Education and awareness campaigns can also help farmers and organizations better understand their rights and responsibilities regarding data privacy and security in the context of IoT technology.

Segmental Insights

Connectivity IC Insights

The Connectivity IC segment had the largest market share in 2022 & expected to maintain in the forecast period. Connectivity ICs in the Agriculture IoT market are predominantly focused on enabling wireless communication. Technologies like Wi-Fi, Bluetooth, Zigbee, and LoRaWAN are widely used to link sensors, drones, smart machinery, and other IoT devices to a central monitoring and control system. Agricultural environments often cover large areas with remote locations. Therefore, connectivity ICs must support long-range communication while consuming minimal power. LoRaWAN (Long Range Wide Area Network) and Narrowband IoT (NB-IoT) are emerging as popular choices due to their ability to cover expansive agricultural landscapes with low power requirements. Many farms already have some form of infrastructure in place, such as weather stations or irrigation systems. Connectivity ICs need to be compatible with these existing technologies to facilitate smooth integration, reducing the need for costly infrastructure upgrades. Connectivity ICs play a pivotal role in transmitting data from IoT devices to centralized platforms. They enable real-time

data collection, which is crucial for monitoring crop health, weather conditions, and equipment status. This data supports data-driven decision-making in precision agriculture. Agriculture IoT deployments often face challenging conditions, such as remote locations, extreme weather, and interference from obstacles like trees and buildings. Connectivity ICs must be resilient to such conditions, ensuring a stable and consistent data flow. With the increasing concern about data security in IoT, connectivity ICs must incorporate robust security features. This includes encryption protocols, secure boot processes, and protection against unauthorized access to prevent data breaches and cyberattacks, which could compromise farm operations and sensitive data. Agriculture IoT systems may start with a small number of sensors and devices but can rapidly expand as the farm grows or more advanced monitoring is required. Connectivity ICs should support scalability, allowing farmers to add more devices without overhauling the entire system.

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Remote Monitoring Insights

The Remote Monitoring segment had the largest market share in 2022 and is projected to experience rapid growth during the forecast period. Remote monitoring has transformed precision agriculture by providing farmers with real-time data on various factors, including soil moisture, temperature, crop growth, and weather conditions. This data allows farmers to make data-driven decisions, optimize resource use, and enhance crop yields. One of the primary applications of remote monitoring in agriculture is crop health monitoring. IoT sensors can detect early signs of plant stress, disease, or pest infestations. By identifying issues promptly, farmers can take targeted actions, such as adjusting irrigation or applying pesticides, to protect their crops and maximize yields. Remote sensors can continuously monitor soil conditions, providing insights into soil moisture levels, nutrient content, and pH levels. This information helps farmers make informed decisions about irrigation and fertilization, reducing resource wastage and improving soil health. Access to real-time weather data through remote monitoring is crucial for agriculture. IoT weather stations and sensors provide farmers with accurate forecasts, helping them plan planting and harvesting activities and mitigate the impact of adverse weather conditions. Remote monitoring extends to livestock management, where IoT devices like RFID tags, GPS trackers, and smart cameras allow farmers to track the health and location of animals. This technology aids in preventing livestock theft, managing herd health, and optimizing feeding schedules. IoT-based remote monitoring systems enable precise irrigation management. Sensors in the soil can determine moisture levels and trigger automated irrigation systems only when

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necessary, conserving water and reducing operational costs.

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Regional Insights

North America held the largest market for Agriculture IoT Technology, in the global market in 2022. The growth of the market in North America is driven by the following factors such as the presence of a large number of agricultural organizations and farms, the high adoption of new technologies in the agricultural sector, the government support for the use of IoT technology in agriculture among others.

Asia Pacific had the fastest-growing market for Agriculture IoT Technology, in the global market in 2022. The growth of the market in the Asia Pacific is driven by the following factors including the rapid growth of the agricultural sector in the region, the increasing investment in agricultural technologies by governments and private organizations, the rising demand for food in the region among others.

Key Market Players

Trimble Inc.

Raven Industries Inc

AGCO Corporation

CNH Industrial NV

Yara International ASA

PrecisionHawk Inv

AgJunction Inc.

Report Scope:

In this report, the Global Agriculture IoT Technology Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

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Agriculture IoT Technology Market, By Node:

Connectivity IC

Logic Device

Memory Device

Processor

Sensor

Market, By Software Solution:

Data Management

Network Bandwidth Management

Real-Time Streaming Analytics

Remote Monitoring

Security Solution

Agriculture IoT Technology Market, By Platform:

Application Management

Device Management

Network Management

Agriculture IoT Technology Market, By Service:

Managed Services

Professional Services

Agriculture IoT Technology Market, By Region:

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North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

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Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Agriculture IoT Technology Market.

Available Customizations:

Global Agriculture IoT Technology market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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