

Crop Monitoring Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028

Segmented By Offering (Hardware, Software, Services), By Technology (Sensing & Imagery, Variable Rate Technology, Automation & Robotics), By Farm Type (Small, Medium, Large), By Application (Field Mapping, Crop Scouting & Monitoring, Soil Monitoring, Yield Mapping & Monitoring, Others), By Region and Competition

<https://marketpublishers.com/r/C1958E7A391BEN.html>

Date: November 2023

Pages: 181

Price: US\$ 4,900.00 (Single User License)

ID: C1958E7A391BEN

Abstracts

Global Crop Monitoring Market has valued at USD 2.87 Billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 14.24% through 2028. Crop Monitoring is increasingly indispensable for optimizing the utilization of geospatial technologies and site-specific crop management practices. Remote sensing technology serves as a valuable tool for gathering information on crop conditions, acreage, and production forecasting, facilitating policy decisions related to food security across various nations. Although remote sensing applications are still in the experimental stage, they exhibit an accuracy level for crop acreage forecasts ranging from 70-90 percent, which varies depending on the crop type and its distribution on the terrain.

Key Market Drivers

Advancements in Technology Such as Machine Learning & AI

Advancements in technology, notably Machine Learning (ML) and Artificial Intelligence

(AI), are anticipated to significantly boost the global demand for crop monitoring. These innovative technologies enable real-time tracking, predictive analytics, and nuanced data interpretation, thereby revolutionizing agricultural practices. ML and AI can analyze vast amounts of data from various sources such as drones, satellites, and IoT devices, facilitating precise crop monitoring. By identifying patterns in the data, they can predict weather conditions, identify disease outbreaks, and suggest appropriate interventions, ultimately optimizing crop yield and quality. In addition, these technologies can provide detailed soil analysis, recommending personalized crop treatment strategies based on individual field characteristics. Such precision farming methods, enabled by ML and AI, are expected to reduce resource wastage, increase cost-effectiveness, and promote sustainable agricultural practices. Hence, as the world grapples with the challenges of food security and environmental sustainability, the role of ML and AI in agriculture becomes increasingly pivotal. Their ability to transform data into actionable insights is expected to drive a surge in global demand for their application in crop monitoring.

Increasing Use of Drone Technology for Crop Monitoring

The increasing utilization of drone technology for crop monitoring is poised to significantly boost the global demand for crop monitoring. Drone technology, or Unmanned Aerial Vehicles (UAVs), offer unparalleled benefits in agricultural practices, as they can execute precise and efficient monitoring of large agricultural expanses. Through the use of advanced sensors and digital imaging capabilities, drones can capture detailed and insightful data about crop growth, soil health, and any potential issues such as disease or pest infestation. This detailed data enables farmers to make timely interventions, optimize crop yields, and minimize losses. Furthermore, drones achieve this with significantly reduced labor and time compared to traditional monitoring methods, making them a cost-effective solution. As the agricultural sector continues to embrace digitalization and precision farming practices, the use of drones for crop monitoring is expected to become commonplace. This, in turn, is anticipated to spur global demand for crop monitoring services. The integration of drone technology in crop monitoring is not just a revolutionizing prospect, but an imminent necessity in the face of increasing global food demand. Therefore, the future of crop monitoring worldwide looks promising, with drone technology playing a pivotal role.

Adoption of Advanced Agricultural Equipment & Software

Crop monitoring, an essential aspect of precision agriculture, depends heavily on the adoption of advanced agricultural equipment and software. These tools offer farmers

the ability to meticulously track, analyze, and manage crop growth - leading to higher yields and sustainable farming practices. As the global population continues to rise, demand for food production increases, amplifying the need for efficient and effective crop monitoring systems.

Advanced agricultural equipment like drones, sensors, and satellites collect high-resolution data about soil composition, crop health, and weather patterns. This data, when processed through sophisticated analytic software, provides actionable insights for farmers. For instance, they can identify diseased or underperforming crops early, make informed decisions about irrigation and fertilization, and predict yields with higher accuracy.

The profound impact of these technologies on crop yield and quality, coupled with their decreasing costs, are key drivers for their widespread adoption. As such, the demand for crop monitoring is expected to surge globally. Moreover, growing awareness about the role of technology in sustainable farming and support from government initiatives are further fueling this adoption. In emerging economies, where agriculture plays a significant part in the GDP, the potential for growth is even more significant. As these countries strive to modernize their agricultural practices and improve food security, the demand for advanced crop monitoring technologies is set to climb. Thus, the global trend towards advanced agricultural technology adoption foretells a positive trajectory for the demand in crop monitoring.

Growth of the IoT in Agriculture

The proliferation of Internet of Things (IoT) technologies in agriculture is expected to significantly elevate the global demand for crop monitoring. IoT, with its network of physical devices and sensors, aids in gathering real-time data about various crop parameters, thereby facilitating informed decision-making on crop health, harvesting time, and yield predictions. Given the climate uncertainties and the increasing need to optimize yield, advanced crop monitoring systems are becoming a necessity. Furthermore, precision agriculture, a farming management concept based on observing and responding to intra-field variations, is rapidly gaining traction. It relies heavily on IoT and crop monitoring technologies for its successful implementation, further driving the demand. Notably, crop monitoring systems can help in the efficient utilization of resources such as water and pesticides, contributing to sustainable agriculture practices in the longer run. The increasing global population and the subsequent surge in food demand will necessitate the adoption of such smart farming techniques, leading to an anticipated upswing in crop monitoring systems' demand globally. The integration of IoT

in agriculture is truly a game-changer, set to redefine traditional farming practices and create a more productive and sustainable agricultural landscape.

Key Market Challenges

Lack of Highly Skilled Workers to Operate Digital Tools

The global demand for crop monitoring, though potentially transformative in the field of agriculture, is expected to face a decline due to the glaring lack of highly skilled workers capable of operating advanced digital tools. Technological advancements in crop monitoring have undoubtedly revolutionized farming practices, but the shortage of skilled labor is creating a bottleneck in the adoption and effective use of this technology. Crop monitoring involves intricate tasks such as interpreting data from satellite imagery, handling drones for field scouting, and managing complex software systems for crop health assessment. These tasks require a specialized skill set that is currently scarce in the labor market, which could hamper the global demand for crop monitoring. Furthermore, the cost and time associated with training workers to acquire these skills are significant, which only exacerbates the problem. Hence, until the gap between the complexity of digital tools and the skill set of the labor force is bridged, the global demand for crop monitoring is anticipated to witness a downward trend.

High Capital Cost

High capital cost is a significant barrier to the global adoption of crop monitoring technology. For many farmers, particularly those in developing countries, the initial investment required for sophisticated monitoring systems is simply too steep. These sophisticated systems, which often include drones, satellite imaging, and advanced AI software, have the potential to revolutionize farming by providing real-time data about crop health and environmental conditions. However, their high cost makes them inaccessible to the average farmer. As a result, the demand for these systems is expected to diminish, especially in regions where farmers operate on tight margins and lack access to credit facilities. Additionally, the cost of maintaining and updating these technologies could further exacerbate the financial burden, discouraging even more potential users. While technological advancements typically lead to reductions in cost over time, this decrease is unlikely to be significant enough in the near future to counterbalance the high upfront costs. In conclusion, the high capital cost of crop monitoring technology is a significant hurdle, potentially hindering global demand.

Key Market Trends

Integration of Smartphones with Agricultural Hardware & Software Applications

The integration of smartphones with agricultural hardware and software applications is projected to skyrocket the demand for crop monitoring globally. Smartphones, as accessible, multi-functional tools, are becoming increasingly intertwined with agriculture, offering the ability to control high-tech hardware and interact with sophisticated software applications. This advancement heralds a new era in precision agriculture. Through apps and hardware integrations, farmers can now monitor crop health, track weather patterns, and manage pests directly from their handheld device, making real-time decisions that enhance crop productivity and reduce waste. The ubiquity and ease-of-use of smartphones make them an ideal platform for widespread adoption of these technologies. In developing countries, where large-scale, costly monitoring systems are out of reach for many farmers, this could revolutionize agricultural practices, leading to increased yields and sustainability. Moreover, the leveraging of smartphone technology facilitates the collection and analysis of big data, driving forward the research and implementation of best agricultural practices on a global scale. Thus, the convergence of smartphones with agricultural hardware and software is poised to dramatically escalate the uptake of crop monitoring worldwide.

Increase in Agricultural R&D Activities by Major Companies

The global demand for crop monitoring is expected to rise significantly, a trend primarily driven by increased agricultural R&D activities being undertaken by major companies. Technological advancements have led to the development of sophisticated techniques and tools that are revolutionising the agricultural sector. Companies are strategically investing in R&D to discover innovative ways to enhance crop monitoring processes through the application of advanced technologies such as drones, machine learning algorithms, and satellite imaging. These technologies enable accurate tracking of crop growth, early identification of plant diseases, and prediction of yield, thereby optimising the farming process and increasing productivity. Furthermore, they provide real-time insights about the crops' nutritional needs, helping farmers to tailor their fertiliser use, which not only reduces costs but also lessens environmental impact. The increase in R&D activities reflects the growing recognition of technology's role in addressing food security challenges presented by the rapidly growing global population. As these companies continue to innovate, the demand for crop monitoring on a global scale is predicted to rise as it offers a viable solution to enhancing agricultural productivity and sustainability.

Segmental Insights

Technology Insights

Based on the Technology, the Sensing & Imagery segment is projected to make a significant contribution to the market growth. The increasing adoption of remote sensing technology by farmers has empowered them to remotely monitor their farms, resulting in widespread adoption across the agricultural industry. By utilizing remote sensing, farmers are not only able to determine the precise amount of soil moisture but also gain valuable insights into various other factors that influence successful crop cultivation. One such critical application of remote sensing is soil mapping, which provides farmers with invaluable information about soil composition, fertility, and potential nutrient deficiencies. Armed with these detailed insights, farmers can make informed decisions regarding crop selection, irrigation, and fertilization, ultimately optimizing their agricultural practices for higher productivity and sustainability.

Farm Type Insights

Based on Farm Type, the market is segmented into Small Sized Farms, Medium Sized Farms, and Large Sized Farms. Medium-sized farms are projected to experience rapid growth in the forecast period. This is primarily attributed to the substantial number of medium-sized farms around the globe and their adoption of advanced technologies like remote sensing, automation and robotics, and variable rate technology. These technological advancements have enabled farmers to optimize their operations, improve efficiency, and maximize returns. With the increasing demand for sustainable and efficient agricultural practices, medium-sized farms are poised to capitalize on these opportunities and play a pivotal role in meeting the world's food production needs.

Regional Insights

In the Global Crop Monitoring Market, North America takes the lead with its advanced agricultural practices and widespread adoption of technology in farming operations. The region's success can be attributed to the implementation of supportive government policies that actively promote the use of precision farming techniques. These policies include funding research and development in agricultural technology, providing subsidies for farmers to adopt advanced monitoring systems, and encouraging collaboration between farmers and technology providers. By leveraging cutting-edge tools such as satellite imagery, drones, and IoT sensors, North American farmers are able to gather real-time data on soil moisture levels, crop health, and pest infestations.

This data-driven approach enables them to make informed decisions regarding irrigation, fertilization, and pest management, ultimately optimizing crop production and minimizing environmental impact.

Furthermore, North America's focus on sustainable and efficient agricultural practices extends beyond individual farms. The region has established robust networks and platforms for data sharing and collaboration, allowing farmers to learn from each other and share best practices. This collaborative mindset has led to the development of innovative solutions and the continuous improvement of farming techniques. With its commitment to precision farming, data-driven decision-making, and sustainable practices, North America continues to pave the way for the future of agriculture on a global scale. The region serves as a role model for other countries, inspiring them to embrace technological advancements and adopt practices that promote both productivity and environmental stewardship.

Key Market Players

Trimble Inc.

Topcon Corporation

Yara International ASA

The Climate Corporation

CropX Technologies Ltd.

Deere & Company

Syngenta Group

Precision Hawk, Inc.

Ag Leader Technology Inc.

AAA Taranis Visual Ltd.

Report Scope:

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

Crop Monitoring Market, By Offering:

Hardware

Software

Services

Crop Monitoring Market, By Technology:

Sensing & Imagery

Variable Rate Technology

Automation & Robotics

Crop Monitoring Market, By Farm Type:

Small

Medium

Large

Crop Monitoring Market, By Application:

Field Mapping

Crop Scouting & Monitoring

Soil Monitoring

Yield Mapping & Monitoring

Others

Crop Monitoring Market, By Region:

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

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 Crop Monitoring Market.

Available Customizations:

Global Crop Monitoring 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validations
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends
- 3.6. Voice of Customer

4. GLOBAL CROP MONITORING MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Offering (Hardware, Software, Services)
 - 4.2.2. By Technology (Sensing & Imagery, Variable Rate Technology, Automation & Robotics)
 - 4.2.3. By Farm Type (Small, Medium, Large)
 - 4.2.4. By Application (Field Mapping, Crop Scouting & Monitoring, Soil Monitoring,

Yield Mapping & Monitoring, Others)

4.2.5. By Region

4.2.6. By Company (2022)

4.3. Market Map

5. NORTH AMERICA CROP MONITORING MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Offering

5.2.2. By Technology

5.2.3. By Farm Type

5.2.4. By Application

5.2.5. By Country

5.3. North America: Country Analysis

5.3.1. United States Crop Monitoring Market Outlook

5.3.1.1. Market Size & Forecast

5.3.1.1.1. By Value

5.3.1.2. Market Share & Forecast

5.3.1.2.1. By Offering

5.3.1.2.2. By Technology

5.3.1.2.3. By Farm Type

5.3.1.2.4. By Application

5.3.2. Canada Crop Monitoring Market Outlook

5.3.2.1. Market Size & Forecast

5.3.2.1.1. By Value

5.3.2.2. Market Share & Forecast

5.3.2.2.1. By Offering

5.3.2.2.2. By Technology

5.3.2.2.3. By Farm Type

5.3.2.2.4. By Application

5.3.3. Mexico Crop Monitoring Market Outlook

5.3.3.1. Market Size & Forecast

5.3.3.1.1. By Value

5.3.3.2. Market Share & Forecast

5.3.3.2.1. By Offering

5.3.3.2.2. By Technology

5.3.3.2.3. By Farm Type

5.3.3.2.4. By Application

6. EUROPE CROP MONITORING MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Offering

6.2.2. By Technology

6.2.3. By Farm Type

6.2.4. By Application

6.2.5. By Country

6.3. Europe: Country Analysis

6.3.1. Germany Crop Monitoring Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Offering

6.3.1.2.2. By Technology

6.3.1.2.3. By Farm Type

6.3.1.2.4. By Application

6.3.2. United Kingdom Crop Monitoring Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Offering

6.3.2.2.2. By Technology

6.3.2.2.3. By Farm Type

6.3.2.2.4. By Application

6.3.3. Italy Crop Monitoring Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Offering

6.3.3.2.2. By Technology

6.3.3.2.3. By Farm Type

6.3.3.2.4. By Application

6.3.4. France Crop Monitoring Market Outlook

6.3.4.1. Market Size & Forecast

- 6.3.4.1.1. By Value
- 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Offering
 - 6.3.4.2.2. By Technology
 - 6.3.4.2.3. By Farm Type
 - 6.3.4.2.4. By Application
- 6.3.5. Spain Crop Monitoring Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Offering
 - 6.3.5.2.2. By Technology
 - 6.3.5.2.3. By Farm Type
 - 6.3.5.2.4. By Application

7. ASIA-PACIFIC CROP MONITORING MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Offering
 - 7.2.2. By Technology
 - 7.2.3. By Farm Type
 - 7.2.4. By Application
 - 7.2.5. By Country
- 7.3. Asia-Pacific: Country Analysis
 - 7.3.1. China Crop Monitoring Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Offering
 - 7.3.1.2.2. By Technology
 - 7.3.1.2.3. By Farm Type
 - 7.3.1.2.4. By Application
 - 7.3.2. India Crop Monitoring Market Outlook
 - 7.3.2.1. Market Size & Forecast
 - 7.3.2.1.1. By Value
 - 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Offering

- 7.3.2.2.2. By Technology
- 7.3.2.2.3. By Farm Type
- 7.3.2.2.4. By Application
- 7.3.3. Japan Crop Monitoring Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Offering
 - 7.3.3.2.2. By Technology
 - 7.3.3.2.3. By Farm Type
 - 7.3.3.2.4. By Application
- 7.3.4. South Korea Crop Monitoring Market Outlook
 - 7.3.4.1. Market Size & Forecast
 - 7.3.4.1.1. By Value
 - 7.3.4.2. Market Share & Forecast
 - 7.3.4.2.1. By Offering
 - 7.3.4.2.2. By Technology
 - 7.3.4.2.3. By Farm Type
 - 7.3.4.2.4. By Application
- 7.3.5. Australia Crop Monitoring Market Outlook
 - 7.3.5.1. Market Size & Forecast
 - 7.3.5.1.1. By Value
 - 7.3.5.2. Market Share & Forecast
 - 7.3.5.2.1. By Offering
 - 7.3.5.2.2. By Technology
 - 7.3.5.2.3. By Farm Type
 - 7.3.5.2.4. By Application

8. SOUTH AMERICA CROP MONITORING MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Offering
 - 8.2.2. By Technology
 - 8.2.3. By Farm Type
 - 8.2.4. By Application
 - 8.2.5. By Country
- 8.3. South America: Country Analysis

- 8.3.1. Brazil Crop Monitoring Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Offering
 - 8.3.1.2.2. By Technology
 - 8.3.1.2.3. By Farm Type
 - 8.3.1.2.4. By Application
- 8.3.2. Argentina Crop Monitoring Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Offering
 - 8.3.2.2.2. By Technology
 - 8.3.2.2.3. By Farm Type
 - 8.3.2.2.4. By Application
- 8.3.3. Colombia Crop Monitoring Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Offering
 - 8.3.3.2.2. By Technology
 - 8.3.3.2.3. By Farm Type
 - 8.3.3.2.4. By Application

9. MIDDLE EAST AND AFRICA CROP MONITORING MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Offering
 - 9.2.2. By Technology
 - 9.2.3. By Farm Type
 - 9.2.4. By Application
 - 9.2.5. By Country
- 9.3. MEA: Country Analysis
 - 9.3.1. South Africa Crop Monitoring Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Offering

9.3.1.2.2. By Technology

9.3.1.2.3. By Farm Type

9.3.1.2.4. By Application

9.3.2. Saudi Arabia Crop Monitoring Market Outlook

9.3.2.1. Market Size & Forecast

9.3.2.1.1. By Value

9.3.2.2. Market Share & Forecast

9.3.2.2.1. By Offering

9.3.2.2.2. By Technology

9.3.2.2.3. By Farm Type

9.3.2.2.4. By Application

9.3.3. UAE Crop Monitoring Market Outlook

9.3.3.1. Market Size & Forecast

9.3.3.1.1. By Value

9.3.3.2. Market Share & Forecast

9.3.3.2.1. By Offering

9.3.3.2.2. By Technology

9.3.3.2.3. By Farm Type

9.3.3.2.4. By Application

9.4. Drivers

9.5. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Recent Development

10.2. Mergers & Acquisitions

10.3. Product Launches

11. GLOBAL CROP MONITORING MARKET: SWOT ANALYSIS

12. PORTER'S FIVE FORCES ANALYSIS

12.1. Competition in the Industry

12.2. Potential of New Entrants

12.3. Power of Suppliers

12.4. Power of Customers

12.5. Threat of Substitute Products

13. COMPETITIVE LANDSCAPE

13.1. Trimble Inc.

13.1.1. Business Overview

13.1.2. Service Offerings

13.1.3. Recent Developments

13.1.4. Key Personnel

13.1.5. SWOT Analysis

13.2. Topcon Corporation

13.3. Yara International ASA

13.4. The Climate Corporation

13.5. CropX Technologies Ltd.

13.6. Deere & Company

13.7. Syngenta Group

13.8. Precision Hawk, Inc.

13.9. Ag Leader Technology Inc.

13.10. AAA Taranis Visual Ltd.

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

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