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Smart Vineyard Management Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product (Hardware, Software, Services), By Hardware (Robots & Drones, Sensors, Others), By Software (On-Cloud Software v/s On-Premises Software), By Services (Professional v/s Managed), By Technology (Guidance, Sensing, Variable Rate Technology, Others), By Application (Yield Monitoring, Crop Scouting, Harvesting, Irrigation Management, Others), By Region and Competition

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Abstracts

The global smart vineyard management market is projected to witness an impressive growth during the forecast period. Viticulture comprises several operations, such as soil preparation, planting, irrigation, harvesting, and wine production, which determines the quality of the wine. Establishing and choosing effective techniques to achieve the final best result is crucial. Vineyard management helps to understand the information about the viticulture business and helps to increase productivity, improve vineyard practice, and reduce wastage & risks.

The smart vineyard management market is expected to grow significantly in the projected period, owing to the increasing adoption of digital vineyard management solutions in developed countries and a shortage of skilled labor. Consumer demand for quality grapes and its products by spending fewer resources can be met through increased adoption of such technology-based products and services. In addition,

favorable agricultural policies, and efforts of technological development by institutions propel the smart vineyard management market in the forecasted period.

Demand for Better-Quality Grapes

Poor irrigation management can significantly impact crop production and the environment, whereas good management reduces soil and water waste and assists farmers in maximizing profits. Smart vineyard management assists viticulturists in monitoring their vineyard design, grape harvest, and plantation maintenance. This is accomplished by keeping track of activities such as trimming, pest control, weed control, and other activities. This management also supports wine farmers in improving grape production, enhancing grapes yard production capacity, and preventing and planning for pesticides and diseases. Smart Vineyard Management reduces wastage, lowers the risk of crop failure, and increases the product's profitability. Owing to all the advantages and easiness of tackling the scarcity of labor issues, smart vineyard management provides 360 solutions for grapes yards to grow high-quality grapes. Thus, it is expected to propel the demand for smart vineyard management in the projected period.

The smart vineyard management not only improves grape production but also provides data to use the most effective way to use resources in a grape farm. In the year, 2020-2021, the global grape production was around 24.54 million metric tons. The growing demand for grapes over the past year propels the need for smart vineyard management due to the naturally rich antioxidants. Grapes are used for making alcoholic beverages such as wine, beer, and champagne which are premium in cost due to their taste.

Growing Need to Reduce Vineyard Crop Losses

The growing incidences of vineyard crop losses has increased over the years. This in turn hampers the overall wine production, thereby increasing the need for solutions which can help in the prevention of these crop losses and management of overall vineyard. It has been observed that late spring frosts lead to some serious crop losses in the European countries especially the United Kingdom. This in turn has made companies operating in the digital agriculture industry to focus on developing solutions that can address this issue. For instance, Netafim Limited (Orbia) has developed a low flow strip sprinkler vineyard frost mitigation system. This will help in protecting vineyards from frost.

Recent Developments

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In January 2022, YANMAR HOLDINGS CO., Ltd. launched the YV01 autonomous spraying robot for use in vineyards. This new robotic system is flexible, lightweight, and environmentally friendly, which ensures extremely accurate spraying on vines.

In January 2020, Vineview announced the launch of its new Terra Insight feature for Pro users, which offers a simple method to spot vine-by-vine growth trends and patterns connected to geographical factors.

Market Segmentation

The global smart vineyard management market is segmented based on product, technology, application, region, and company. Based on product, the market is categorized into hardware, software, and services. Based on hardware, the market is further divided into robots & drones, sensors, and others. Based on software, the market is divided into on-cloud software, and on-premises software. Based on services, the market is bifurcated into professional and managed. Based on technology, the market is segmented into guidance, sensing, variable rate technology, and others. Based on application, the market is divided into yield monitoring, crop scouting, harvesting, irrigation management, and others.

Market players

PrecisionHawk, Inc., SureHarvest Services, LLC, TracMap Limited, YANMAR HOLDINGS CO., LTD., Trimble Inc., AGRIVI Ltd., AHA Viticulture, VineView, TeeJet Technologies, Elmibit d.o.o. are the key players operating in the global Smart Vineyard Management market.

Report Scope:

In this report, global smart vineyard management market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Smart Vineyard Management Market, By Product:

Hardware

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- Robots & Drones
- Sensors
- Others

- Software
  - On-Cloud Software
  - On Premises Software
- Services
  - Professional
  - Managed

Smart Vineyard Management Market, By Technology:

- Guidance
- Sensing
- Variable Rate Technology
- Others

Smart Vineyard Management Market, By Application:

- Yield Monitoring
- Crop Scouting
- Harvesting
- Irrigation Management
- Others

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Smart Vineyard Management Market, By Region:

- Europe
  - France
  - United Kingdom
  - Italy
  - Germany
  - Spain
- North America
  - United States
  - Canada
  - Mexico
- Asia-Pacific
  - China
  - India
  - Japan
  - South Korea
  - Australia
- South America
  - Brazil

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- Argentina
- Colombia

Middle East & Africa

- South Africa
- Saudi Arabia
- UAE
- Turkey
- Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global smart vineyard management market.

Available Customizations:

With the given market data, TechSci 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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