

North America Precision Farming Market Forecast to 2031 - Regional Analysis - by Offering (Hardware, Software, and Services) and Application (Yield Monitoring, Crop Scouting, Field Mapping, Inventory Management, Weather Tracking and Forecasting, and Others)

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Abstracts

The North America precision farming market was valued at US\$ 3,551.76 million in 2023 and is expected to reach US\$ 9,699.79 million by 2031; it is estimated to register a CAGR of 13.4% from 2023 to 2031.

Increasing Reliance on Smartphones Fuels North America Precision Farming Market

Farmers depend on broadband and wireless networks to obtain information about specific industry-directed knowledge-sharing initiatives, including farming-related progressive solutions. Agriculture mobile apps can be used for collecting data, recording crop scouting activities, tracking machine performance, and controlling drones. As a result, there is an increasing reliance on smartphones to access agriculture mobile apps, such as Digi-Star's Grain Tracker, My New Holland app, Just In Time Plant Nutrient Calculator, AgDNA, and Cropalysr. These apps are widely used in precision farming. For example, the John Deere Connect Mobile app is utilized to help optimize, monitor, and improve machine performance. The app automatically connects to the machine through a Wi-Fi network and documents and displays machine performance and agronomic data about machine activities. It works in collaboration with the GreenStar 3 2630 or Generation 4 4600 CommandCenter displays. Also, the Connect Mobile app can wirelessly send data to the John Deere Operations Center by utilizing cellular service using the grower's cellular data plan or a Wi-Fi network with internet

access. Thus, the increasing reliance on smartphones to perform advanced agricultural practices drives the precision farming market.

North America Precision Farming Market Overview

The North America region is an early adopter of progressive technologies. Factors such as the rise in government initiatives that support the adoption of advanced agriculture technologies and developed infrastructure have contributed to the regional market growth. For instance, in May 2022, the Government of Canada announced an investment of US\$ 441,917.5 to develop a unified precision fruit tree farming system. The investment is also intended to attain sustainable solutions to tackle the increasing challenges in Canada's apple industry.

North America Precision Farming Market Revenue and Forecast to 2031 (US\$ Million)

North America Precision Farming Market Segmentation

The North America precision farming market is categorized into offering, application, and country.

By offering, the North America precision farming market is segmented into hardware, software, and services. The hardware segment held the largest share of the North America precision farming market share in 2023.

In application, the North America precision farming market is segmented into yield monitoring, crop scouting, field mapping, inventory management, weather tracking and forecasting, and others. The yield monitoring segment held the largest share of the North America precision farming market share in 2023.

Based on country, the North America precision farming market is segmented into the US, Canada, and Mexico. The US segment held the largest share of North America precision farming market in 2023.

Ag Leader Technology, AGCO Corp, AgJunction LLC, CNH Industrial NV, CropX Inc, Deere & Co, DICKEY-john, TeeJet Technologies, Topcon Corp, and Trimble Inc are some of the leading companies operating in the North America precision farming market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the North America precision farming market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the North America precision farming market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth North America market trends and outlook coupled with the factors driving the North America precision farming market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

The List of Companies - North America Precision Farming Market

Ag Leader Technology

AGCO Corp

AgJunction LLC

CNH Industrial NV

CropX Inc

Deere & Co

DICKEY-john

TeeJet Technologies

Topcon Corp

Trimble Inc

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