

# South & Central America Satellite Data Services Market Size and Forecast (2021 - 2031)

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## Abstracts

The South and Central America Satellite Data Services Market is projected to grow significantly, reaching approximately US\$ 558.9 million by 2031, up from US\$ 248.9 million in 2024, with an estimated compound annual growth rate (CAGR) of 12.8% from 2025 to 2031.

## Executive Summary and Market Analysis

The satellite data services market in South and Central America (SAM) is divided into key regions: Brazil, Argentina, and the Rest of SAM. This market is rapidly advancing, driven by the rising demand for Earth Observation (EO) data across various sectors such as agriculture, mining, environmental monitoring, disaster management, and urban planning. The growth in satellite data services is largely attributed to the region's specific environmental challenges, economic requirements, and technological advancements in satellite capabilities.

In August 2024, Planet Labs PBC highlighted its major customers and partners from Central and South America during its "Planet on The Road" conference series in Bogotá, Colombia. The company reported that satellite data is being utilized throughout Latin America for sustainable development, law enforcement, disaster response, and the protection of the Amazon rainforest. They provide satellite datasets and analytical feeds that assist clients in managing large areas and monitoring changes on the Earth's surface. Companies like Planet Labs and Satellogic offer high-resolution satellite imagery that aids in monitoring crop health, identifying pest infestations, assessing soil moisture, and forecasting harvest yields, enabling farmers to make informed decisions that enhance efficiency and productivity. The presence of these companies is a significant driver of market growth.

## Strategic Insights

### Market Segmentation Analysis

**By Services:** The market is categorized into Image Data and Data Analytics, with Image Data holding the largest market share in 2024.

**By Image Data:** This segment includes Spatial, Spectral, Radiometric, and Temporal data, with Spatial data leading in market share in 2024.

**By Data Analytics:** This includes Image Data Processing, Digital Models, Feature Extraction, and Classification, where Image Data Processing dominated in 2024.

**By End User Industry:** The market is segmented into Energy and Power, Defense and Security, Engineering and Infrastructure, Insurance, Environmental, Mining, Agriculture, and Others, with Defense and Security being the largest segment in 2024.

### Market Outlook

Globally, governments are increasingly investing in the space industry to enhance infrastructure, explore space, and develop satellite technology. These investments enable satellite agencies to launch and maintain advanced satellites that provide essential data for telecommunications, defense, agriculture, and environmental sectors. The demand for high-quality satellite data services is rising as governments prioritize space initiatives for national security, technological progress, and climate research. This data is crucial for Earth observation, offering insights into climate, weather, urbanization, agriculture, and environmental monitoring, which are vital for missions aimed at studying Earth or tracking planetary changes.

### Notable Government Investments

In 2024, Brazil established a new state-owned enterprise, Alada, to enhance its role in the global space market, focusing on increasing the launch capacity of the Alc?ntara Launch Center and managing commercial launches. Brazil also partnered with China's SpaceSail to provide low-orbit satellite internet services,

improving connectivity in remote areas.

Chile initiated the Resources Lunaris 2025 workshop to develop a southern hemisphere space agency and promote sustainable space resource technologies, aiming to become a regional hub for space innovation.

South Korea's aerospace sector is extending its satellite technology offerings to Peru and other Latin American nations, highlighting regional cooperation in aerospace and defense.

These strategic investments in satellite monitoring technology and the space industry are driving the demand for enhanced satellite data services to tackle climate-related challenges. The increasing government funding, reliance on satellite technologies for practical information in climate research, disaster management, and resource management across various sectors, along with the high demand for satellite data services, are propelling market growth.

## **Country Insights**

The South and Central America Satellite Data Services Market is segmented by country into Brazil, Argentina, and the Rest of South and Central America, with Brazil holding the largest market share in 2024. The demand for high-resolution Earth observation data in sectors like defense and environmental monitoring is a key driver in Brazil. For instance, in February 2025, Satellogic Inc. entered a multi-year agreement with the Brazilian Air Force to provide low-latency satellite imagery for defense operations, showcasing the market's potential in supporting defense and security.

## **Company Profiles**

Key players in the market include Airbus SE, L3Harris Technologies Inc, Planet Labs PBC, Satellite Imaging Corp, ICEYE Oy, Maxar Technologies Holdings Inc., Imagesat International (I.S.I) Ltd., LAND INFO Worldwide Mapping, LLC, SATPALDA, Ursa Space Systems Inc, Earth-i Ltd, and Ceinsys Tech Ltd. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their offerings and increase market share.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:

### **4. SATELLITE DATA SERVICES MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.3 PEST Analysis
- 4.2 Ecosystem Analysis
  - 4.2.1 List of Vendors in the Value Chain

### **5. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

### **6. SATELLITE DATA SERVICES MARKET - SOUTH AND CENTRAL AMERICA**

## **MARKET ANALYSIS**

6.1 South and Central America Satellite Data Services Market Revenue (US\$ Million), 2024 - 2031

6.2 South and Central America Satellite Data Services Market Forecast and Analysis

## **7. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET REVENUE ANALYSIS - BY SERVICES**

7.1 Image Data

7.1.1 Overview

7.1.2 Image Data: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

7.2 Data Analytics

7.2.1 Overview

7.2.2 Data Analytics: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **8. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET REVENUE ANALYSIS - BY IMAGE DATA**

8.1 Spatial

8.1.1 Overview

8.1.2 Spatial: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.2 Spectral

8.2.1 Overview

8.2.2 Spectral: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.3 Radiometric

8.3.1 Overview

8.3.2 Radiometric: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

8.4 Temporal

8.4.1 Overview

8.4.2 Temporal: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **9. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET**

## **REVENUE ANALYSIS - BY DATA ANALYTICS**

### 9.1 Image Data Processing

#### 9.1.1 Overview

9.1.2 Image Data Processing: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.2 Digital Models

#### 9.2.1 Overview

9.2.2 Digital Models: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.3 Feature Extraction

#### 9.3.1 Overview

9.3.2 Feature Extraction: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 9.4 Classification

#### 9.4.1 Overview

9.4.2 Classification: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **10. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET REVENUE ANALYSIS - BY END USER INDUSTRY**

### 10.1 Energy and Power

#### 10.1.1 Overview

10.1.2 Energy and Power: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.2 Defense and Security

#### 10.2.1 Overview

10.2.2 Defense and Security: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.3 Engineering and Infrastructure

#### 10.3.1 Overview

10.3.2 Engineering and Infrastructure: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.4 Insurance

#### 10.4.1 Overview

10.4.2 Insurance: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 10.5 Environmental

#### 10.5.1 Overview

10.5.2 Environmental: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

#### 10.6 Mining

##### 10.6.1 Overview

10.6.2 Mining: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

#### 10.7 Agriculture

##### 10.7.1 Overview

10.7.2 Agriculture: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

#### 10.8 Others

##### 10.8.1 Overview

10.8.2 Others: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **11. SOUTH AND CENTRAL AMERICA SATELLITE DATA SERVICES MARKET - COUNTRY ANALYSIS**

### 11.1 South and Central America

11.1.1 South and Central America Satellite Data Services Market Revenue and Forecast and Analysis - by Country

11.1.1.1 South and Central America Satellite Data Services Market Revenue and Forecast and Analysis - by Country

11.1.2.2 Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

11.1.2.2.1 Brazil: South and Central America Satellite Data Services Market Share - by Services

11.1.2.2.2 Brazil: South and Central America Satellite Data Services Market Share - by Image Data

11.1.2.2.3 Brazil: South and Central America Satellite Data Services Market Share - by Data Analytics

11.1.2.2.4 Brazil: South and Central America Satellite Data Services Market Share - by End User Industry

11.2.3.3 Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

11.2.3.3.1 Argentina: South and Central America Satellite Data Services Market Share - by Services

11.2.3.3.2 Argentina: South and Central America Satellite Data Services Market

## Share - by Image Data

11.2.3.3.3 Argentina: South and Central America Satellite Data Services Market

## Share - by Data Analytics

11.2.3.3.4 Argentina: South and Central America Satellite Data Services Market

## Share - by End User Industry

11.3.4.4 Rest of South and Central America: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

11.3.4.4.1 Rest of South and Central America: South and Central America Satellite Data Services Market Share - by Services

11.3.4.4.2 Rest of South and Central America: South and Central America Satellite Data Services Market Share - by Image Data

11.3.4.4.3 Rest of South and Central America: South and Central America Satellite Data Services Market Share - by Data Analytics

11.3.4.4.4 Rest of South and Central America: South and Central America Satellite Data Services Market Share - by End User Industry

## **12 COMPETITIVE LANDSCAPE**

12.1 Heat Map Analysis by Key Players

12.2 Company Positioning & Concentration

## **13 INDUSTRY LANDSCAPE**

13.1 Overview

13.2 New Product Development

13.3 Merger and Acquisition

13.4 Other Strategic Developments

## **14 COMPANY PROFILES**

14.1 Airbus SE

14.1.1 Key Facts

14.1.2 Business Description

14.1.3 Products and Services

14.1.4 Financial Overview

14.1.5 SWOT Analysis

14.1.6 Key Developments

14.2 L3Harris Technologies Inc

14.2.1 Key Facts

- 14.2.2 Business Description
- 14.2.3 Products and Services
- 14.2.4 Financial Overview
- 14.2.5 SWOT Analysis
- 14.2.6 Key Developments
- 14.3 Planet Labs PBC
  - 14.3.1 Key Facts
  - 14.3.2 Business Description
  - 14.3.3 Products and Services
  - 14.3.4 Financial Overview
  - 14.3.5 SWOT Analysis
  - 14.3.6 Key Developments
- 14.4 Satellite Imaging Corp
  - 14.4.1 Key Facts
  - 14.4.2 Business Description
  - 14.4.3 Products and Services
  - 14.4.4 Financial Overview
  - 14.4.5 SWOT Analysis
  - 14.4.6 Key Developments
- 14.5 ICEYE Oy
  - 14.5.1 Key Facts
  - 14.5.2 Business Description
  - 14.5.3 Products and Services
  - 14.5.4 Financial Overview
  - 14.5.5 SWOT Analysis
  - 14.5.6 Key Developments
- 14.6 Maxar Technologies Holdings Inc
  - 14.6.1 Key Facts
  - 14.6.2 Business Description
  - 14.6.3 Products and Services
  - 14.6.4 Financial Overview
  - 14.6.5 SWOT Analysis
  - 14.6.6 Key Developments
- 14.7 Imagesat International (I.S.I) Ltd.
  - 14.7.1 Key Facts
  - 14.7.2 Business Description
  - 14.7.3 Products and Services
  - 14.7.4 Financial Overview
  - 14.7.5 SWOT Analysis

- 14.7.6 Key Developments
- 14.8 LAND INFO Worldwide Mapping, LLC
  - 14.8.1 Key Facts
  - 14.8.2 Business Description
  - 14.8.3 Products and Services
  - 14.8.4 Financial Overview
  - 14.8.5 SWOT Analysis
  - 14.8.6 Key Developments
- 14.9 SATPALDA
  - 14.9.1 Key Facts
  - 14.9.2 Business Description
  - 14.9.3 Products and Services
  - 14.9.4 Financial Overview
  - 14.9.5 SWOT Analysis
  - 14.9.6 Key Developments
- 14.10 Ursa Space Systems Inc
  - 14.10.1 Key Facts
  - 14.10.2 Business Description
  - 14.10.3 Products and Services
  - 14.10.4 Financial Overview
  - 14.10.5 SWOT Analysis
  - 14.10.6 Key Developments
- 14.11 Earth-i Ltd
  - 14.11.1 Key Facts
  - 14.11.2 Business Description
  - 14.11.3 Products and Services
  - 14.11.4 Financial Overview
  - 14.11.5 SWOT Analysis
  - 14.11.6 Key Developments
- 14.12 Ceinsys Tech Ltd
  - 14.12.1 Key Facts
  - 14.12.2 Business Description
  - 14.12.3 Products and Services
  - 14.12.4 Financial Overview
  - 14.12.5 SWOT Analysis
  - 14.12.6 Key Developments

## **15. APPENDIX**

## 15.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. South and Central America Satellite Data Services Market Segmentation

Table 2. List of Vendors

Table 3. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Services

Table 5. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Image Data

Table 6. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Data Analytics

Table 7. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User Industry

Table 8. South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 9. Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Services

Table 10. Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Image Data

Table 11. Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Data Analytics

Table 12. Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User Industry

Table 13. Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Services

Table 14. Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Image Data

Table 15. Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Data Analytics

Table 16. Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User Industry

Table 17. Rest of South and Central America: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Services

Table 18. Rest of South and Central America: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Image Data

Table 19. Rest of South and Central America: South and Central America Satellite Data

Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Data Analytics  
Table 20. Rest of South and Central America: South and Central America Satellite Data  
Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by End User  
Industry

Table 21. Heat Map Analysis by Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1. South and Central America Satellite Data Services Market Segmentation - Country

Figure 2. PEST Analysis

Figure 3. Ecosystem: Satellite Data Services Market

Figure 4. South and Central America Satellite Data Services Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. South and Central America Satellite Data Services Market Revenue (US\$ Million), 2024 - 2031

Figure 7. South and Central America Satellite Data Services Market Share (%) - by Services, 2024 and 2031

Figure 8. Image Data: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Data Analytics: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. South and Central America Satellite Data Services Market Share (%) - by Image Data, 2024 and 2031

Figure 11. Spatial: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Spectral: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Radiometric: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Temporal: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. South and Central America Satellite Data Services Market Share (%) - by Data Analytics, 2024 and 2031

Figure 16. Image Data Processing: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Digital Models: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. Feature Extraction: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Classification: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. South and Central America Satellite Data Services Market Share (%) - by End User Industry, 2024 and 2031

Figure 21. Energy and Power: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 22. Defense and Security: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Engineering and Infrastructure: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Insurance: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 25. Environmental: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 26. Mining: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 27. Agriculture: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 28. Others: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 29. South and Central America Satellite Data Services Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 30. Brazil: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 31. Argentina: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 32. Rest of South and Central America: South and Central America Satellite Data Services Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 33. Company Positioning & Concentration

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