

India Agritech Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Agritech can be defined as the use of current technology and innovations in farming, the enablement of better farm products, the minimization of harm to the environment and farming industries, and the improvement of the farming value chain. It refers to the implementation of technologies such as AI, IoT, drones, satellite imagery, and data analytics in farming to enhance precision, monitoring, and decision-making. The technological advancement in agriculture is also in the form of digital marketplaces that link farmers to markets, financing organizations, and input providers to make the act of farming transform conventional farming into smart farming.

The India Agritech market is set to show a growth rate of about 13.50% during the forecast period (2025-2033F). The primary growth drivers of the India Agritech are the increase in the adoption of phones and the internet in rural areas, which assist farmers in enhancing their productivity through the usage of technologies. Adding to this, PM-KISAN and AgriStack schemes from the government help in supporting the farmer financially and adopting digital agriculture. Also, challenges such as climate change have made consumers require increased production of foods from sustainable and ever-efficient farming methods, hence the implementation of precision farming technologies, IoT, and AI solutions. Moreover, focusing on increased attractiveness for private investment and the development of a diversified agritech startup market are also contributing factors to growth.

On April 1, 2025, Dexian India announced a groundbreaking investment in agritech to empower Indian farmers. Dexian India is looking to make a big splash in AgriTech with BIHAN, a new platform that integrates 70+ external datasets from users across 47,000+ villages to provide actionable insights on government schemes, market prices, and agri-assets mapping.

Based on technology, the market is segmented into biotechnology & genetically modified crops, IoT & sensors, drones & UAVs, AI & machine learning, big data analytics, and others. Among these, the IoT & sensors market held the dominant share of the market in 2024. The use of IoT and sensors is an important feature of changing the Indian agricultural sector through obtaining actual information about the state of the soil, weather, and crops. This technology aids in the proper utilization of inputs, minimization of losses, and increased output, which is very influential in enhancing agricultural productivity. Therefore, the application of IoT-based solutions acts as an ideal way for the agritech companies to provide farm-specific and data-driven services to the operators in the market.

Based on the deployment, the market is segmented into cloud-based, on-premises. Among these, the cloud-based segment is expected to grow with a significant CAGR during the forecast period (2025-2033). Cloud-based platforms let agritech companies deliver their services at less infrastructure cost than traditional means, which makes the solution reachable to farms in India. These services harmonize with a variety of facilities like meteorological applications, crop surveillance, and financial products. The use of the cloud is ramping up the pace of digitalization of the agriculture industry and increasing the availability of agritech solutions.

Based on the application, the market is segmented into precision farming, smart irrigation, crop monitoring, supply chain management, agribusiness marketplaces, and others. Among these, the precision farming market held a dominant share of the agritech market in 2024. Precision farming enables farmers to accurately decide when and where to invest in resource requirements to increase efficiency and profitability. The use of input such as drones, sensors, and GPS in this case creates little or no wastage and at the same time increases yield. They have favourable government support and endorsement by the private sector, promoting expansion in the agritech industry. For instance, on October 10, 2023, Zuari FarmHub, a leading agritech company in India, announced its partnership with CropX Technologies, a global agri-tech company specializing in digital agronomic solutions. The collaboration aims to revolutionize farming practices by introducing real-time monitoring technology that empowers farmers with data-driven insights for enhanced productivity and sustainability. The collaboration between Zuari FarmHub and CropX Technologies signifies a major milestone in advancing precision agriculture in India.

For a better understanding of the market adoption of India Agritech market it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. West India is expected to grow with a significant CAGR during the forecast period due to the growth of the market. The Government has been actively promoting the sector across major states such as Maharashtra and Gujarat in West India, and the cropping system is diverse too. The region has well-established market relations and mostly institutional support, encouraging digital and mechanized farming. This region is being targeted by companies as a place for the development of smart irrigation and supply chain platforms. Moreover, lack of water is also fueling demand for technology-driven supplies and products. There a diverse agro-climatic conditions existing in the western part of India that can cater to various agritech advancements. As per the Ministry of Agriculture & Farmers Welfare, on December 5, 2024, Gujarat became the first State in the country to generate Farmer IDs for 25% of the targeted number of farmers in the State. This breakthrough represents a significant step towards creating a comprehensive standards-driven digital agriculture ecosystem as a part of the 'Agri Stack initiative' of the Government of India.

Some major players running in the market include Cropin Technology Solutions Private Limited, DeHaat (Green Agrevolution PVT. LTD.), Ninjacart Pvt. Ltd. (63Ideas Infolabs Private Limited), Fasal (Wolkus Technology Solutions Private Limited), AgNext Technologies Private Limited, AgroStar, BharatAgri, AVPL International, FarmERP (Shivrai Technologies Pvt. Ltd.), EM3 Agriservices.

Contents

1 MARKET INTRODUCTION

- 1.1. Market Definitions
- 1.2. Main Objective
- 1.3. Stakeholders
- 1.4. Limitation

2 RESEARCH METHODOLOGY OR ASSUMPTION

- 2.1. Research Process of the India Agritech Market
- 2.2. Research Methodology of the India Agritech Market
- 2.3. Respondent Profile

3 EXECUTIVE SUMMARY

- 3.1. Industry Synopsis
- 3.2. Segmental Outlook
 - 3.2.1. Market Growth Intensity
- 3.3. Regional Outlook

4 MARKET DYNAMICS

- 4.1. Drivers
- 4.2. Opportunity
- 4.3. Restraints
- 4.4. Trends
- 4.5. PESTEL Analysis
- 4.6. Demand Side Analysis
- 4.7. Supply Side Analysis
 - 4.7.1. Merger & Acquisition
 - 4.7.2. Collaboration & Investment Scenario
 - 4.7.3. Industry Insights: Leading Startups and Their Unique Strategies

5 PRICING ANALYSIS

- 5.1. Price Influencing Factors

6 INDIA AGRITECH MARKET REVENUE (USD MN), 2023-2033F

7 MARKET INSIGHTS BY TECHNOLOGY

- 7.1. Biotechnology & Genetically Modified Crops
- 7.2. IoT & Sensors
- 7.3. Drones & UAVs
- 7.4. AI & Machine Learning
- 7.5. Big Data Analytics
- 7.6. Others

8 MARKET INSIGHTS BY DEPLOYMENT

- 8.1. Cloud-Based
- 8.2. On-Premises

9 MARKET INSIGHTS BY APPLICATION

- 9.1. Precision Farming
- 9.2. Smart Irrigation
- 9.3. Crop Monitoring
- 9.4. Supply Chain Management
- 9.5. Agribusiness Marketplaces
- 9.6. Others

10 MARKET INSIGHTS BY REGION

- 10.1. North India
- 10.2. South India
- 10.3. West India
- 10.4. East India

11 VALUE CHAIN ANALYSIS

- 11.1. Marginal Analysis
- 11.2. List of Market Participants

12 COMPETITIVE LANDSCAPE

- 12.1. Competition Dashboard
- 12.2. Competitor Market Positioning Analysis
- 12.3. Porter Five Forces Analysis

13 COMPANY PROFILED

- 13.1. Cropin Technology Solutions Private Limited
 - 13.1.1. Company Overview
 - 13.1.2. Key Financials
 - 13.1.3. SWOT Analysis
 - 13.1.4. Product Portfolio
 - 13.1.5. Recent Developments
- 13.2. DeHaat (Green Agrevolution PVT. LTD.)
- 13.3. Ninjacart Pvt. Ltd. (63Ideas Infolabs Private Limited)
- 13.4. Fasal (Wolkus Technology Solutions Private Limited)
- 13.5. AgNext Technologies Private Limited
- 13.6. AgroStar
- 13.7. BharatAgri
- 13.8. AVPL International
- 13.9. FarmERP (Shivrai Technologies Pvt. Ltd.)
- 13.10. EM3 Agriservices

14 ACRONYMS & ASSUMPTIONS

15 ANNEXURE

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