

Middle East & Africa Precision Farming Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Precision farming (also known as precision agriculture) is a current technique of crop and livestock management in which data and technology are used to place the correct input at the correct location at the correct time. When used together with GPS-guided machines, sensors, drones, or satellite casing, and farm management software, the farmer will be able to determine the state of the soil, moisture, nutrients, pests, and crop development with a high level of accuracy. This assists in maximizing irrigation, fertilizer, and pesticide use to reduce wastage and expenditure, thereby enhancing volumes and quality. Precision farming is also sustainable because it reduces the environmental impact and waste. Comprehensively, it transforms farming choices into effective and evidence-based activities.

The Middle East & Africa Precision Farming market is set to show a growth rate of about 11.9% during the forecast period (2025- 2033F). The Middle East and African market of precision farming is on a growth path as governments, agribusiness, and technology seek to know how to increase their yields in the face of an unending water stress, fractured land tenures, and precipitation instability. The investments in satellite connection, rural broadband, and IoT networks are speeding up, which allows implementing soil sensors, GPS-guided machines, drones, and farm-management systems. Gulf nations are testing high-technology, capital-intensive horticulture and sheltered cultivation systems, whereas major African economies are trying digitally empowered smallholder programs, input-credit applications, and advisory apps. Due to declining hardware costs and greater access to cloud-based analytics, precision agriculture is becoming a niche practice on farms with export orientations and is poised to become a pillar of local food security strategies.

Based on offering, the Middle East & Africa Precision Farming market is

segmented into hardware, software, and services. Of these, the hardware category has held a notable market share. Increasing investment in smart irrigation and fertigation to solve endemic water scarcity and more extensive use of GPS guidance, auto steering, and variable rate application equipment that enhances input efficiency are driving hardware expansion. Farmers, however, are moving towards the use of soil and crop sensors, weather stations, and IoT gateways that enable real-time monitoring of their fields as drones and satellite devices assist in scanning larger farms. Purchases are quickening up through government food-security programs, grants of modernization, and demonstration farms. The decreasing sensor prices, enhanced connectivity in rural areas, and improved dealer and after-sales support further boost adoption on a cross-seasonal basis.

In accordance with the field of application, the Middle East and Africa precision farming market is divided into yield monitoring, field mapping, crop scouting, inventory management, weather tracking and forecasting, etc. Of them, yield monitoring has enjoyed the largest market share. The main reason for this dominance is the increasing demand to be able to increase crop productivity, better resource use, and optimize profitability of the areas that have unfavorable climatic and soil conditions. Yield monitoring can help farmers have real-time information on the performance of crops, the variability that occurs within the fields, and make sound decisions regarding the application of fertilizers, irrigation, and pest management, with a resultant increase in the overall efficiency and sustainability of the farm.

For a better understanding of the market adoption of Middle East & Africa Precision Farming, the market is analyzed based on its presence in countries such as Saudi Arabia, UAE, Egypt, South Africa, Turkey, Israel, and the Rest of the Middle East & Africa. The market of precision farming in Saudi Arabia is growing, and it is highly promising due to the interest of the government in the issue of food security and the need to make agriculture more sustainable. Investments in new technologies, e.g., GPS-based machinery, soil moisture sensors, and automated irrigation systems, are also assisting local farms to become more efficient in water usage and enhance their crop production in dry conditions. Other components that encourage adoption are increasing farm digitization, good subsidies, and corporate alliances with international precision agriculture technology vendors. Real-time monitoring of data and making decisions is becoming a reality due to the growth of agrotech startups and the rise of rural connectivity.

Some major players in the market include Trimble Inc., AGCO Corporation, Deere & Company, Raven Industries, Topcon Positioning Systems, AG Leader Technology, CNH Industrial N.V., Hexagon Agriculture, Sentera, and Taranis.

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