

# **Agriculture IoT Market Size, Share, and Outlook, 2025 Report- By Services (System Integration and Consulting, Managed Services, Connectivity Services, Assisted Professional Services, Maintenance and Support), Agriculture (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others), Component (Hardware, Software, Services), Application (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others), and Companies, 2021-2032**

<https://marketpublishers.com/r/A0827C8C010CEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: A0827C8C010CEN

## **Abstracts**

### **Agriculture IoT Market Outlook**

The global Agriculture IoT market is expected to register a growth rate of 10.8% during the forecast period from \$25.9 Billion in 2024 to \$58.8 Billion in 2032. The Agriculture IoT market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Agriculture IoT segments across 22 countries from 2021 to 2032. Key segments in the report include By Services (System Integration and Consulting, Managed Services, Connectivity Services, Assisted Professional Services, Maintenance and Support), Agriculture (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others), Component (Hardware, Software, Services),

Application (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others). Over 70 tables and charts showcase findings from our latest survey report on Agriculture IoT markets.

## Agriculture IoT Market Insights, 2025

The agriculture IoT market is rapidly advancing with deployment of interconnected sensors, devices, and cloud-based platforms to optimize farm operations and resource management. IoT applications include soil moisture monitoring, precision irrigation, livestock tracking, and equipment management, driving enhanced productivity and sustainability. Data collected enables predictive analytics and automated decision-making, reducing input costs and environmental impact. The market is fueled by falling sensor costs, improved wireless connectivity, and rising digital literacy among farmers. Partnerships between technology providers, agribusinesses, and governments accelerate innovation and adoption, contributing to global food security and climate resilience initiatives.

## Five Trends that will define global Agriculture IoT market in 2025 and Beyond

A closer look at the multi-million global market for Agriculture IoT identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Agriculture IoT companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

## What are the biggest opportunities for growth in the Agriculture IoT industry?

The Agriculture IoT sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

## Agriculture IoT Market Segment Insights

The Agriculture IoT industry presents strong offers across categories. The analytical

report offers forecasts of Agriculture IoT industry performance across segments and countries. Key segments in the industry include By Services (System Integration and Consulting, Managed Services, Connectivity Services, Assisted Professional Services, Maintenance and Support), Agriculture (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others), Component (Hardware, Software, Services), Application (Precision Farming, Precision Forestry, Livestock Monitoring, Fish Farm Monitoring, Smart Greenhouse, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Agriculture IoT market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Agriculture IoT industry ecosystem. It assists decision-makers in evaluating global Agriculture IoT market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Agriculture IoT industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Agriculture IoT Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales

channels.

## The State of Europe Agriculture IoT Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Agriculture IoT with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Agriculture IoT market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Agriculture IoT market Insights Executives are most excited about opportunities for the US Agriculture IoT industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Agriculture IoT companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Agriculture IoT market.

Latin American Agriculture IoT market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

## Middle East and Africa Agriculture IoT Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Agriculture IoT markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Agriculture IoT markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

### Competitive Landscape How Agriculture IoT companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include AG Leader Technology Holdings (AG Leader), AGCO Corporation Holdings (AGCO), AgJunction Incorporated (AgJunction), Antelliq Technologies, LLC, Deere International and Company, DeLaval Global, GEA Farm Technology Holdings, Inc., Komatsu Forest AB International, Lely Agricultural Solutions, Inc., Ponsse Global, Inc., Raven Industries International, Inc., Tigercat Industries, Inc., Trimble Holdings, Inc.

### Agriculture IoT Market Scope

#### Leading Segments

#### By Services

#### System Integration and Consulting

#### Managed Services

#### Connectivity Services

#### Assisted Professional Services

#### Maintenance and Support

By Agriculture

Precision Farming

Precision Forestry

Livestock Monitoring

Fish Farm Monitoring

Smart Greenhouse

Others

By Component

Hardware

Software

Services

By Application

Precision Farming

Precision Forestry

Livestock Monitoring

Fish Farm Monitoring

Smart Greenhouse

Others

Leading Companies

AG Leader Technology Holdings (AG Leader)

AGCO Corporation Holdings (AGCO)

AgJunction Incorporated (AgJunction)

Antelliq Technologies, LLC

Deere International and Company

DeLaval Global

GEA Farm Technology Holdings, Inc.

Komatsu Forest AB International

Lely Agricultural Solutions, Inc.

Ponsse Global, Inc.

Raven Industries International, Inc.

Tigercat Industries, Inc.

Trimble Holdings, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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  - Precision Forestry
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  - Fish Farm Monitoring
  - Smart Greenhouse
  - Others
- By Component
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  - Fish Farm Monitoring
  - Smart Greenhouse

Others

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