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Smart Agriculture Solution Market: APEJ Set to Dominate the Global Market in Terms of CAGR During the Forecast Period: Global Industry Analysis and Opportunity Assessment, 2016-2026

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The variable technology segment is anticipated to record a high CAGR, while the hardware segment is likely to grab more than half of the share of the market in terms of BPS analysis

The global smart agriculture solution market was estimated to be valued in excess of US\$ 10 Bn by the end of 2016, reflecting a Y-o-Y growth rate of more than 5% over 2015. By 2026, the market is expected to reach a value close to US\$ 40 Bn, increasing at a CAGR of 11.2% during the forecast period. The global smart agriculture solution market is forecast to represent incremental \$ opportunity of a little more than US\$ 25 Bn during the projected period. In terms of basis point share, the hardware sub-segment of the component segment is likely to grab more than half of the share of the global smart agriculture solution market in 2026. By solution, the variable rate technology segment is expected to register a CAGR of 13.4% amongst the other sub-segments in the global smart agriculture solution market.

Rising investments and increasing partnerships are the newly observed trends in the global smart agriculture solution market

Various small- and medium-sized precision agricultural solution providers focus on developing and introducing solutions for precision farming with the aid of imaging technologies and drones. In addition, these companies are focussing on providing data services in order to aid farmers to maximise yield capacity and enhance resource utilisation. These factors are expected to drive the global smart agriculture solution market in the years to come. For instance, in March 2016, TerrAvion, a U.S. based aerial imagery service provider introduced aerial data services for farmers with the aid of drones and thermal imagery technology. This, in turn, would enhance its data imagery analytics, which is expected to aid farmers in enhancing productivity.

Increasing investment in smart agriculture solutions is another trend observed by our team of analysts while studying the global smart agriculture solution market. Key sensor manufacturers are focussing on investing in various small- and medium-sized agricultural solution providers in order to enhance the presence of their offerings in the market. For example, in April 2016, Robert Bosch Venture Capital GmbH (RBVC) and Flex technology accelerator, Lab IX, invested in CropX Inc., which is a U.S. based smart agricultural solution provider, in order to enhance its product portfolio as well as its presence in the market.

Similarly, increasing partnerships with various entities in the value chain is also anticipated to create a positive impact on the global smart agriculture solution market in the estimated period. In November 2016, Trimble Navigation Ltd. partnered with Precision AG, Agrinetix, Géo-Pro and Avidor High Tech France and KOREC in order to enhance its presence in the markets in North America and Europe.

APEJ is anticipated to record a significantly high CAGR among all the regions in the global smart agriculture solution market

The smart agriculture solution market in North America was estimated to reach more than US\$ 5,000 Mn by the end of 2016, while by 2026 the North America smart agricultural solution market is expected to reach a value of more than US\$ 15 Bn, increasing at a CAGR of 9.8% during the forecast period. Latin America is expected to

record a CAGR of 12.3% during the forecast period along with reflecting a Y-o-Y growth rate of 12.1%. The APEJ smart agricultural solution market is forecast to represent incremental \$ opportunity of more than US\$ 5,000 Mn between 2016 and 2026, increasing at a CAGR of 13.7% during the forecast period.

U.S. based Agribotix LLC enters into a partnership with SenseFly to offer a premium technology bundle comprising drones, sensors and agricultural data processing technologies

Agribotix LLC is a U.S. based company that processes and analyses agricultural data gathered by drones. The company offers services for various crops such as corn, grapes, apples and sugarcane. It also caters to various customers including hardware dealers, agriculture retailers and agronomists across the globe. Some of the company's solutions include quad copters, fixed-wing drones and FarmLens, which is a cloud-based data analysis and reporting solution. In January 2017 the company partnered with SenseFly SA, which is a Switzerland-based drone solution provider, in order to complement its drone solution offerings. This premium technology solution combines the top drone, sensor and agricultural data processing technologies available to make collecting and analysing aerial data easier than ever, with several times more coverage per flight than is possible with most quadcopter solutions. In the last year, the company also partnered with Inter-American Institute for Cooperation on Agriculture (IICA) in order to aid farmers in Panama to reduce cost and enhance production by using various technologies such as drones and other agricultural analytical tools and platforms.

Additional Details

Publisher : Future Market Insights

Reference :

Number of Pages : 164

Report Format : PDF

Publisher Information :



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Table Of Contents for Smart Agriculture Solution Market: APEJ Set to Dominate the Global Market in Terms of CAGR During the Forecast Period: Global Industry Analysis and Opportunity Assessment, 2016-2026 [Report Updated: 03-03-2017]

- Table Of Content1. Executive Summary2. Assumptions & Acronyms Used3. Research Methodology4. Smart Agricultural solution Market Overview4.1. Introduction4.1.1. Market Definition4.1.2. Market Taxonomy4.2. Global Smart Agriculture Solution Market Trends4.3. Market Dynamics4.3.1. Drivers4.3.2. Restraints4.3.3. Value Chain4.4. Global Smart Agricultural Solution Market Forecast, 2015-20264.4.1. Market Size Value Forecast4.4.2. Y-o-Y Growth Projections4.4.3. Absolute \$ Opportunity4.5. Global Smart Agricultural Solution Snapshot, 20154.5.1. Market Share By Components4.5.2. Market Share By Application4.5.3. Market Share By Region5. Global Smart Agricultural Solution Market Analysis, By Components5.1. Introduction5.1.1. Y-o-Y Growth Comparison, By Components5.1.2. Basis Point Share (BPS) Analysis, By Component5.2. Hardware5.2.1. Absolute \$ Opportunity5.2.2. Market Value Forecast5.2.2.1. Sensor Monitoring Systems5.2.2.2. Smart Detection System5.2.2.3. GPS Enabled Ranging Systems5.2.2.4. Drones5.2.3. Software5.2.3.1. Absolute \$ Opportunity5.2.3.2. Market Value Forecast5.2.4. Services5.2.4.1. Absolute \$ Opportunity5.2.4.2. Market Value Forecast5.2.4.2.1. Climate Information Services5.2.4.2.2. Supply Chain Management Services5.2.4.2.3. Others (System Integration, Maintenance, and Consulting)5.3. Market Attractiveness Analysis, By Component6. Global Smart Agricultural Solution Market Analysis, By Application6.1. Introduction6.1.1. Y-o-Y Growth Comparison, By Application6.1.2. Basis Point Share (BPS) Analysis, By Application6.2. Automated Machinery Guidance Control6.2.1. Absolute \$ Opportunity6.2.2. Market Value Forecast6.3. Tractor Collision and Obstacle Detection6.3.1. Absolute \$ Opportunity6.3.2. Market Value Forecast6.4. Machinery Safety and Parameter Monitoring6.4.1. Absolute \$ Opportunity6.4.2. Market Value Forecast6.5. Variable Rate Technology6.5.1. Absolute \$ Opportunity6.5.2. Market Value Forecast6.6. Building and Premise Surveillance6.6.1. Absolute \$ Opportunity6.6.2. Market Value Forecast6.7. Market Attractiveness Analysis, By Application7. Global Market Analysis, By Region7.1. Introduction7.1.1. Y-o-Y Growth Comparison, By Region7.1.2. Basis Point Share (BPS) Analysis, By Region8. North America Smart Agricultural Solution Market Analysis8.1. Introduction8.1.1. North America Market Value Forecast8.1.2. Y-o-Y Growth Comparison, By Country8.1.3. Basis Point Share (BPS) Analysis, By Country8.2. Market Value Forecast By Country8.2.1. U.S.8.2.2. Canada8.3. Market Value Forecast By Component8.3.1. Hardware8.3.1.1. Sensor Monitoring Systems8.3.1.2. Smart Detection System8.3.1.3. GPS Enabled Ranging Systems8.3.1.4. Drones8.3.2. Software8.3.3. Service8.3.3.1.1. Climate Information Services8.3.3.1.2. Supply Chain Management Services8.3.3.1.3. Others (System Integration, Maintenance, and Consulting)8.4. Market Value Forecast By Application8.4.1. Automated Machinery Guidance Control8.4.2. Tractor Collision and Obstacle Detection8.4.3. Machinery Safety and Parameter Monitoring8.4.4. Variable Rate Technology8.4.5. Building and Premise Surveillance8.5. Market Attractiveness Analysis8.5.1. By Country8.5.2. By Component8.5.3. By Application8.6. Driver & Restraint Impact Analysis9. Latin America Smart Agricultural Solution Market Analysis9.1. Introduction9.1.1. Latin America Market Value Forecast9.1.2. Y-o-Y Growth Comparison, By Country9.1.3. Basis Point Share (BPS) Analysis, By Country9.2. Market Value Forecast By Country9.2.1. Brazil9.2.2. Mexico9.2.3. Rest of Latin America9.3. Market Value Forecast By Component9.3.1. Hardware9.3.1.1. Sensor Monitoring Systems9.3.1.2. Smart Detection System9.3.1.3. GPS Enabled Ranging Systems9.3.1.4. Drones9.3.2. Software9.3.3. Service9.3.3.1.1. Climate Information Services9.3.3.1.2. Supply Chain Management Services9.3.3.1.3. Others (System Integration, Maintenance, and Consulting)9.4. Market Value Forecast By Application9.4.1. Automated Machinery Guidance Control9.4.2. Tractor Collision and Obstacle Detection9.4.3. Machinery Safety and Parameter Monitoring9.4.4. Variable Rate Technology9.4.5. Building and Premise Surveillance9.5. Market Attractiveness Analysis9.5.1. By Country9.5.2. By Component9.5.3. By Application9.6. Driver & Restraint Impact Analysis10. Western Europe Smart Agricultural Solution Market Analysis10.1. Introduction10.1.1. Western Europe Market Value Forecast10.1.2. Y-o-Y Growth Comparison, By Country10.1.3. Basis Point Share (BPS) Analysis, By Country10.2. Market Value Forecast By Country10.2.1. Germany10.2.2. France10.2.3. U.K.10.2.4. Spain10.2.5. Italy10.2.6. Rest of Western Europe10.3. Market Value Forecast By Component10.3.1. Hardware10.3.1.1. Sensor Monitoring

Systems10.3.1.2. Smart Detection System10.3.1.3. GPS Enabled Ranging Systems10.3.1.4. Drones10.3.2.
Software10.3.3. Service10.3.3.1.1. Climate Information Services10.3.3.1.2. Supply Chain Management
Services10.3.3.1.3. Others (System Integration, Maintenance, and Consulting)10.4. Market Value Forecast By
Application10.4.1. Automated Machinery Guidance Control10.4.2. Tractor Collision and Obstacle
Detection10.4.3. Machinery Safety and Parameter Monitoring10.4.4. Variable Rate Technology10.4.5. Building
and Premise Surveillance10.5. Market Attractiveness Analysis10.5.1. By Country10.5.2. By Component10.5.3.
By Application10.6. Driver & Restraint Impact Analysis11. Eastern Europe Smart Agricultural Solution Market
Analysis11.1. Introduction11.1.1. Eastern Europe Market Value Forecast11.1.2. Y-o-Y Growth Comparison, By
Country11.1.3. Basis Point Share (BPS) Analysis, By Country11.2. Market Value Forecast By Country11.2.1.
Russia 11.2.2. Poland11.2.3. Rest of Eastern Europe11.3. Market Value Forecast By Component11.3.1.
Hardware11.3.1.1. Sensor Monitoring Systems

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