

ADVANCED FARMING MARKET

Global Market Drivers, Opportunities, Trends, and Forecasts, 2016-2022

Since last few years, with the growing food requirement and climate change concerns, farmers across the globe have started utilizing the technology- and environment-friendly farming practices. Although this transition is mostly in the developed economies, it is expected that in the coming years, even the underdeveloped markets will adopt it.

The advanced farming technologies such as variable rate technology (VRT) and high precision positioning systems (HPS) help the farmers to take informed decisions such as when, how and where to harvest the crop and increase the yield. Most of these systems are interlinked with the farming management systems (FMS). These technologies also help the farmers to track and monitor the animal health. Since past two to three years, the cloud based FMS has started penetrating into the advanced farming market. With the help of these systems, the farmer is able to track and monitor the farm activities from remote locations at any time from his desktop or from a mobile device. For example, if there is some variation in the animal health, the farmer will receive an alert message. These cloud based systems at present are popular in North America, Western Europe, and Australia.

There are various factors driving the advanced farming market such as government and United Nation's (UN) support, growing food requirement, and need for the water management systems. But, one of the key factors impacting the growth of the market is the high initial investments. Farmers are bit reluctant in adopting these technologies specifically in underdeveloped countries such as in Africa.

With the growing number of advanced farming projects, globally, it is expected that training and consulting market will flourish in the coming years. Today, a lot of farming companies are partnering with the technology and telecom operators to improve the present advanced farming techniques and to reach the remote geographies.

The advanced farming market is expected to reach \$25.81 billion by 2022.

TRENDS & FORECAST

Base Year: 2015

Forecast Year: 2016-2022

MARKET, BY TECHNOLOGIES

Variable-rate Technology (VRT), High Precision Positioning Systems, Automated Steering Systems, Remote Sensing, Integrated Electronic Communication

MARKET, BY APPLICATIONS

Fleet Management, Livestock Farming, Forest Farming, Aqua Farming, Horticulture

MARKET, BY SERVICES

Integration Services, Maintenance Services, Training & Consulting

MARKET, BY DEPLOYMENT MODEL

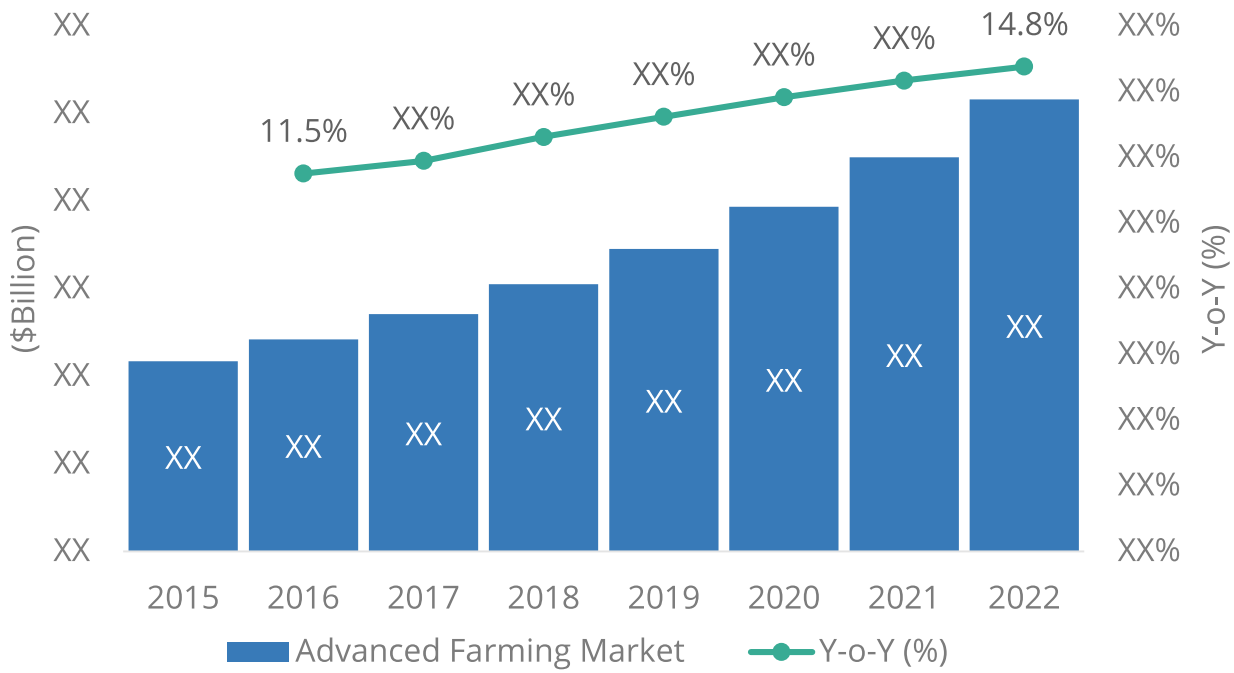
Cloud, Local

MARKET, BY REGIONS

Americas, Europe, Asia Pacific, Middle East & Africa



Advanced Farming Market Revenue, 2016–2022 (\$Billion)



Some of the drivers of the Advanced Farming market are:

- ✓ Growing Food Requirement
- ✓ Need for Environment Friendly Farming Techniques
- ✓ UN Support

Some of the restraints of the Advanced Farming market are:

- ✓ High Initial Investment Costs
- ✓ Lack of IT Literate Farmers
- ✓ Improper IT Infrastructure

Key question answered in the report:

- ✓ What will be the global advanced farming markets size in 2015-2022?
- ✓ What is the industry structure?
- ✓ What are the submarkets attracting the business opportunities?
- ✓ What are the advanced farming technology trends?
- ✓ What are the advanced farming market drivers and inhibitors?
- ✓ What are the challenges to the advanced farming market?
- ✓ How is the advanced farming market growing in the regions such as Americas, Europe, APEJ, and MEA?
- ✓ How are the service and technology industry growing in the advanced farming market?
- ✓ How much investments are done in advanced farming and what are the ongoing and upcoming advanced farming projects?

COMPANIES COVERED

- ✓ Trimble Navigation Ltd.
- ✓ AGCO Corp.
- ✓ Deere & Company
- ✓ Raven Industries Inc.
- ✓ AgJunction Inc.
- ✓ Cisco Systems
- ✓ IBM Corp.
- ✓ Microsoft Corp.
- ✓ Intel Corporation
- ✓ Smart Fertilizer Management
- ✓ Blue River Technology
- ✓ Growing Smart
- ✓ ThingWorx



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