

# Global Connected Agriculture Market : Research Methodology, Market Dynamics, Key Players, Segmentation and Forecast 2021

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*Connected agriculture enhances farmers' capability to conduct financial transactions easily and provide easier access to agricultural information in rural areas*

PUNE, INDIA, January 17, 2017 /EINPresswire.com/ -- [Connected agriculture](#) enhances farmers' capability to conduct financial transactions easily and provide easier access to agricultural information in rural areas. Due to radical changes in agriculture policy in both developed and developing regions, implementation of advanced agricultural technologies have proved to raise the purchasing power and living standards of farmers.

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Major growth drivers of global connected agriculture market include high investments in rural infrastructure projects and increasing public private partnership (PPP) projects in agriculture sector. Rising demand for agri-mobile driven solutions in order to raise farmers' revenue is further fuelling the demand for more connected agriculture solutions provided by telecom sector so that real-time data can be provided to end-users. Thus, rising incomes have increased the number of monetary transactions that take place, thereby escalating the demand for mobile-payment services in the agriculture sector in developed regions. This rise in demand is further supported by increasing number of smartphone users worldwide, leading to the growth of global connected agriculture market. Developing regions are projected to witness a significant growth of connected agriculture during the forecast period owing to large number of smartphone users and implementation of various agri-mobile based solutions by major telecom operators in order to raise farmers' income as well as reduce the loss of nutritional value of the produce during transit. However, the growth of global connected agriculture market is hindered by lack of awareness regarding innovative solutions in remote areas and lack of infrastructure for connected agriculture.

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Firstly, the report provides brief introduction of the market and deals with detailed research methodology for calculating market size and forecasts, secondary data sources used and the primary inputs which were taken for data validation. This section also outlines various segmentations which have been covered as part of the report.

## Market Dynamics

Next, section provides comprehensive market dynamics through an overview section along with growth drivers, challenges and opportunities which exist in the current market. This section of the report also provides supplier and industry outlook as a whole; key industry, global and regional regulations which are determining the market growth and a brief technological aspect of connected agriculture. Complete industry analysis has also been covered through Porter's five forces model as a part of this report section.

## Segmentation

Thirdly, Connected Agriculture Market has been segmented by solution, service and geography as below:

### By Solution

- Tendering
- Bartering
- Trading

### By Service

- Mobile Information
- Mobile Payment
- Micro-Lending
- Micro-Insurance

### By Geography

- AmericasNorth America
- South America
- Europe Middle East and AfricaEurope
- Middle East and Africa
- Asia Pacific

## Market Players

Finally, this section of competitive intelligence deals with major players in the market, their

market shares, products, growth strategies, financials, and recent investments among others. Key companies profiled in this section are Vodafone, SAP, Trimble Navigation, and SAGE among others.

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