Smart Agriculture Market 2017: Industry Research, Review, Market Size, Share, Growth and Forecast to 2022

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, September 12, 2017 /EINPresswire.com/ -- Smart agriculture refers to the use of technologies to enhance productivity. The concept of Internet of Things has penetrated the agricultural sector as well. The kinds of technology invovled in smart agriculture and precision farming include wireless local area networks, ZigBee, sensor networks, cloud computing and several others. The use of such technologies ensures that remote monitoring of the farm is possible and using all the data collected, better and well-informed decisions can be made.

Global warming is resulting in drastic climate change across the world. Droughts and floods are affecting the agriculture yield all over. Smart agriculture can help farmers be better prepared to deal with natural calamities using weather monitoring services. Also, governments across the globe are cracking the whip on unhealthy use of fertilizers and pesticides. Smart agricultures plays a vital role in minimizing the impact of chemicals on the environment. Monitoring the condition of the soil and yield monitoring are other advantages that precision agriculture brings to the table. With a sea of information to analyze, farmers are able to use resources much more effectively.

However, the lack of awareness in developing economies will act as a deterrent in the growth of the smart agriculture market. In addition, the high initial investment will further hinder the growth of the market. There is a also a need for standardization to ensure interoperability and ease of deployment and use. The global smart agriculture market is expected to reach $19 billion by the end of the forecast period.

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The Smart Agriculture market can be segmented on the basis of hardware
Sensors, Displays, Transceivers, Gateways and Others

In terms of services, the Smart Agriculture market has been segmented across the following
Integration, Implementation, Maintenance, Consulting and Others

In terms of solutions, the Smart Agriculture market has been segmented across the following
Remote monitoring, supply chain management, quality assurance, data analytics, connectivity and Others

The market has been segmented based on the following geographies
North America, South America, APAC, Europe, Middle East and Africa

Given the complex nature of smart agriculture, the ecosystem of players is quite diverse. There are

technology providers that cover connectivity, sensors, data analytics and so on. Then there are providers of the actual agricultural machinery and equipment. Following are just a few of the companies that are operating in the smart agriculture market.
Cisco, Deere & Company, Trimble Navigation Limited, Raven Industries, Inc. and Semiosbio Technologies Inc.

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