

## Connected Agriculture Market Analysis, Emerging Technology, Sales Revenue and Forecast, 2032

Comprehensive data on new markets, launches, collaborations, acquisitions and mergers etc. outline the potential of the market

However, lack of awareness about the advantages of connected agriculture especially in developing nations has restricted the connected agriculture market growth. On the other hand, the mobile based payment service providers enabling farmers to trace their payment real-time has created great opportunities. The development of the connected agriculture industry by enhancing farmers capability to conduct financial transactions easily in rural areas and easier access to agricultural information, is believed to grow worldwide.

Syspro,
AT&T,
SAGE,
Trimble Navigation Limited,
Epicor Software Corporation,
Cisco Systems, Inc.,
IBM,
Microsoft Corporation,
Orange Business Services,
SAP SE

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Connected agriculture backs different stake holders along the farming or agriculture value chain via mobile technology. This technology includes an array of equipment and sub-segments such as data, connectivity networks, voice and more. Emergence of connected agriculture has improved the access to financial solutions.

Furthermore, access to affordable financial solutions can also be customized for agricultural purposes, with connected agriculture technology. Besides this, the technology enables business owners to establish a link between potential buyers, traders, sellers and more. Moreover, the capacity of connected agriculture to deliver relevant data to farmers, including weather forecasts, cutting edge farming methods, commodity rates, where conventional techniques of communication are restricted, have added to its growing popularity.

Comprehensive analysis of connected agriculture market penetration strategies and effective marketing channels forms an important part of the study

Exploratory function of the study digs deep into the major drivers, restraints and opportunities, shaping the future of the market

The market research report further highlights the technology developments and policy amendments influencing market growth

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SWOT analysis of the connected agriculture market brings to the table the weaknesses, strengths, opportunities and threats and also pin points how brands manage of stay competitive

Porters Five Forces analysis and SWOT analysis of the key market players are provided to illustrate the business strategies adopted by buyers and suppliers

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The connected agriculture market is segmented in terms of solution, application, services and geography. Major solutions offered by the vendors include bartering, trading and others. Besides this, the services offered include mobile information services, micro-lending services, micro-insurance services and others. In addition, the key applications covered in the report include smart irrigation and smart logistics. The market is analyzed on the basis of four regions, namely North America, Europe, Asia-Pacific and LAMEA. List of companies discussed in the report includes SAP, Orange, Cisco, Microsoft, SAGE, Vodafone, Trimble Navigation and others.

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