

Farming as a Service Market to Reach \$16.96B by 2032, Driven by Tech-Powered Agricultural Models | DataM Intelligence

FaaS Market to grow at 17.12% CAGR, transforming agriculture with AI, analytics, drones & digital advisory services by 2032

NEW YORK, NY, UNITED STATES, June 11, 2025 /EINPresswire.com/ -- Market Overview :

The [Farming as a Service \(FaaS\) Market](#) was valued at US\$ 4.79 billion in 2024 and is projected to grow to US\$ 16.96 billion by 2032, exhibiting a robust CAGR of 17.12% during the forecast

period (2025–2032). As the agriculture industry faces challenges like land degradation, labor shortages, and climate change, FaaS offers a technology-enabled solution that empowers farmers with customized, scalable services from precision farming to analytics and equipment rentals aimed at increasing productivity and profitability.



FaaS is revolutionizing agriculture with smart services empowering farmers with access to tech, finance, and insights for better productivity and sustainability”

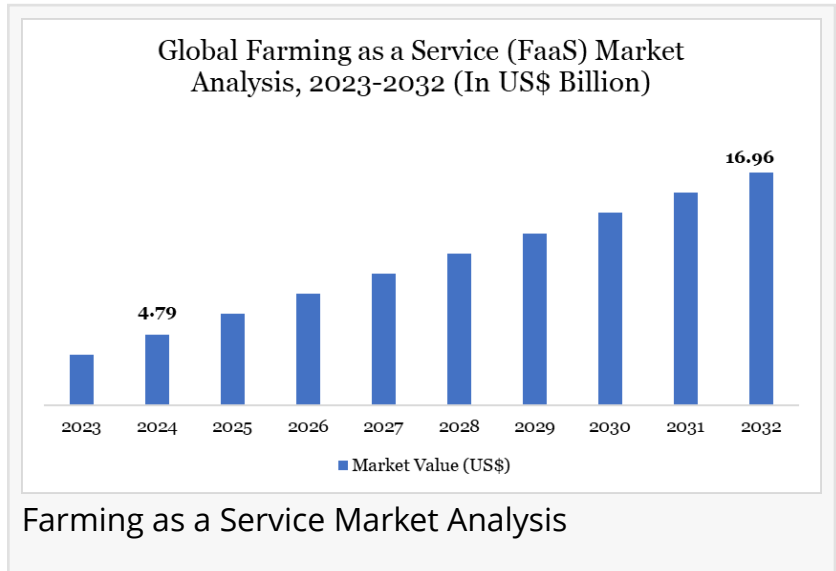
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Market Drivers :

Rise of Smart Agriculture: IoT, AI, and cloud platforms enable precision monitoring and yield optimization.



Access to Digital Advisory Services: Real-time insights on weather, soil, and crops boost decision-making for smallholder farmers.

Demand for Farm Mechanization:
Equipment rental services are rising as farmers opt for access over ownership.

Government Initiatives & Subsidies:
Supportive policies in developing nations to digitize and modernize agriculture.

Data-Driven Farming Models:
Increased adoption of farm management software and remote sensing tools.

Agri-Fintech Integration: Digital platforms provide credit scoring, crop insurance, and secure payment gateways for farmers.

Market Key Players are ;

Green Agrevolution Pvt. Ltd. (DeHaat)

EM3 Agriservices Private Limited

Trimble Inc.

Deere & Company

Cropin Technology Solutions Private Limited

CropX Inc.

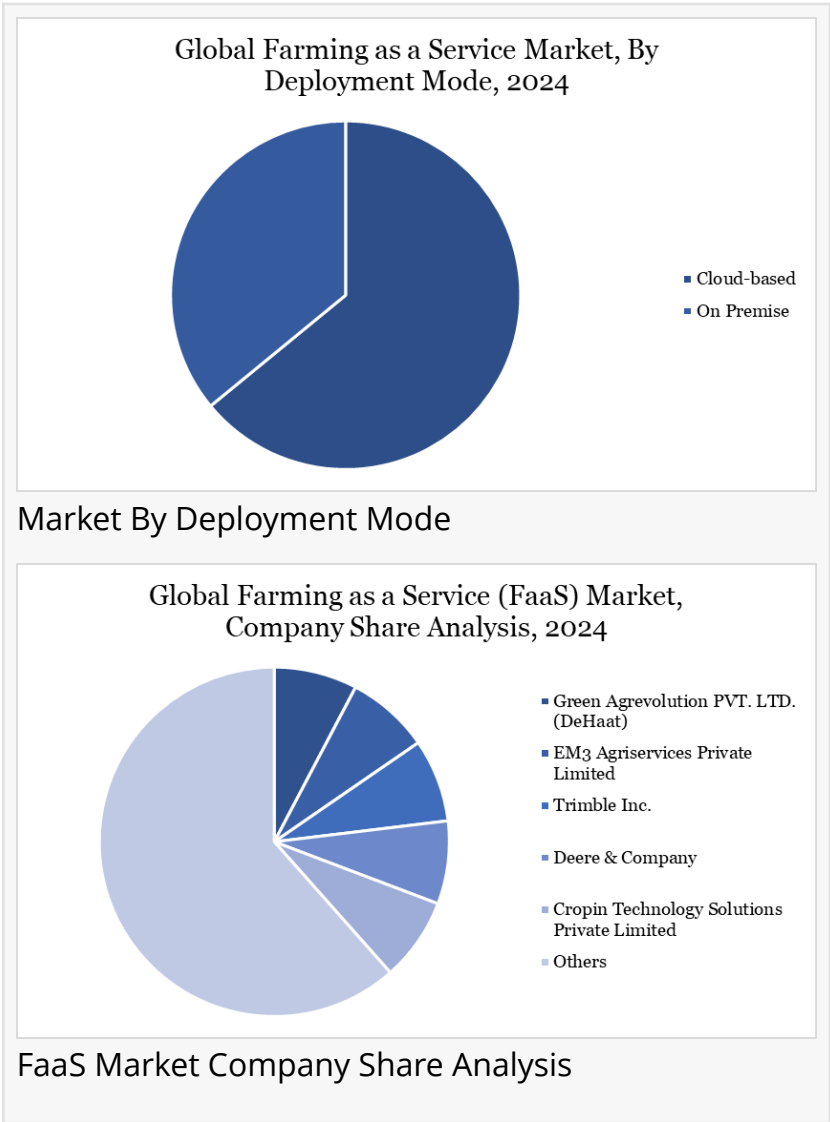
Aibono Smart Farming Private Limited

Farmerline Limited

CRISP Farms LLC

Sisu Agro Solutions Private Limited

These players are innovating rapidly through AI-driven platforms, sensor-enabled services, and



hyper-localized farming solutions to gain a competitive edge.

Market Segmentation :-

By Service Type:

Farm Management Solutions

Precision Agriculture

Access to Equipment

Analytics and Insights

Finance and Insurance

By Delivery Model:-

Subscription-based

Pay-per-use

By Application:

Crop Monitoring

Irrigation Management

Yield Mapping

Fertilizer Application

By End-User:

Individual Farmers

Agribusinesses

Cooperatives

Latest News of USA -

In 2024, John Deere expanded its FaaS capabilities in the U.S. Midwest, integrating its machinery with AI-based field data analytics for predictive maintenance and optimized planting cycles.

Additionally, Trimble partnered with regional agtech startups to launch connected farm services, especially focused on improving yield efficiency in corn and soybean belts.

Latest News of Japan -

Japan's aging farmer population has accelerated tech adoption. In 2024, CropX collaborated with local cooperatives to deploy soil sensing technologies in rice paddies, aiming to cut water usage by 20%.

Moreover, Aibono entered the Japanese market, introducing real-time demand prediction systems to reduce post-harvest losses in small-scale vegetable farming.

Key Developments are ;

In 2024 DeHaat acquired AgPulse Analytics, enhancing its AI capabilities for crop forecasting.

EM3 Agriservices launched "FaaS Xpress", an on-demand mobile farm service in rural India.

Farmerline secured funding to expand its agri-loan platform in Africa.

Cropin launched a blockchain-powered traceability module to ensure end-to-end transparency in produce sourcing.

Sisu Agro announced a drone-as-a-service platform for pest control and crop surveillance.

Conclusion

The Farming as a Service (FaaS) market is revolutionizing agriculture by blending digital innovation with traditional practices. As rural connectivity improves and awareness grows, FaaS will likely become the backbone of scalable and climate-resilient agriculture, particularly in developing economies. Strategic partnerships, government support, and tech-focused product development will further shape the trajectory of this dynamic market.

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