

# FIRA USA 2025 to Showcase Latest in U.S. Autonomous Farming Equipment Tech This October | Insights by DataM Intelligence

*The future of farming is autonomous smart tractors, drones, and robots are transforming global agriculture through precision, sustainability, and efficiency.*

AUSTIN, TX, UNITED STATES, July 28, 2025 /EINPresswire.com/ -- The [Autonomous Farm Equipment Market](https://www.datamintelligence.com/autonomous-farm-equipment-market) reached US\$900.2 million in 2022 and is expected to climb to US\$2,992.18 million by 2031, growing at a CAGR of 16.2% during the forecast period from 2024 to 2031. This robust expansion is being fueled by rapid advancements in precision agriculture, increasing labor shortages in rural farming regions, and the growing demand for sustainable farming solutions.



Autonomous Farm Equipment Market

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High ROI with 30% productivity gains and 50% labor savings fuel autonomous farm equipment market growth to \$2.99B by 2031 at 16.2% CAGR.”

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## Market Dynamics

The agricultural sector is undergoing a massive transformation. Rising operational costs, labor availability issues, and environmental regulations are pushing farmers to adopt smarter and more efficient methods. Autonomous equipment such as driverless tractors, drones, robotic harvesters, and automated planters offer solutions that address these challenges while optimizing

productivity.

## Key Drivers:

**Labor Shortage:** In both developed and developing economies, the aging farming population and declining interest among youth to pursue agriculture have created a serious labor vacuum. Autonomous equipment fills this gap by reducing dependence on manual labor.

**Precision Agriculture Adoption:** The rise in data-driven farming has made it easier to integrate autonomous equipment. Farmers are increasingly using AI, GPS, IoT, and sensors to guide decision-making and optimize yields with minimal resource input.

**Cost Efficiency:** Although the initial investment in autonomous machinery is high, it results in significant cost savings over time through reduced labor, fuel, and operational costs, along with improved crop yield and input accuracy.

**Environmental Sustainability:** Precision operations such as targeted spraying, optimized tilling, and minimal soil disturbance enable reduced environmental impact. This aligns with global sustainability initiatives and climate-resilient farming policies.

## Latest News on Autonomous Farm Equipment Market

**AI Tractors Rise:** CES 2025 saw AI-powered autonomous tractors showcased for real-world precision, cutting labor costs by up to 30%.

**Retrofit & Partnerships:** John Deere and others released upgrade kits for older tractors; New Holland teamed up with Bluewhite for automated vineyard and orchard machines.

**Strong Growth:** Market projected over \$15B in 2025, driven by smart tractors, robotic sprayers, and record investment in agtech innovation.

**Precision & Sustainability:** New AI integrations help farmers optimize inputs, boost sustainability, and simplify operations for smaller farms.

**Adoption Accelerators:** More flexible financing, government incentives, and modular upgrade options are making autonomous tech accessible for growers worldwide.

## Investment Analysis

Investor interest in autonomous farming is surging. Despite some macroeconomic headwinds, the market is drawing significant venture capital, especially in precision robotics and AI-based crop monitoring systems. Large agricultural machinery manufacturers are actively investing in R&D and forming alliances with agri-tech startups to innovate faster.

Mergers, acquisitions, and joint ventures are shaping the competitive landscape. Technology companies and automotive giants are also entering the space, recognizing autonomous farm equipment as a critical segment of the future mobility and automation market.

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#### Return on Investment (ROI):

Farmers report significant cost and labor savings, with pilot programs showing up to 30% higher productivity and 50% reduction in labor costs for advanced autonomous tractors and equipment.

Although high upfront costs remain a barrier, rental models, modular/retrofit kits, and flexible financing are emerging to lower adoption thresholds, especially for small and medium farms.

#### Competitive Landscape

CNH Industrial N.V.  
Mahindra & Mahindra Ltd.  
Deere & Company  
YANMAR HOLDINGS CO., LTD.  
Kubota Corporation  
Naïo Technologies  
Bobcat Company  
Agrobot  
AGCO Corporation.  
Certhon

#### Market Segmentation:

By Product Type: Tractors, Harvesters, Others.  
By Capacity: Less than 30 HP, 31 to 100 HP, Above 100 HP.  
By Operation: Fully Autonomous, Semi-Autonomous.  
By Technology: GPS, IOT, Others.  
By Application: Agriculture, Horticulture, Animal Husbandry, Others.  
By Region: North America, Latin America, Europe, Asia Pacific, Middle East, and Africa.

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#### Regional Outlook

##### North America:

North America holds a leading market share owing to high technology adoption, strong purchasing power, and established infrastructure. The U.S. is spearheading innovation with

companies developing and deploying fully autonomous tractors and field robots. The regulatory framework is evolving to accommodate unmanned vehicles in agricultural settings, further supporting growth.

#### Europe:

The European market benefits from proactive government policies promoting sustainable farming and technological integration. Farmers are increasingly adopting automation to comply with environmental regulations and improve productivity in areas with scarce labor.

#### Asia-Pacific:

Asia-Pacific is emerging as a hotspot for autonomous farming, especially in technologically advanced countries like Japan, South Korea, and Australia. The region's high population and food security concerns are compelling governments and private players to invest in smart agriculture.

#### Latest News – USA

**Bonsai Robotics Acquires farm-ng (July 2025):** California-based Bonsai Robotics acquired farm-ng, creating a U.S. agtech powerhouse focused on AI-powered, vision-based autonomy for modular farm robots. The merger brings top talent from John Deere and OpenCV, with the goal of lower-cost, multi-function machines for diverse crops and farm types. This reflects rapidly rising integration of AI robotics in American farms.

**FIRA USA 2025 Event Announced:** America's largest ag robotics expo, FIRA USA 2025, will showcase cutting-edge autonomous solutions this October in California. Market leaders like John Deere and New Holland will demo new autonomous electric tractors, spraying, weeding robots, and fleet automation systems highlighting the mainstream adoption of robotics in U.S. agriculture.

#### Latest News – Japan

**AI Robotics Expansion:** By mid-2025, Japan is deploying over 20,000 AI-powered agricultural robots, with rapid adoption of autonomous tractors, rice-planting robots, and precision drones for spraying and monitoring. These are addressing severe labor shortages caused by an aging farmer population, with more than 30% of Japanese farmers now over age 65.

**Government Initiatives:** The Ministry of Agriculture (MAFF) is funding a national "Smart Agriculture Project," accelerating farmer access to user-friendly AI robotics and offering subsidies, training, and research support focused on both productivity and sustainability goals.

**Major Industry Demonstration:** In May 2025, NTT Corporation announced a successful demonstration of remote farming technology using advanced next-generation networks at Expo 2025 in Osaka, highlighting integration of AI, IoT, and telecommunications for fully autonomous field operations.

Corporate Launches & Tech: Japanese manufacturers (e.g., Kubota) and robotics startups have launched electric, autonomous machines for paddy fields and greenhouses, integrating GPS, machine vision, and real-time data analytics to maximize yields and cut labor costs.

## Conclusion

The autonomous farm equipment market is not just a trend, it is fast becoming a cornerstone of the future of agriculture. With a clear trajectory toward multi-billion-dollar valuation by 2031, this market presents immense opportunities for manufacturers, investors, and technology developers. From improving yields to lowering labor costs and enhancing sustainability, autonomous equipment is reshaping the landscape of farming across the globe. As innovation accelerates in countries like the U.S. and Japan, the agricultural industry is entering a new era smarter, leaner, and increasingly automated.

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