

Digital Agriculture Market Size Worth \$51.3 Billion by 2033 | CAGR 10.5%

WILMINGTON, NEW CASTLE, DE, UNITED STATES, August 19, 2025 /EINPresswire.com/ -- Allied Market Research published a report, titled, "[Digital Agriculture Market](#) by Component (Hardware, Software, and Service), Application (Precision Farming and Farm Management, Livestock Monitoring, Supply Chain Management, Financial Management, and Others), and Technology (AI, Drones, IoT, Automation, and Others): Global Opportunity Analysis and Industry Forecast, 2024-2033".



According to the report, the digital agriculture market was valued at \$18.6 billion in 2023, and is estimated to reach \$51.3 billion by 2033, growing at a CAGR of 10.5% from 2024 to 2033.

Prime Determinants of Growth

The growth of the digital agriculture market is primarily driven by the increase in adoption of precision farming techniques, rise in demand for food security, and advancements in agricultural technologies. Farmers are leveraging digital solutions such as AI, IoT, big data analytics, and remote sensing to optimize resource utilization, improve crop yields, and enhance sustainability. The growing penetration of cloud-based farm management software and automation technologies, including drones and autonomous tractors, is further boosting adoption. Moreover, climate change concerns and the need for efficient water and soil management are pushing farmers toward data-driven decision-making. Investments from agritech startups and collaborations between technology providers and agricultural enterprises are also fueling innovation in digital agriculture.

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The hardware segment dominated the market in 2023.

By component, the hardware segment accounted for the largest share in 2023, owing to the increasing adoption of precision agriculture equipment, including GPS receivers, sensors, drones, and automated machinery. The rising demand for smart irrigation systems, yield monitoring devices, and soil health assessment tools has significantly contributed to the dominance of this segment. Farmers and agribusinesses are increasingly investing in IoT-enabled devices and robotics to enhance productivity, optimize resource utilization, and reduce operational costs. In addition, advancements in satellite imaging and remote sensing technologies have further driven the demand for high-tech agricultural hardware. The integration of AI-powered cameras and unmanned aerial vehicles (UAVs) for crop monitoring and field analysis has also fueled market growth. Government initiatives supporting mechanized farming and subsidies for precision farming equipment have encouraged widespread adoption. As the industry continues to embrace automation and data-driven farming, the hardware segment is expected to maintain its leading position in the digital agriculture market.

The precision farming and farm management segment to maintain its lead position during the forecast period.

By application, the precision farming and farm management segment accounted for the largest share in 2023, owing to the increasing adoption of data-driven agricultural practices aimed at enhancing productivity and sustainability. Farmers are leveraging advanced technologies such as GPS-guided machinery, IoT-enabled sensors, and AI-powered analytics to optimize resource utilization, monitor soil health, and improve crop yields. The rising need to reduce input costs, minimize environmental impact, and maximize farm efficiency has further propelled the adoption of precision farming solutions. In addition, the growing integration of farm management software for real-time monitoring, predictive analytics, and automated decision-making has strengthened the segment's dominance. Government initiatives promoting smart farming, coupled with increasing investments in digital agriculture, have also contributed to market expansion. The widespread use of drones for field analysis and remote sensing, along with the demand for automated irrigation and variable rate technology, has solidified the precision farming and farm management segment's leadership in the digital agriculture industry.

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The hardware segment dominated the market in 2023

By technology, the IoT segment accounted for the largest share in 2023, owing to the increasing adoption of connected devices and smart sensors in agriculture to enhance productivity, efficiency, and sustainability. IoT technology enables real-time monitoring of soil conditions, weather patterns, and crop health, allowing farmers to make data-driven decisions and optimize resource utilization. The integration of IoT-based solutions in precision farming, smart irrigation, and automated machinery has significantly improved operational efficiency and reduced costs.

Furthermore, the rising demand for remote monitoring and predictive analytics has driven the deployment of IoT-enabled farm management systems. Governments and agricultural organizations are actively promoting IoT adoption through subsidies and initiatives aimed at modernizing farming practices. Additionally, advancements in wireless communication technologies, such as 5G and LPWAN, have enhanced IoT connectivity in rural areas, further accelerating market growth. As a result, IoT continues to play a crucial role in transforming the agricultural landscape and driving the expansion of digital farming solutions.

North America region dominated the market in 2023

By region, North America held the highest market share in terms of revenue in 2023, owing to the early adoption of advanced agricultural technologies, strong infrastructure, and high investment in precision farming solutions. The region's well-established agribusiness sector, coupled with widespread use of IoT, AI, and big data analytics in farming operations, has significantly contributed to market growth. In addition, government initiatives and subsidies supporting smart agriculture, along with the presence of key market players, have further accelerated digital transformation in the sector. The increasing demand for high-yield crops, efficient water management, and sustainable farming practices has driven farmers to adopt automation, robotics, and farm management software. Moreover, the rising focus on reducing labor dependency and improving operational efficiency has boosted investments in agricultural drones, autonomous tractors, and sensor-based monitoring systems. With continuous advancements in AgTech and strong R&D initiatives, North America remains a leader in the digital agriculture market.

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