

# Variable-Rate Planter Meter Industry Analysis Report 2025: Key Trends, Drivers, and Forecast Insights

*The Business Research Company's Variable-Rate Planter Meter Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, December 4, 2025

[/EINPresswire.com/](#) -- "["Variable-Rate Planter Meter Market](#) Growth Forecast: What To Expect By 2025?"

In recent years, the market size for the variable-rate planter meter has seen substantial growth. From 2024 to 2025, it's expected to rise from \$1.37 billion to \$1.50 billion, which is a compound annual growth rate (CAGR) of 9.7%. The substantial growth during the historical period can be ascribed to factors such as the rising adoption rates of precision farming, increasing demand for a higher yield in crops, heightened awareness of sustainable agriculture practices, expansion in large-scale farming, and a rise in investment in agricultural technology.



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*The Business Research Company*

We anticipate robust expansion in the variable-rate planter meter market over the coming years, with expected growth to \$2.14 billion by 2029 at a compound annual growth rate

(CAGR) of 9.3%. This predicted growth during the forecast period is attributed to the escalating integration of artificial intelligence (AI) and the internet of things (IoT) in planting systems, heightened demand for effective resource allocation, increases in government subsidies for advanced farming techniques, the widening scope of digital farm management solutions, and a heightened emphasis on ecological sustainability. The forecast period is expected to see advancements in variable-rate planter meter technology, ground-breaking developments in global positioning systems (GPS) and geographic information systems (GIS), advancements in real-time seed monitoring, expansion in AI-based planting optimization research and development, and higher integration of drones and remote sensing technologies.



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Variable-Rate Planter Meter Global Market Report  
2025

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<https://www.thebusinessresearchcompany.com/sample.aspx?id=30152&type=smp>

What Are Key Factors Driving The Demand In The Global Variable-Rate Planter Meter Market?

The growth of the variable-rate planter meter market is anticipated to be driven by the growing acceptance of precision agriculture. Precision agriculture relies on the utilization of data-oriented tools and automated machinery to provide the needed input at the appropriate time and place. The reason behind the growing preference for precision agriculture is because it enables farmers to become more efficient with their resources, reduce expenses, and adhere to regulations and sustainability standards. The variable-rate planter meter market is an integral part of precision agriculture, demonstrating how targeted, data-oriented strategies can be scaled when technology is adopted to enhance results. As of December 2024, according to the Department of Agriculture- a federal executive branch in the US, guidance auto-steering systems were utilized by 52% of mid-sized farms and 70% of large-scale crop production farms in 2023. Hence, the growing adoption of precision agriculture is fuelling the expansion of the variable-rate planter meter market.

Who Are The Leading Players In The Variable-Rate Planter Meter Market?

Major players in the Variable-Rate Planter Meter Global Market Report 2025 include:

- Taranis Visual Ltd.
- Deere & Company
- CNH Industrial N.V.
- AGCO Corporation
- Lemken GmbH & Co. KG
- Great Plains Manufacturing Inc.
- Väderstad AB
- Kinze Manufacturing Inc.
- Sukup Manufacturing Co.
- Precision Planting LLC

What Are The Major Trends That Will Shape The Variable-Rate Planter Meter Market In The Future?

Leading entities in the arena of the variable-rate planter meter market are putting their efforts into creating electric drive meter conversions, designed to provide accurate seed placement, facilitate variable-rate prescriptions, and reduce updated expenses for growers. Electric drive meter conversions imply the alteration or enhancement of mechanical or hydraulic drive mechanisms into systems operated electrically for superior efficiency, accuracy, and control. To exemplify, Deere & Company, a firm focusing on agricultural equipment in the US, launched the ExactEmerge and MaxEmerge 5e meter upgrade kits in February 2025. These allow the owners of 2015 or later planters to adapt meters without substituting the entire row unit, make possible planting speeds of up to 10 mph with ExactEmerge, enhance population precision by as much as 20% with MaxEmerge 5e, and incorporate in-cab SeedStar 5 surveillance and features including BrushBelt seed transport, individual row cessation, and active downward pressure options.

## Analysis Of Major Segments Driving The [Variable-Rate Planter Meter Market Growth](#)

The variable-rate planter meter market covered in this report is segmented –

- 1) By Product Type: Electric Drive Planters, Hydraulic Drive Planters, Pneumatic Planters, Other Product Types
- 2) By Technology: Global Positioning System Or Global Navigation Satellite System (GPS Or GNSS)-Based, Sensor-Based, Map-Based, Other Technologies
- 3) By Farm Size: Small, Medium, Large
- 4) By Application: Cereal Crops, Oilseeds And Pulses, Fruits And Vegetables, Other Applications
- 5) By End-User: Commercial Farms, Research Institutes, Other End-Users

Subsegments:

- 1) By Electric Drive Planters: Brushless Motor Systems, Variable Speed Drives, Electronic Control Modules, Precision Seeding Mechanisms
- 2) By Hydraulic Drive Planters: Closed Loop Hydraulic Systems, Load Sensing Hydraulic Units, Flow Control Valves, Hydraulic Power Modules
- 3) By Pneumatic Planters: Vacuum Seed Meters, Air Pressure Distribution Systems, Seed Delivery Tubes, Air Compressor Units
- 4) By Other Product Types: Mechanical Drive Planters, Combination Drives, Manual Or Semi-Automatic Planters, Tractor-Mounted Vs Self-Propelled Variants, Specialty Or Niche Planters

View the full variable-rate planter meter market report:

<https://www.thebusinessresearchcompany.com/report/variable-rate-planter-meter-global-market-report>

Which Region Is Expected To Lead The Variable-Rate Planter Meter Market By 2025?

In 2024, North America led the global market for variable-rate planter meters and projections suggest Asia-Pacific will outpace other regions in growth over the forecast period. The report presents data on several regions including Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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