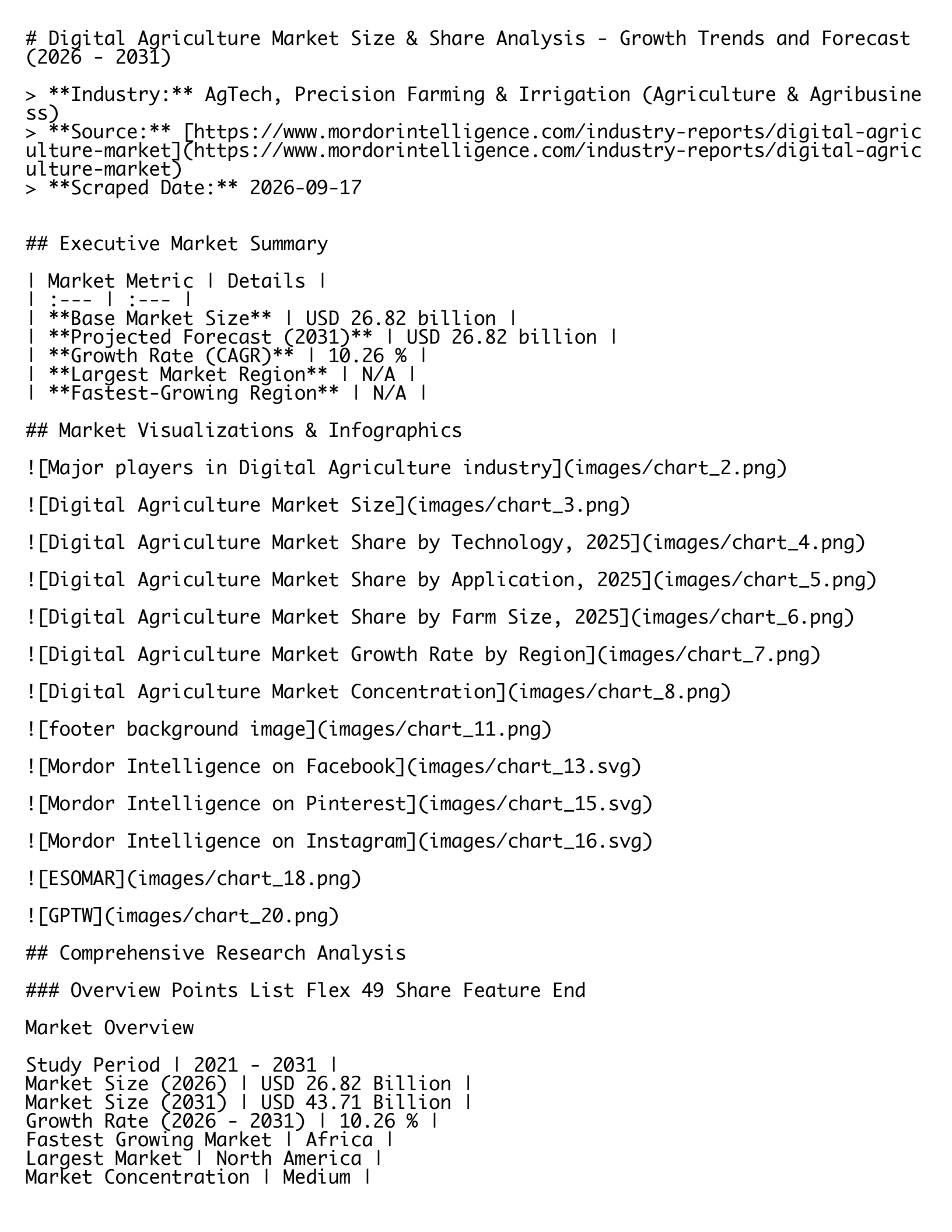
Digital Agriculture Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** AgTech, Precision Farming & Irrigation (Agriculture & Agribusiness)
> **Source:** https://www.mordorintelligence.com/industry-reports/digital-agriculture-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 26.82 billion
Projected Forecast (2031)	USD 26.82 billion
Growth Rate (CAGR)	10.26 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics



Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2021 - 2031
Market Size (2026)	USD 26.82 Billion
Market Size (2031)	USD 43.71 Billion
Growth Rate (2026 - 2031)	10.26 %
Fastest Growing Market	Africa
Largest Market	North America
Market Concentration	Medium

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Digital Agriculture Market Analysis by Mordor IntelligenceThe digital agriculture market size stood at USD 24.32 billion in 2025 and is estimated to reach USD 26.82 billion in 2026, growing at a 10.26% CAGR during the forecast period to reach USD 43.71 billion by 2031. The expansion of the digital agriculture market reflects the steady combination of field sensors, satellite data, guidance tools, and enterprise software into day-to-day farm decisions rather than a short-lived technology cycle. Labor shortages across major farming regions are also moving automation from a useful upgrade to a practical operating requirement for growers and contractors. Regulatory pressure is strengthening adoption as the European Union pushes lower pesticide and fertilizer use and higher traceability under the Farm to Fork agenda and related farm policy frameworks. Verified farm data is also gaining commercial value because carbon programs and low-carbon fuel pathways now reward stronger field-level reporting, measurement, and audit trails. Public digital infrastructure, including India's Digital Agriculture Mission, is reducing onboarding friction for both public and private platforms, improving the long-term opportunity for integrated providers in digital agriculture.

Key Report Takeaways

* By technology, guidance systems led the digital agriculture market share with 29.4% in 2025, while artificial intelligence and advanced analytics are forecast to grow at a CAGR of 11.3% from 2026 to 2031.
* By component, hardware accounted for a 43.2% share of the digital agriculture market in 2025, while software is forecast to grow at a CAGR of 10.8% from 2026 to 2031.
* By application, crop monitoring accounted for a 24.1% share of the digital agriculture market in 2025, while drone analytics is forecast to grow at a CAGR of 10.7% from 2026 to 2031.
* By farm size, medium-scale farms accounted for a 41.5% share of the digital agriculture market size in 2025, while small-scale farms are forecast to grow at a CAGR of 10.4% from 2026 to 2031.
* By geography, North America accounted for a 37.8% share of the digital agriculture market in 2025, while Africa is forecast to grow at a CAGR of 10.9% from 2026 to 2031.

Key Market Trends

Global Digital Agriculture Market Trends and InsightsDrivers Impact Analysis*

Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |
Precision Input Optimization and Yield Uplift | +2.5% | Global, with highest impact in North America, Europe, Brazil, and Australia | Long term (≥ 4 years) |
Falling Sensor, Drone, and Guidance-System Costs | +1.6% | Asia-Pacific core, with spillover into Africa and South America | Short term (≤ 2 years) |
Farm Labor Shortages Accelerating Automation | +2.0% | North America, Europe, Japan, and Australia | Medium term (2-4 years) |
Climate-Smart Farming Incentives and Compliance Demand | +1.4% | Europe first, then North America, India, Brazil, and parts of Africa | Medium term (2-4 years) |
Carbon MRV and Scope 3 Data Monetization | +0.8% | North America, Europe, and Brazil, with early movement in Africa and South Asia | Long term (≥ 4 years) |
Embedded Finance and Digital Public Infrastructure for Farmers | +0.9% | India, Sub-Saharan Africa, Southeast Asia, Brazil, and Mexico | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The digital agriculture market is moderately concentrated, with the top five companies being Deere and Company, Bayer AG, AGCO Corporation, CNH Industrial N.V., and Syngenta Group. However, competition remains broad, allowing space for specialized providers in software, sensors, satellite analytics, and workflow solutions. Deere focuses on integrating machinery, telemetry, and Operations Center workflows, while Bayer leverages FieldView's agronomy network and data ecosystem. AGCO Corporation, CNH Industrial N.V., and Syngenta Group emphasize brand-agnostic precision systems, zero-subscription connectivity, and open platform development, maintaining active competition across the market.

New competitive opportunities are emerging in areas such as carbon measurement, reporting, and verification (MRV), embedded finance, and satellite-enabled crop intelligence, particularly for mid-scale farms in growth regions. For instance, Indigo Ag's long-term soil carbon agreement with Microsoft demonstrates how technology companies outside traditional farm inputs can enter the market through sustainability initiatives rather than equipment or seed offerings. Similarly, Planet Labs and its Sinergise subsidiary highlight an alternative approach by selling satellite analytics directly to public agricultural monitoring systems instead of relying solely on agribusiness intermediaries. These developments indicate that future market power will increasingly rely on data quality, workflow integration, and cross-channel partnerships rather than machinery scale alone.

Smaller specialized providers remain important in the digital agriculture market, with opportunities in crop intelligence, soil sensing, weather analytics, and enterprise services. Companies such as DTN, CropX, Planet Labs, Taranis, Indigo Ag, and Farmers Edge compete in niches where deep data expertise or workflow specialization can mitigate scale disadvantages. Meanwhile, large incumbents continue to expand their ecosystems through acquisitions, partnerships, and developer access, increasing switching costs for farms already integrated into their systems. This dynamic between leading platforms and active specialists ensures ongoing competition while rewarding companies that can effectively connect farm operations to carbon, finance, and supply chain reporting within a unified environment.

Digital Agriculture Industry Leaders* Deere & Company

* CNH Industrial N.V.

* AGCO Corporation

* Bayer AG

* Syngenta Group

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this methodology, the market covers digital tools used in crop and livestock operations to capture field data, move it through connectivity, and convert it into on-farm decisions and actions, from sensing through to the farm gate.

Scope exclusions: We exclude commodity trading platforms and food processing software because they sit downstream from the farm gate and follow different demand

drivers.

Segmentation Container

* By Technology* Guidance Systems
* Remote Sensing and Imaging
* Variable Rate Technology
* Artificial Intelligence and Advanced Analytics
* Internet of Things and Connected Sensors
* Blockchain and Traceability
* Robotics and Automation

* By Component* Hardware
* Software
* Services

* By Application* Crop Monitoring
* Yield Mapping and Forecasting
* Soil Monitoring and Soil Health Analytics
* Weather Tracking and Forecasting
* Precision Spraying and Input Optimization
* Drone Analytics
* Livestock Health Tracking

* By Farm Size* Small-Scale Farms (Less Than 100 ha)
* Medium-Scale Farms (100 - 500 ha)
* Large-Scale Farms (More Than 500 ha)

* By Geography* North America* United States
* Canada
* Mexico
* Rest of North America

* Europe* Germany
* United Kingdom
* France
* Italy
* Spain
* Russia
* Rest of Europe

* Asia-Pacific* China
* India
* Japan
* Australia
* South Korea
* Rest of Asia-Pacific

* South America* Brazil
* Argentina
* Rest of South America

* Middle East* Saudi Arabia
* United Arab Emirates
* Turkey
* Rest of Middle East

* Africa* South Africa
* Egypt
* Rest of Africa

Frequently Asked Questions

What is driving growth in digital agriculture through 2031?

Growth is being supported by input optimization, labor-saving automation, climate compliance, carbon data monetization, and lower onboarding friction from public digital infrastructure. The sector is projected to rise from USD 24.3 billion in 2025 to USD 43.7 billion by 2031 at a 10.3% CAGR.

Which technology segment leads digital agriculture revenue today?

Guidance systems lead the technology segment with 29.4% of 2025 revenue because they deliver broad, proven value across many crop types and machinery fleets.

Which application is expanding the fastest in this space?

Drone analytics is the fastest-growing application, with a projected 10.7% CAGR through 2031, helped by wider drone deployment and simpler operating rules in major farm markets.

Why is software gaining importance compared with hardware?

Hardware still held 43.2% of 2025 component revenue, but software is growing faster at 10.8% CAGR because vendors are shifting to subscriptions, recurring services, and integrated agronomy workflows.