

Precision Planting Equipment Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** AgTech, Precision Farming & Irrigation (Agriculture & Agribusiness)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/precision-planting-equipment-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 6.06 billion
Projected Forecast (2031)	USD 6.06 billion
Growth Rate (CAGR)	10.02 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Precision Planting Equipment industry](images/chart_2.png)

![Precision Planting Equipment Market Size](images/chart_3.png)

![Precision Planting Equipment Market Share by Offering, 2025](images/chart_4.png)

![Precision Planting Equipment Market Share by Application, 2025](images/chart_5.png)

![Precision Planting Equipment Market Growth Rate by Region](images/chart_6.png)

![Precision Planting Equipment Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

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![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period	2021 - 2031
Market Size (2026)	USD 6.06 Billion
Market Size (2031)	USD 9.77 Billion
Growth Rate (2026 - 2031)	10.02 %
Fastest Growing Market	Asia-Pacific

Largest Market | North America |

Market Concentration | Medium |

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

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Market Overview

Precision Planting Equipment Market Analysis by Mordor IntelligenceThe precision planting equipment market size is projected to expand from USD 5.51 billion in 2025 to USD 6.06 billion in 2026, and to USD 9.77 billion by 2031, registering a CAGR of 10.02% between 2026 and 2031. The precision planting equipment market is moving higher because grain demand is rising faster than usable cropland, which keeps yield per acre at the center of farm investment decisions[1]Source: Y. A. Zereyesus et al., "Global Food Assessment, 2025–35," USDA Economic Research Service, ers.usda.gov. The precision planting equipment market is also benefiting from a clear shift toward electric metering, row-level control, and retrofit kits that improve planting accuracy without forcing full planter replacement. Growth remains strongest where policy support and digitization goals are becoming more explicit, especially in the Asia-Pacific, while North America continues to anchor current revenue because of its large installed base and faster upgrade cycles. Competition is active but not closed, since leading OEMs still face pressure from retrofit specialists and European manufacturers that are pushing electric architectures, software integration, and mixed-fleet compatibility. The main limits remain financing pressure, operator training needs, and connectivity dependence in rural areas, which means adoption will continue to vary widely by farm income, dealer support, and network quality.

Key Report Takeaways

- * By offering, hardware led with 46.5% market share in 2025, while services is forecast to expand at an 11.4% CAGR through 2031.
- * By equipment type, planters held 58% share in 2025, while drones and autonomous seeding equipments recorded the highest projected CAGR at 13.4% through 2031.
- * By drive type, electric drive held 55% market size in 2025 and also represents the fastest-growing segment with an 11.6% CAGR through 2031.
- * By application, row crops accounted for 44.3% share of the precision planting equipment market size in 2025, while forestry is projected to expand at a 12.7% CAGR through 2031.
- * By farm size, below 400 hectares held 55% share in 2025, while above 400 hectares posted the highest projected CAGR at 11.0% through 2031.
- * By geography, North America held 44% of the precision planting equipment market share in 2025, while Asia-Pacific is forecast to grow at a 12.5% CAGR through 2031.

Key Market Trends

Global Precision Planting Equipment Market Trends and InsightsDrivers Impact Analysis*

Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Yield maximization and food security pressure | +2.5% | Global, highest in Asia-Pacific and South America | Medium term (2-4 years) |

Input cost reduction through seed and fertilizer efficiency | +2.0% | North America and South America, concentrated in the United States, Brazil, Argentina, and Canada | Short term (≤ 2 years) |

Labor shortages and compressed planting windows | +1.5% | North America and Oceania, concentrated in the United States, Canada, and Australia | Short term (≤ 2 years) |

Government support and sustainability-linked mechanization | +1.0% | Europe and Asia-Pacific, concentrated in Germany, France, India, and China | Medium term (2-4 years) |
Premium seed economics favor singulation and row-level control | +1.2% | North America and South America, concentrated in the United States, Brazil, and Argentina | Medium term (2-4 years) |
Retrofit economics extend the installed planter base | +1.0% | North America and Oceania, concentrated in the United States, Canada, Brazil, and Australia | Short term (≤ 2 years) |
Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The precision planting equipment market shows moderate concentration, with Deere and Company, AGCO Corporation, CNH Industrial N.V., Kinze Manufacturing, and Ag Leader Technology together holding significant revenue share in 2025. This structure gives the leading group real scale advantages, but it still leaves meaningful room for retrofit specialists and regional manufacturers. Deere remains strong because it can sell into a large installed base and then deepen customer value through upgrades such as the ExactEmerge Meter Upgrade Kit and MaxEmerge 5e Meter Upgrade Kit. AGCO changed the competitive map when it closed the PTx Trimble joint venture in 2024, combining AGCO's precision assets with Trimble's capabilities to strengthen both factory-fit and mixed-fleet retrofit channels. These moves show that scale in the precision planting equipment market now depends on digital reach and installed-base access as much as on new equipment sales.

The next layer of competition comes from specialists who are narrowing the gap through focused technology choices. Kinze has leaned into all-electric planters, which supports a clear product identity around speed, row control, and modern meter architecture. Vaderstad AB has continued to improve the Tempo platform and announced its next-generation row unit with updated electronics and prescription-map-controlled planting depth, which keeps it competitive in high-performance planting systems. Monosem is taking a similar path through 56V electric architectures and row-by-row rate modulation across multiple inputs. These companies matter because they push the precision planting equipment market toward deeper row-unit functionality rather than only broader machine size. Their presence also limits how much the top tier can rely on legacy brand loyalty alone.

Competitive strategies are increasingly focused on three key areas: retrofits, fully electric platforms, and software-integrated service layers. AGCO's dealership expansion for PTx Trimble in North America shows how distribution itself has become part of the strategic playbook. Deere's retrofit-first approach targets growers who want faster and more accurate planting without buying a whole new planter, while European suppliers continue to compete through multi-crop versatility and compact platform design. That combination keeps the precision planting equipment market moderately concentrated rather than tightly closed. The leaders are clear, but product innovation and mixed-fleet demand still give challengers room to take share.

Precision Planting Equipment Industry Leaders* Deere and Company

* AGCO Corporation

* CNH Industrial N.V.

* Kinze Manufacturing, Inc.

* Ag Leader Technology

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Precision Planting Equipment Market Report ScopeThe Precision Planting Equipment Market refers to the industry encompassing advanced machinery, systems, and technologies used to optimize seed placement during planting operations. These solutions are designed to improve accuracy in seed spacing, depth, timing, and seed population, thereby enhancing crop yields and input efficiency.

The Precision Planting Market Report is Segmented by Offering (Hardware, Software, and Services), Equipment Type (Planters, Seed Drills and Air Seeders, Planting Attachments and Add-Ons, and Drones and Autonomous Seeding Equipments), Drive Type (Electric Drive and Hydraulic Drive), Application (Row Crops, Cereals, Oilseeds, and Pulses, Forestry, Horticulture, Greenhouse and Controlled Environment Farming), Farm Size (Below 400 Ha and Above 400 Ha), and Geography (North America, South America, Europe, Asia-Pacific, Middle East, and Africa). The Report Offers the Market Size and Forecasts in Terms of Value (USD).

By OfferingHardware | Automation and Control Systems |
| Sensing and Monitoring Systems |
Software | Farm Management and Mapping Software |
| Prescription and Analytics Software |
Services | System Integration and Consulting |
| Managed and Connected Services |
| Training and Support Services |

Segmentation Accordion Item

By GeographyNorth America | United States |
| Canada |
| Mexico |
| Rest of North America |
South America | Brazil |
| Argentina |
| Colombia |
| Rest of South America |
Europe | Germany |
| France |
| United Kingdom |
| Italy |
| Spain |
| Russia |
| Rest of Europe |
Asia-Pacific | China |
| India |
| Japan |
| Australia |
| South Korea |
| Rest of Asia-Pacific |
Middle East | Saudi Arabia |
| United Arab Emirates |
| Turkey |
| Rest of Middle East |
Africa | South Africa |
| Egypt |
| Nigeria |
| Rest of Africa |

Frequently Asked Questions

What is the current value of precision planting equipment in 2026?

The precision planting equipment market stands at USD 6.06 billion in 2026 and is projected to reach USD 9.77 billion by 2031 at a 10.02% CAGR.

Which region is growing fastest through 2031?

Asia-Pacific is projected to be the fastest-growing region, registering a CAGR of 12.5% during 2026–2031, supported by smart agriculture policies, digitization goals, and rising food production pressure.

Why do electric drive systems lead adoption?

Electric drive held a 55% market share in 2025 because it improves row-by-row control, reduces maintenance requirements, and supports variable-rate planting and curve compensation capabilities.

Which product areas are expanding the fastest?

Drones and autonomous seeding equipment are projected to register the highest CAGR of 13.4% during 2026–2031, driven by increasing interest in autonomous farming operations and labor-saving technologies.

What is the biggest application area today?

Row crops remain the largest application with 44.3% share in 2025 because precision planting has the clearest agronomic and economic payoff in corn and soybean systems.

What is holding adoption back in some regions?

High upfront cost, operator training needs, mixed-fleet interoperability issues, and uneven connectivity still slow rollout, especially in developing markets.