

## **Irrigation Controllers - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 90 pages | Mordor Intelligence

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### **Report description:**

The Irrigation Controllers Market size is estimated at USD 41.47 billion in 2024, and is expected to reach USD 91.68 billion by 2029, growing at a CAGR of 17.19% during the forecast period (2024-2029).

Irrigation controllers are important in applying a large amount of water at the right time to obtain maximum agricultural production and to achieve a high level of efficiency in the use of water and chemicals. As many areas are facing dwindling water supplies and drought conditions, it is suggested to use smart irrigation equipment such as controllers, because they apply the exact amount of water when it is needed, by this water and money are saved. Smart irrigation systems, unlike traditional irrigation types of equipment, tailor the watering schedules and runs automatically to meet independent crop or lawn needs. The smart irrigation equipment is available in two types, weather-based controllers and sensor-based controllers. Weather-based controllers use local weather data along with the evaporation from the soil surface and transpiration from the plant surface and adjust the irrigation schedules according to it. Sensor-based irrigation controllers are buried in the root zone, the moisture content level reading is read by the controller and by this, the water is applied automatically.

Furthermore, the governmental policies to increase sustainability and reduce environmental damage are driving the demand for the controllers. Improvements in communication knowledge and increasing demand for mechanized irrigation are expected to increase growth opportunities over the forecast timeframe.

Irrigation Controllers Market Trends

Ensuring Food Security With Smart Irrigation Methods

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According to a study by The World Bank in 2017, the demand for food will rise due to the increasing population. Hence, to meet the food requirement the agricultural production will need to expand 70% by 2050. Therefore, to achieve this target smart irrigation methods are needed to increase crop production by enhancing its productivity, as many areas don't have enough irrigational facilities. WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA) to encourage water-efficient products and resources helpful for saving water. These certified products help in increasing crop yield by applying an accurate amount of water during the irrigation process. Therefore, this has further induced the demand of irrigation controller products in the market. European Union announced a program "Water and Energy Advanced Management for Irrigation (WEAM4i)" in 2014 to improve water usage efficiency and reduce the energy costs in irrigation systems and also help in ensuring food security on a global basis. This initiative will impact the cost of smart irrigation products which as a result will drive the smart irrigation methods in the region. Hence, the pressing demand for food security from governments across the world is driving the overall market for irrigation controllers.

North America to dominate the global market

Owing to the presence of large numbers of lawns, gardens, playgrounds and golf courses and micro-irrigation activities in North America, this region has resulted in the high adoption of these devices. In North America, the United States is the main contributor to the growth of irrigation controllers, globally followed by Europe. The Common Agricultural Policy (CAP) of the European Union encourages innovation in European agriculture and rural development. CAP's primary focus is to conserve water by improving irrigation infrastructure and enabling farmers to use advanced irrigation technology. This would result in the next few years switching from conventional irrigation systems to mechanized irrigation systems. North America is responsible for a major stake in the smart irrigation controllers market. High water shortage has led to an increase in the use of effective irrigation systems, which is expected to drive demand for irrigation controllers during the forecast period.

The Asia Pacific is projected to be the fastest-growing irrigation controllers market over the next five years. The major drivers for the growth in this region include the climatic conditions, strong government support, increased productivity, and increased need for reducing wastage of water.

Irrigation Controllers Industry Overview

The irrigation controllers' landscape is diverse and continually evolving. The manufactures in this segment have a wide range of product portfolios and have great geographical reach. For instance Rain Bird Corporation - Golf Division announced the appointment of Living Turf as the primary distribution partner for Rain Bird Golf irrigation products across Australia in 2019. The manufactures can foster in the market by how well and efficiently the needs of the buyers are met. New entrants need to contend with the presence of market incumbents as they have a strong presence in several industries. New product developments and the rising trend of automation are creating opportunities in this sector.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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