

Middle East and Africa Guidance & Steering system for Agriculture Market

Market Report | 2024-07-01 | 212 pages | Data Bridge Market Research

AVAILABLE LICENSES:

- Single User License \$3500.00
- Corporate Users License \$4200.00

Report description:

The Middle East and Africa guidance and steering system for agriculture market is expected to reach USD 471.13 million by 2031 from USD 171.35 million in 2023, growing with a CAGR of 15.5% in the forecast period of 2024 to 2031. Market Segmentation:

Middle East and Africa Guidance and Steering System for Agriculture Market, By Component (Hardware, Software, and Services), Type (Global Positioning System (GPS), BeiDou Navigation Satellite System (BDS), Globalnaya Navigazionnaya Sputnikovaya Sistema (GLONASS), Galileo, and Others), End Use (GNSS-Enabled Ploughers, GNSS-Enabled Planters/Seeders, GNSS-Enabled Harvesters, Precision Spraying and Fertilization, and Others), Country (Saudi Arabia, South Africa, Egypt, Bahrain, Oman, Israel, Kuwait, Qatar, U.A.E., and rest of Middle East and Africa) - Industry Trends and Forecast to 2031

Overview of Middle East and Africa Guidance and Steering System for Agriculture Market Dynamics:

Driver

- The rise of precision farming is propelling market growth

Restraint

- High initial investment costs

Opportunity

- Increased demand for industrial crops

Market Players:

The key market players operating in the Middle East and Africa guidance and steering system for agriculture market are listed below:

- AGCO Corporation
- CNH Industrial America LLC.
- Afflield Kft
- Allynav
- AvMap s.r.l.
- Danfoss
- Deere & Company

- Hexagon AB
- Hi-Target (Subsidiary of Guangzhou Hi Target Navigton Tech Co Ltd)
- TeeJet Technologies
- TOPCON CORPORATION
- Trimble Inc.

Table of Contents:

1 INTRODUCTION 28 1.1 OBJECTIVES OF THE STUDY 28 **1.2 MARKET DEFINITION 28** 1.3 OVERVIEW OF THE MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET 28 1.4 CURRENCY AND PRICING 30 1.5 LIMITATIONS 30 1.6 MARKETS COVERED 30 2 MARKET SEGMENTATION 34 2.1 MARKETS COVERED 34 2.2 GEOGRAPHICAL SCOPE 35 2.3 YEARS CONSIDERED FOR THE STUDY 36 2.4 DBMR TRIPOD DATA VALIDATION MODEL 37 2.5 PRIMARY INTERVIEWS WITH KEY OPINION LEADERS 40 2.6 DBMR MARKET POSITION GRID 41 2.7 VENDOR SHARE ANALYSIS 42 2.8 MULTIVARIATE MODELING 43 2.9 COMPONENT TIMELINE CURVE 44 2.10 SECONDARY SOURCES 45 2.11 ASSUMPTIONS 45 **3 EXECUTIVE SUMMARY 46 4 PREMIUM INSIGHTS 51 4.1 PORTERS FIVE FORCES ANALYSIS 52** 4.2 REGULATORY STANDARDS 53 4.3 TECHNOLOGY TRENDS 56 4.4 CASE STUDY 58 4.5 DEVICE LIFETIME 61 4.6 SCENARIO BASED ON PRODUCT ADOPTION 63 **5 MARKET OVERVIEW 67** 5.1 DRIVERS 69 5.1.1 THE RISE OF PRECISION FARMING IS PROPELLING MARKET GROWTH 69 5.1.2 IMPROVE FUEL EFFICIENCY OF AGRICULTURE VEHICLES DRIVE MARKET DEMAND 70 5.1.3 TRANSFORMING AGRICULTURE WITH CUTTING-EDGE TECHNOLOGICAL INNOVATIONS 70 5.1.4 INSUFFICIENT LABORS IN AGRICULTURAL INDUSTRY 71 5.2 RESTRAINTS 73 5.2.1 HIGH INITIAL INVESTMENT COSTS 73 5.2.2 VULNERABILITY TO CYBER THREATS AND SIGNAL INTERFERENCE 74 **5.3 OPPORTUNITIES 75** 5.3.1 INCREASED DEMAND FOR INDUSTRIAL CROPS 75

5.3.2 RISING INVESTMENT IN AGRICULTURAL OPERATIONS IN DEVELOPING COUNTRIES 76

5.3.3 STRATEGIC ALLIANCES AND PARTNERSHIPS WITH OTHER INDUSTRY PLAYERS 76 5.4 CHALLENGES 78 5.4.1 LIMITED AWARENESS AND TECHNICAL KNOWLEDGE 78 5.4.2 ENSURING SEAMLESS INTEGRATION OF GUIDANCE AND STEERING TECHNOLOGIES WITH EXISTING FARM MACHINERY 78 6 MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET, BY COMPONENT 80 6.1 OVERVIEW 81 **6.2 HARDWARE 82** 6.3 SOFTWARE 83 6.4 SERVICES 84 7 MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET, BY TYPE 85 **7.1 OVERVIEW 86** 7.2 MIDDLE EAST AND AFRICA POSITIONING SYSTEM (GPS) 88 7.3 MIDDLE EAST AND AFRICA POSITIONING SYSTEM (GPS) (UNITS) 89 7.4 BEIDOU NAVIGATION SATELLITE SYSTEM (BDS) 90 7.5 BEIDOU NAVIGATION SATELLITE SYSTEM (BDS) (UNITS) 91 7.6 MIDDLE EAST AND AFRICA NAYA NAVIGAZIONNAYA SPUTNIKOVAYA SISTEMA (GLONASS) 92 7.7 MIDDLE EAST AND AFRICA NAYA NAVIGAZIONNAYA SPUTNIKOVAYA SISTEMA (GLONASS) (UNITS) 93 7.8 GALILEO 94 7.9 GALILEO (UNITS) 95 7.10 OTHERS 96 7.11 OTHERS (UNITS) 97 8 MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET, BY END USE 98 8.1 OVERVIEW 99 8.2 GNSS-ENABLED PLOUGHERS 101 8.3 GNSS-ENABLED PLOUGHERS (UNITS) 102 8.4 GNSS-ENABLED PLANTERS/SEEDERS 103 8.5 GNSS-ENABLED PLANTERS/SEEDERS (UNITS) 104 8.6 GNSS-ENABLED HARVESTERS 105 8.7 GNSS-ENABLED HARVESTERS (UNITS) 106 8.8 PRECISION SPRAYING AND FERTILIZATION 107 8.9 PRECISION SPRAYING AND FERTILIZATION (UNITS) 108 8.10 OTHERS 109 8.11 OTHERS (UNITS) 110 9 MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET, BY REGION 111 9.1 MIDDLE EAST AND AFRICA 113 9.1.1 SOUTH AFRICA 117 9.1.2 EGYPT 120 9.1.3 ISRAEL 123 9.1.4 SAUDI ARABIA 126 9.1.5 OMAN 129 9.1.6 KUWAIT 132 9.1.7 QATAR 135 9.1.8 U.A.E. 138 9.1.9 BAHRAIN 141 9.1.10 REST OF MIDDLE EAST AND AFRICA 144 10 MIDDLE EAST AND AFRICA GUIDANCE AND STEERING SYSTEM FOR AGRICULTURE MARKET, COMPANY LANDSCAPE 145 10.1 COMPANY SHARE ANALYSIS: MIDDLE EAST AND AFRICA

11 SWOT ANALYSIS 146 **12 COMPANY PROFILE 147** 12.1 CNH INDUSTRIAL N.V. 147 12.1.1 COMPANY SNAPSHOT 147 12.1.2 REVENUE ANALYSIS 147 12.1.3 COMPANY SHARE ANALYSIS 148 12.1.4 PRODUCT PORTFOLIO 148 12.1.5 RECENT DEVELOPMENTS 148 12.2 SDF S.P.A. 150 12.2.1 COMPANY SNAPSHOT 150 12.2.2 REVENUE ANALYSIS 150 12.2.3 COMPANY SHARE ANALYSIS 151 12.2.4 BRAND PORTFOLIO 151 12.2.5 RECENT DEVELOPMENT 152 12.3 DANFOSS 153 12.3.1 COMPANY SNAPSHOT 153 12.3.2 COMPANY SHARE ANALYSIS 153 12.3.3 PRODUCT PORTFOLIO 154 12.3.4 RECENT DEVELOPMENTS 156 12.4 HEXAGON AB 157 12.4.1 COMPANY SNAPSHOT 157 12.4.2 REVENUE ANALYSIS 157 12.4.3 COMPANY SHARE ANALYSIS 158 12.4.4 PRODUCT PORTFOLIO 158 12.4.5 RECENT DEVELOPMENTS 160 12.5 RAVEN INDUSTRIES, INC. 161 12.5.1 COMPANY SNAPSHOT 161 12.5.2 COMPANY SHARE ANALYSIS 161 12.5.3 PRODUCT PORTFOLIO 162 12.5.4 RECENT DEVELOPMENTS 164 12.6 AG LEADER TECHNOLOGY 166 12.6.1 COMPANY SNAPSHOT 166 12.6.2 PRODUCT PORTFOLIO 166 12.6.3 RECENT DEVELOPMENTS 168 12.7 AGCO CORPORATION 169 12.7.1 COMPANY SNAPSHOT 169 12.7.2 REVENUE ANALYSIS 169 12.7.3 PRODUCT PORTFOLIO 170 12.7.4 RECENT DEVELOPMENTS 170 12.8 AFFLIFLD KFT 171 12.8.1 COMPANY SNAPSHOT 171 12.8.2 PRODUCT PORTFOLIO 171 12.8.3 RECENT DEVELOPMENT 172 12.9 AG REVOLUTION 173 12.9.1 COMPANY SNAPSHOT 173 12.9.2 PRODUCT PORTFOLIO 173 12.9.3 RECENT DEVELOPMENT 174

12.10 ALLYNAV 175 12.10.1 COMPANY SNAPSHOT 175 12.10.2 PRODUCT PORTFOLIO 175 12.10.3 RECENT DEVELOPMENT 175 12.11 AVMAP S.R.L. 176 12.11.1 COMPANY SNAPSHOT 176 12.11.2 PRODUCT PORTFOLIO 176 12.11.3 RECENT DEVELOPMENTS 178 12.12 DEERE & COMPANY 179 12.12.1 COMPANY SNAPSHOT 179 12.12.2 REVENUE ANALYSIS 179 12.12.3 PRODUCT PORTFOLIO 180 12.12.4 RECENT DEVELOPMENTS 180 12.13 FARMSCAN PTY LTD 181 12.13.1 COMPANY SNAPSHOT 181 12.13.2 PRODUCT PORTFOLIO 181 12.13.3 RECENT DEVELOPMENTS 181 12.14 FIELDBEE 182 12.14.1 COMPANY SNAPSHOT 182 12.14.2 PRODUCT PORTFOLIO 182 12.14.3 RECENT DEVELOPMENT 183 12.15 FJDYNAMICS PTE.LTD 184 12.15.1 COMPANY SNAPSHOT 184 12.15.2 PRODUCT PORTFOLIO 184 12.15.3 RECENT DEVELOPMENT 185 12.16 HANDSFREEFARM.COM 186 12.16.1 COMPANY SNAPSHOT 186 12.16.2 PRODUCT PORTFOLIO 186 12.16.3 RECENT DEVELOPMENT 186 12.17 HI-TARGET (SUBSIDIARY OF GUANGZHOU HI TARGET NAVIGTON TECH CO LTD) 187 12.17.1 COMPANY SNAPSHOT 187 12.17.2 PRODUCT PORTFOLIO 187 12.17.3 RECENT DEVELOPMENT 187 12.18 REICHHARDT ELECTRONIC INNOVATIONS 188 12.18.1 COMPANY SNAPSHOT 188 12.18.2 PRODUCT PORTFOLIO 188 12.18.3 RECENT DEVELOPMENT 188 12.19 SHANGHAI HUACE NAVIGATION TECHNOLOGY LTD. 189 12.19.1 COMPANY SNAPSHOT 189 12.19.2 REVENUE ANALYSIS 189 12.19.3 PRODUCT PORTFOLIO 190 12.19.4 RECENT DEVELOPMENTS 191 12.20 SINGULARXYZ INTELLIGENT TECHNOLOGY 192 12.20.1 COMPANY SNAPSHOT 192 12.20.2 PRODUCT PORTFOLIO 192 12.20.3 RECENT DEVELOPMENTS 193 12.21 SMAJAYU(SHENZHEN) CO., LTD 194

12.21.1 COMPANY SNAPSHOT 194 12.21.2 PRODUCT PORTFOLIO 194 12.21.3 RECENT DEVELOPMENT 195 12.22 TEEJET TECHNOLOGIES 196 12.22.1 COMPANY SNAPSHOT 196 12.22.2 PRODUCT PORTFOLIO 196 12.22.3 RECENT DEVELOPMENT 196 12.23 TOPCON CORPORATION 197 12.23.1 COMPANY SNAPSHOT 197 12.23.2 REVENUE ANALYSIS 197 12.23.3 PRODUCT PORTFOLIO 198 12.23.4 RECENT DEVELOPMENTS 201 12.24 TRIMBLE INC. 203 12.24.1 COMPANY SNAPSHOT 203 12.24.2 REVENUE ANALYSIS 203 12.24.3 PRODUCT PORTFOLIO 204 12.24.4 RECENT DEVELOPMENTS 206 12.25 VANTAGE 207 12.25.1 COMPANY SNAPSHOT 207 12.25.2 SOLUTION PORTFOLIO 207 12.25.3 RECENT DEVELOPMENTS 208 **13 QUESTIONNAIRE 209** 14 RELATED REPORTS 212



Middle East and Africa Guidance & Steering system for Agriculture Market

Market Report | 2024-07-01 | 212 pages | Data Bridge Market Research

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$3500.00
	Corporate Users License	\$4200.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346. []** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2025-06-25
	Signature	