

United States Drip Irrigation Market Assessment, By Component [Drippers, Filters, Tubes and Pipes, Fittings and Accessories], By Crop [Field Crops, Protected Crops, Orchards, Others], By Application [Surface Drip Irrigation, Subsurface Drip Irrigation], By End-user [Residential, Commercial], By Region, Opportunities and Forecast, 2017-2031F

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Report description:

United States drip irrigation market is projected to witness a CAGR of 10.90% during the forecast period 2024-2031, growing from USD 0.99 billion in 2023 to USD 2.27 billion in 2031. The market is booming due to several reasons that highlight the requirement for irrigation water efficiency and sustainable agriculture. With water shortages being an alarming issue, especially in dry countries and those which have undergone climatic changes, farmers and agriculturalists are opting for drip irrigation as a substitute for other irrigation methods. The technique ensures accurate water delivery right at the plant roots, thus reducing wastage and enhancing productive crops.

Technological advancements have further enhanced the adoption of drip irrigation. Real-time monitoring and control, facilitated by automation, remote sensing, and IoT integration, are some of the advancements improving irrigation systems' efficiency and effectiveness. Apart from better water management, these technology-based systems lower labor costs and increase productivity. It makes them more appealing to both small-scale and large-scale farming operations. In August 2024, Irritec S.p.A established its first production facility in Chile, particularly for the manufacturing of drip pipes and tapes. The latest initiative was aimed at consolidating the company's position in domestic and neighboring markets, with expansion in portfolio, reduction in delivery times, and enhancement of on-site support services.

Additionally, government measures such as subsidies encourage sustainable agriculture, leading to increased sales. Programs that encourage farmers to use water efficient technology motivate them financially by using drip irrigation systems, further boosting its adoption.

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The United States drip irrigation market has competitive environment features including key players such as Netafim Irrigation, Inc., The Toro Company, Rain Bird Corporation, and others who are innovating new products to meet different needs of the agricultural sector.

Shift Towards Sustainable Farming Practices Fuels Market Growth

Sustainability has become an important objective in growth of the drip irrigation market size in the United States. Acknowledging that farming practices should be resource conserving, eco-friendly and long-term viability is on the rise as environmental issues intensify. Water is applied precisely and efficiently through this system to plant roots, preventing wastage from precipitation runoff and soil erosion.

Farmers are establishing drip irrigation as it is a sustainable alternative that improves water usage, reduces chemical input requirements, and leads to increased crop production with lower environmental costs. Furthermore, the method helps in maintaining soil health by adequately supplying moisture, which is essential for sustainable agriculture. Capitalizing on the trend, in February 2024, Rivulis Irrigation Ltd. launched a new T-Tape White, made using 50% recycled material, ensuring sustainable farming without negotiating performance, at the FIMA event in Spain. The product features three layers for optimal performance, an exterior made of premium virgin white that lowers water temperature when exposed to direct sunlight, a middle layer made of recycled material for sustainability, and an interior layer made of black that guards against the growth of algae inside the tube. In addition, government policies are encouraging farmers and incentives to adopt sustainable agriculture.

Product Innovations Propel Market Demand

Drip irrigation system is reshaping the agricultural space by providing farmers with modern methods of conserving water and enhancing crop output. Different advances in technology have sought to improve their precision, automation, and user-friendliness making them easier to use and less complex for various types of farming.

One important advancement is the incorporation of Internet of Things (IoT) for real-time tracking and management of irrigation systems. The sensors and connected devices permit farmers to obtain information on soil moisture, meteorological conditions, and crop requirements, thus leading to optimized water distribution and wastage reduction. Such automation leads to enhanced operational efficiency and decreased manual labor expenses whilst avoiding possible errors by human beings.

Moreover, there has been significant progress in the manufacturing of pressure-compensating emitters, which guarantee even distribution of water on different altitudes and distances particularly critical for farms having irregular surfaces. Furthermore, self-cleaning emitters plus anti-clog designs are responsible for making drip irrigation more dependable and lasting while at the same time minimizing its maintenance expenses. For instance, in February 2022, Netafim Irrigation, Inc., a division of Netafim Ltd., launched its innovative AlphaDisc filter in the United States. The filter is intended to prevent organic contaminants from clogging irrigation systems.

Residential Sector Holds a Substantial Market Share

In the residential drip irrigation market of the United States, water-efficient landscaping practices are increasingly adopted, resulting in significant market shares. Homeowners becoming conscious about environmental issues and saving money has increased demand for drip systems that provide accurate and efficient watering for their lawns, gardens, and landscapes. This system is particularly useful in arid areas or areas with strict regulations regarding water usage because it allows homeowners to have gardens that look good and comply with government laws on conserving water.

Further, there has been an increased interest in drip irrigation systems due to the growing trend of sustainable living and eco-friendly renovations. It is because most homeowners are searching for possible ways of reducing their carbon footprint on earth, thus proving drip irrigation to be a better alternative. In addition, technological advancements have simplified installation and maintenance of residential drip irrigation systems making them more popular.

In April 2024, Vertefarm introduced a hydroponic micro plant factory for residential purposes, combining functionality and style. The system uses advanced vertical surface planting and root cyclic drip irrigation technology to promote plant growth by guaranteeing the best possible water and air contact.

Future Market Scenario (2024 - 2031F)

- Drip irrigation systems will be further improved through technological advancements including integration of IoTs, artificial intelligence (AI), and sophisticated sensors, thereby making them more appealing to business and home users.

- Due to the need for lower costs in running the operations, obtaining productive harvests and lessening the harm to nature, drip

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irrigation will play a significant role in agriculture in the forecast period.

Key Players Landscape and Outlook

The key players in the United States drip irrigation market are characterized by their focus on innovation, quality, and sustainability. These companies are continuously advancing their products, incorporating the latest technologies such as IoT, AI, and smart sensors to enhance the efficiency and user-friendliness of drip irrigation systems. By investing in research and development, these players are advancing market trends, ensuring their solutions meet the evolving needs of agricultural and residential customers.

The competitive landscape is characterized by strategic partnerships, mergers, and acquisitions, as companies seek to expand their market presence and enhance their product portfolio. This consolidation enables key players to provide comprehensive solutions catering to a broader range of irrigation requirements, from large-scale agricultural operations to small residential gardens.

The outlook for key players in the United States drip irrigation market remains strong. With increasing emphasis on water conservation, sustainability, and technological innovation, these companies are well-positioned to capitalize on the growing demand for efficient irrigation solutions. As the market evolves, their continued focus on innovation and customer-centric solutions will be critical to maintaining and expanding their market share.

In September 2023, The Toro Company entered a strategic retail partnership with Lowe's Companies, Inc. enabling Lowe's to sell Toro zero-turn riding mowers, portable power equipment, walk mowers, and snow blowers in both gas and the quickly growing battery categories. For the spring 2024 sales season, the whole range of Toro products was offered online and at every Lowe's shop across the country.

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