

## **Precision Harvesting - Company Evaluation Report, 2025**

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- Single User \$2650.00
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### **Report description:**

The Precision Harvesting Companies Quadrant is a comprehensive industry analysis that provides valuable insights into the global market for Precision Harvesting. This quadrant offers a detailed evaluation of key market players, technological advancements, product innovations, and emerging trends shaping the industry. MarketsandMarkets 360 Quadrants evaluated over 100 companies, of which the Top 19 Precision Harvesting Companies were categorized and recognized as quadrant leaders. Precision harvesting involves the use of cutting-edge technologies such as GPS, sensors, robotics, and data analytics in harvesting operations to enhance yield, efficiency, and resource management. This approach enables farmers to make data-driven decisions in real-time, helping to reduce waste and dependence on manual labor.

The precision harvesting market includes the development, production, and implementation of advanced technologies and equipment designed to optimize the harvesting process in agriculture. It combines data-driven solutions, automation, and sensor-based systems to improve efficiency, accuracy, and sustainability during crop collection. This market covers hardware components like GPS devices, sensors, autonomous machinery, and software platforms for real-time monitoring, yield mapping, and decision-making assistance. The goal of precision harvesting is to lower labor costs, minimize crop loss, enhance yield quality, and promote sustainable farming practices across various agricultural sectors, such as field crops, horticulture, and greenhouse farming.

The 360 Quadrant maps the Precision Harvesting companies based on criteria such as revenue, geographic presence, growth strategies, investments, and sales strategies for the market presence of the Precision Harvesting quadrant. The top criteria for product footprint evaluation included By OFFERING (Hardware, Software, Services), By FARM SIZE (Large, Medium, Small), and By APPLICATION (Crops, Horticulture, GreenhoUse, Other Applications).

Key players in the Precision Harvesting market include major global corporations and specialized innovators such as Deere & Company, CNH Industrial N.V., CLAAS KGaA mbH, AGCO Corporation, KUBOTA Corporation, TOPCON CORPORATION, SDF Group, PELLENC, AG Leader Technology, Trimble Inc., Hexagon AB, DICKEY-john, Bernard KRONE Holding SE & Co. KG, Harvest CROO Robotics LLC, FJDYNAMICS PTE.LTD., Ripe Robotics Pty Ltd, Sentera, MetoMotion, and Bonsai Robotics. These companies are actively investing in research and development, forming strategic partnerships, and engaging in collaborative initiatives to drive innovation, expand their global footprint, and maintain a competitive edge in this rapidly evolving market.

Top 3 Companies

Deere & Company

Deere & Company stands as a market leader driven by its robust portfolio of precision technologies integrated into their

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combines, such as advanced yield mapping and moisture sensing. In 2024, they allocated 4.4% of their revenue to R&D, advancing features like HarvestSmart, which optimize harvesting processes in real-time. Emphasizing company analysis, Deere has continually refined its products, enabling superior company positioning and maintaining a competitive edge. However, reliance on the US market and limited diversification in product offerings remain potential competitive threats.

CNH Industrial N.V.

CNH Industrial N.V. excels with its brands Case IH and New Holland, which incorporate the IntelliSense automation and Precision Land Management (PLM) platforms. They invested 4.7% of R&D in digital farming solutions, enhancing their company product portfolio. CNH's company positioning is bolstered by the integration of modern automation with connectivity, assisting farmers across global markets. Their strategic strength lies in combining traditional agricultural equipment with smart technologies, expanding their overall company market share in precision harvesting.

CLAAS KGaA mbH

CLAAS KGaA mbH is recognized for its continuous hardware and digital innovation, with prominent products like the LEXION 8900 Terra Trac. Their precision harvesters employ real-time self-adjusting systems to enhance throughput and efficiency. Their strategic choices have fortified their position as a pervasive player with a highly specialized product portfolio. Their commitment to technological development illustrates strong company profiles, enabling significant company ranking and leading in precision harvesting technology advancements.

## Table of Contents:

1	INTRODUCTION	10
1.1	MARKET DEFINITION	10
1.2	INCLUSIONS AND EXCLUSIONS	10
1.3	STAKEHOLDERS	11
2	EXECUTIVE SUMMARY	12
3	MARKET OVERVIEW	17
3.1	INTRODUCTION	17
3.2	MARKET DYNAMICS	17
3.2.1	DRIVERS	18
3.2.1.1	Rising wage rates and labor shortage	18
3.2.1.2	Growing emphasis on optimizing agricultural yield and reducing waste	18
3.2.1.3	Mounting adoption of advanced technologies to enhance food security	19
3.2.1.4	Rising integration of AI, IoT, and imaging technologies into harvesting equipment	19
3.2.2	RESTRAINTS	20
3.2.2.1	High upfront and ownership costs	20
3.2.2.2	Limited interoperability and equipment compatibility	21
3.2.2.3	Data privacy and connectivity issues	21
3.2.3	OPPORTUNITIES	22
3.2.3.1	Surging demand for high-value crops	22
3.2.3.2	Expansion of leasing models and custom hiring centers in emerging economies	23
3.2.4	CHALLENGES	23
3.2.4.1	Lack of skilled operators and technical expertise	23
3.2.4.2	Uneven adoption across geographies	24
3.3	SUPPLY CHAIN ANALYSIS	25
3.4	ECOSYSTEM ANALYSIS	26

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3.5	IMPACT OF AI/GEN AI ON PRECISION HARVESTING MARKET	27
4	COMPETITIVE LANDSCAPE	29
4.1	OVERVIEW	29
4.2	KEY PLAYER STRATEGIES/RIGHT TO WIN, 2022-2025	29
4.3	MARKET SHARE ANALYSIS, 2024	30
4.4	REVENUE ANALYSIS, 2021-2024	32
4.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024	33
4.5.1	STARS	33
4.5.2	EMERGING LEADERS	34
4.5.3	PERVASIVE PLAYERS	34
4.5.4	PARTICIPANTS	34
4.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2024	36
4.5.5.1	Company footprint	36
4.5.5.2	Region footprint	37
4.5.5.3	Offering footprint	38
4.6	COMPETITIVE SCENARIO	39
4.6.1	PRODUCT LAUNCHES/ENHANCEMENTS	39
4.6.2	DEALS	42
5	COMPANY PROFILES	48
5.1	INTRODUCTION	48
5.2	KEY PLAYERS	48
5.2.1	DEERE & COMPANY	48
5.2.1.1	Business overview	48
5.2.1.2	Products/Solutions/Services offered	50
5.2.1.3	Recent developments	53
5.2.1.3.1	Product launches/enhancements	53
5.2.1.3.2	Deals	54
5.2.1.4	MnM view	54
5.2.1.4.1	Key strengths/Right to win	54
5.2.1.4.2	Strategic choices	54
5.2.1.4.3	Weaknesses/Competitive threats	55
5.2.2	CNH INDUSTRIAL N.V.	56
5.2.2.1	Business overview	56
5.2.2.2	Products/Solutions/Services offered	57
5.2.2.3	Recent developments	59
5.2.2.3.1	Product launches/enhancements	59
5.2.2.3.2	Deals	60
5.2.2.4	MnM view	61
5.2.2.4.1	Key strengths/Right to win	61
5.2.2.4.2	Strategic choices	61
5.2.2.4.3	Weaknesses/Competitive threats	61
5.2.3	CLAAS KGAA MBH	62
5.2.3.1	Business overview	62
5.2.3.2	Products/Solutions/Services offered	63
5.2.3.3	Recent developments	64
5.2.3.3.1	Product launches/enhancements	64
5.2.3.3.2	Deals	65

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- 5.2.3.4 □ MnM view □ 66
- 5.2.3.4.1 □ Key strengths/Right to win □ 66
- 5.2.3.4.2 □ Strategic choices □ 66
- 5.2.3.4.3 □ Weaknesses/Competitive threats □ 66
- 5.2.4 □ AGCO CORPORATION □ 67
- 5.2.4.1 □ Business overview □ 67
- 5.2.4.2 □ Products/Solutions/Services offered □ 68
- 5.2.4.3 □ Recent developments □ 69
- 5.2.4.3.1 □ Product launches/enhancements □ 69
- 5.2.4.3.2 □ Deals □ 70
- 5.2.4.4 □ MnM view □ 70
- 5.2.4.4.1 □ Key strengths/Right to win □ 70
- 5.2.4.4.2 □ Strategic choices □ 71
- 5.2.4.4.3 □ Weaknesses/Competitive threats □ 71
- 5.2.5 □ KUBOTA CORPORATION □ 72
- 5.2.5.1 □ Business overview □ 72
- 5.2.5.2 □ Products/Solutions/Services offered □ 73
- 5.2.5.3 □ Recent developments □ 75
- 5.2.5.3.1 □ Product launches/enhancements □ 75
- 5.2.5.3.2 □ Deals □ 75
- 5.2.5.4 □ MnM view □ 76
- 5.2.5.4.1 □ Key strengths/Right to win □ 76
- 5.2.5.4.2 □ Strategic choices □ 76
- 5.2.5.4.3 □ Weaknesses/Competitive threats □ 76
- 5.2.6 □ TOPCON CORPORATION □ 77
- 5.2.6.1 □ Business overview □ 77
- 5.2.6.2 □ Products/Solutions/Services offered □ 78
- 5.2.6.3 □ Recent developments □ 79
- 5.2.6.3.1 □ Product launches/enhancements □ 79
- 5.2.6.3.2 □ Deals □ 80
- 5.2.7 □ SDF GROUP □ 81
- 5.2.7.1 □ Business overview □ 81
- 5.2.7.2 □ Products/Solutions/Services offered □ 81
- 5.2.7.3 □ Recent developments □ 82
- 5.2.7.3.1 □ Product launches/enhancements □ 82
- 5.2.7.3.2 □ Deals □ 83
- 5.2.8 □ PELLENC □ 84
- 5.2.8.1 □ Business overview □ 84
- 5.2.8.2 □ Products/Solutions/Services offered □ 84
- 5.2.8.3 □ Recent developments □ 85
- 5.2.8.3.1 □ Product launches/enhancements □ 85
- ?
- 5.2.9 □ AG LEADER TECHNOLOGY □ 86
- 5.2.9.1 □ Business overview □ 86
- 5.2.9.2 □ Products/Solutions/Services offered □ 86
- 5.2.9.3 □ Recent developments □ 87
- 5.2.9.3.1 □ Deals □ 87

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5.2.10	TRIMBLE INC.	88
5.2.10.1	Business overview	88
5.2.10.2	Products/Solutions/Services offered	89
5.2.10.3	Recent developments	90
5.2.10.3.1	Product launches/enhancements	90
5.2.10.3.2	Deals	91
5.3	OTHER PLAYERS	92
5.3.1	HEXAGON AB	92
5.3.2	TEEJET TECHNOLOGIES	92
5.3.3	DICKEY-JOHN	93
5.3.4	BERNARD KRONE HOLDING SE & CO. KG	93
5.3.5	HARVEST CROO ROBOTICS LLC	94
5.3.6	FJDYNAMICS PTE.LTD.	94
5.3.7	RIPE ROBOTICS PTY LTD	95
5.3.8	SENERA	95
5.3.9	METOMOTION	96
5.3.10	BONSAI ROBOTICS	96
5.3.11	OCTINION	97
5.3.12	GAMAYA	97
5.3.13	TERSUS GNSS INC.	98
5.3.14	U-BLOX	98
5.3.15	SWIFT NAVIGATION, INC.	99
6	APPENDIX	100
6.1	RESEARCH METHODOLOGY	100
6.1.1	RESEARCH DATA	100
6.1.1.1	Secondary data	101
6.1.1.2	Primary data	101
6.1.2	RESEARCH ASSUMPTIONS	102
6.1.3	RESEARCH LIMITATIONS	103
6.1.4	RISK ANALYSIS	103
6.2	COMPANY EVALUATION MATRIX: METHODOLOGY	104
6.3	AUTHOR DETAILS	107

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