

## **Agriculture Sensor Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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### **Report description:**

The Global Agriculture Sensor Market was valued at USD 2.01 billion in 2024 and is estimated to grow at a CAGR of 11.7% to reach USD 6.11 billion by 2034.

Precision farming is transforming traditional agriculture by shifting from uniform field practices to site-specific crop management. As global food demand rises and arable land becomes more limited, farmers are under increasing pressure to produce more with fewer resources. This has led to the widespread adoption of data-driven technologies, enabling smarter decision-making.

#### **Rising Adoption of Wireless Sensors**

The wireless sensors segment held a notable share in 2024, driven by its ease of deployment and ability to support real-time data collection without the need for extensive cabling infrastructure. These sensors enable farmers to monitor environmental conditions, crop status, and irrigation systems remotely, helping them make faster and more informed decisions. With the rise of precision farming and IoT integration, wireless solutions are in high demand across both large-scale commercial farms and smallholder operations.

#### **Growing Demand in Soil Sensors**

The soil sensors segment generated a significant share in 2024, driven by vital insights into soil moisture, temperature, salinity, and nutrient content. Farmers rely on these sensors to fine-tune irrigation schedules, prevent over-fertilization, and enhance overall crop productivity. As water conservation and sustainability become top priorities across global agriculture, soil sensors are gaining traction in both developed and emerging markets. These tools are especially valuable in regions facing drought or soil degradation.

#### **Battery-Powered Sensors to Gain Traction**

The battery-powered sensors segment held a sustainable share in 2024, backed by unmatched flexibility and scalability in the field, making them ideal for use in large, remote, or hard-to-reach agricultural areas. Their autonomous operation reduces the need for fixed power sources, which can be costly and impractical in many farming environments. These sensors are widely used in monitoring weather, soil, and crop conditions, and are often designed with energy-efficient components to extend battery life.

#### **Regional Insights**

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## North America to Emerge as a Propelling Region

North America agriculture sensor market generated significant revenues in 2024. High levels of mechanization, large farm sizes, and strong investment in agri-tech have made the region a leader in adopting precision farming practices. Farmers in the United States and Canada are increasingly integrating sensor-based technologies to monitor soil conditions, optimize irrigation, and automate crop management.

Major players in the agriculture sensor market are Libelium Comunicaciones Distribuidas SL, Acuity Agriculture, Pycno, Caipos GmbH, dol-sensors A/S, Monnit Corporation, Wevolver, Changsha Zoko Link Technology Co., Ltd., Bosch Sensortec, Sensoterra, CropX Inc., Auroras (Auroras s.r.l.), Sensaphone, John Deere, Aker Technology Co., Ltd., Texas Instruments Incorporated, AquaSpy Inc., Sentek Ltd, Lindsay Corporation, Hunan Rika Electronic Tech Co., Ltd., Acclima Inc., Decagon Devices (METER Group), AgSmarts Inc., OMRON Electronic Components, Teralytic, Honde Technology Co., Ltd.

To strengthen their position, companies in the agriculture sensor market are focusing on product innovation, affordability, and data integration. Many are investing in R&D to develop multi-functional sensors that can track multiple variables simultaneously while minimizing energy consumption. Strategic partnerships with agri-tech startups, irrigation system manufacturers, and agri-software providers are helping companies offer end-to-end solutions.

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