



MRS29-290 · Smart Farming & Precision Agriculture

# Real-Time Crop Imagery and Analytics Services

A Global Sustainability Due Diligence & Market Research Study

History 2020–2024 · Base Year 2025 · Forecast 2025–2032 · Outlooks 2035 / 2040 / 2050 · Currency US\$

## WHY THIS REPORT

Real-time crop imagery and analytics services bring satellite, drone and multi-source remote sensing into continuous, AI-analysed field intelligence, turning episodic imagery into in-season, decision-ready insight. This decision-grade study sizes the global market three ways — value, active subscriptions and monitored hectares — across service type, data source and application, across seven regions and four scenarios to 2032, with outlooks to 2050.

## SUSTAINABILITY & SDG IMPACT — THE ANMD LENS

Sustainability is this report's backbone, not an afterthought. Beyond yield, crop imagery analytics delivers measurable targeted input reductions, verified carbon-MRV and climate-risk resilience, while continuous monitoring strengthens the sustainable-agriculture story.

### Mapped Sustainable Development Goals:

<b>SDG 2</b> Zero Hunger	<b>SDG 6</b> Clean Water	<b>SDG 7</b> Affordable & Clean Energy	<b>SDG 13</b> Climate Action	<b>SDG 15</b> Life on Land
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### Measurable sustainability outcomes assessed:

- Targeted input reductions and optimised agronomy
- Verified carbon-MRV and sustainability reporting
- Climate-risk resilience and in-season intervention
- Data accuracy, connectivity equity and smallholder access as material considerations

**Framework alignment:** Double materiality mapped to GRI, SASB, ISSB, TCFD, TNFD, CSRD and the EU Taxonomy, with greenwashing and SDG-washing screens applied throughout.

## WHAT'S INSIDE AT A GLANCE

<b>53</b> Chapters	<b>9</b> Report Parts	<b>7</b> Regions Covered	<b>40+</b> Country Markets
<b>2025–32</b> Forecast Horizon	<b>4</b> Forward Scenarios	<b>25+</b> Companies Profiled	<b>5</b> SDGs Mapped



## MARKET OVERVIEW

### From raw imagery to AI-driven, in-season advisory — where frequent imagery plus analytics, and increasingly carbon-MRV, drive the value.

The real-time crop imagery and analytics services market is read three ways — value, volume and monitored hectares — and forecast under four scenarios, each region reported separately. Demand is propelled by the drivers below, supported by maturing incentives across Europe, North America and Asia Pacific.

- North America is profiled first — United States, Canada — large acreage, precision-ag adoption, dealer & agronomy networks
- Europe scaling on regulation — Germany, France, Netherlands — input-reduction rules, CAP linkage, equipment supply
- Segmentation reads the value across the report’s structure, technology and application axes
- Resource-and-outcome economics is the differentiator — increasingly with service and data revenue

## REGIONAL OUTLOOK

Across seven reporting regions, the report separates early commercialisation leaders from high-growth and emerging markets — each profiled in full rather than aggregated into Rest of World.

Region	Stage	Lead Markets & Drivers
North America	Commercial leader	United States, Canada — large acreage, precision-ag adoption, dealer & agronomy networks
Europe	Scaling on regulation	Germany, France, Netherlands — input-reduction rules, CAP linkage, equipment supply
Asia Pacific	Scale engine	China, India, Japan, Australia — food security, labour decline, broadacre & drone adoption
Latin America	Emerging	Brazil, Argentina — large-scale row crops, agribusiness integration
Africa	Frontier	South Africa, Kenya, Morocco — food security, smallholder digitisation, blended finance
Middle East	Frontier	Saudi Arabia, UAE, Israel — water security, controlled-environment & agtech investment

## KEY MARKET DRIVERS & RESTRAINTS

Drivers	Restraints
<ul style="list-style-type: none"> <li>• Digital-agriculture &amp; analytics adoption</li> <li>• Climate-risk, insurance &amp; yield-forecasting</li> <li>• Carbon-MRV &amp; sustainability verification</li> <li>• Input-optimisation &amp; yield-protection</li> <li>• Satellite-constellation, AI &amp; fusion advances</li> </ul>	<ul style="list-style-type: none"> <li>• Cloud-cover &amp; revisit-frequency limits</li> <li>• Analytics-accuracy &amp; ground-truthing gaps</li> <li>• Data-integration &amp; advisory-translation</li> <li>• Connectivity &amp; smallholder-access barriers</li> <li>• Subscription-ROI &amp; adoption inertia</li> </ul>

**SEGMENTATION SNAPSHOT**

<b>By Service Type</b>	Satellite analytics · drone analytics · multi-source fusion · in-season advisory · API / data-feed
<b>By Component</b>	Satellite / drone imagery · processing pipelines · cloud compute · analytics models · APIs
<b>By Application</b>	Growers & agronomists · agribusiness · insurers · carbon / MRV programs
<b>By End User</b>	Growers & agronomists · agribusiness · insurers · carbon / MRV programs
<b>By Business Model</b>	Subscription / SaaS · per-hectare · API / data-feed · advisory-service
<b>By Deployment</b>	SaaS platform · API · feed · advisory service

**TABLE OF CONTENTS — PARTS & CHAPTERS**

The full report is organised into nine parts across 53 chapters, listed below. Detailed sub-headings, country tables and directories are provided in the full report.

**Part I — Report Foundation, Discovery and Strategic Intelligence**

- › Chapter 1. Scope, Methodology and Report Architecture
- › Chapter 2. Industry Discovery Summary — Real-Time Crop Imagery and Analytics Services
- › Chapter 3. Executive Intelligence and Decision Dashboard
- › Chapter 4. Strategic Findings, Materiality and Investment Verdict Preview

**Part II — Market Intelligence, Sizing, Forecasting and Segmentation**

- › Chapter 5. Industry Overview and Market Evolution
- › Chapter 6. Market Dynamics
- › Chapter 7. Global Market Size and Forecast, 2020–2032
- › Chapter 8. Market Segmentation Analysis
- › Chapter 9. End-User and Demand-Side Intelligence
- › Chapter 10. Pricing, Cost and Commercial Model Intelligence

**Part III — Regional and Country Intelligence**

- › Chapter 11. Global Regional Intelligence Framework
- › Chapter 12. North America Market Intelligence
- › Chapter 13. Europe Market Intelligence
- › Chapter 14. Asia Pacific Market Intelligence
- › Chapter 15. Latin America Market Intelligence
- › Chapter 16. Africa Market Intelligence
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- › Chapter 18. Rest of World Market Intelligence

**Part IV — Technology, Innovation and Category-Specific Intelligence**

- › Chapter 19. Technology Landscape and Architecture
- › Chapter 20. Emerging and Next-Generation Technology Intelligence
- › Chapter 21. Category-Specific Intelligence Module
- › Chapter 22. Research, Innovation and Funding Landscape



## Part V — Company, Competition, Patent and Project Intelligence

- › Chapter 23. Competitive Landscape
- › Chapter 24. Company Profiles
- › Chapter 25. Mergers, Acquisitions, Partnerships and Ecosystem Intelligence
- › Chapter 26. Patent Landscape and Intellectual Property Intelligence
- › Chapter 27. Project, Deployment and Case-Study Intelligence

## Part VI — Sustainability, ESG, SDG, Climate and Natural-Capital Intelligence

- › Chapter 28. Sustainability Intelligence Suite
- › Chapter 29. ESG Intelligence and Double Materiality
- › Chapter 30. ESG and Sustainability Framework Alignment
- › Chapter 31. SDG Intelligence
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- › Chapter 33. Water, Biodiversity and Natural-Capital Intelligence
- › Chapter 34. Circular Economy and Resource-Security Intelligence
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## Part VII — Supply Chain, Policy, Legal, Economics and Finance

- › Chapter 37. Value Chain, Supply Chain and Geopolitical Intelligence
- › Chapter 38. Policy, Regulation and Incentive Intelligence
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- › Chapter 40. Unit Economics, CAPEX, OPEX and Return Analysis
- › Chapter 41. Investment, Sustainable Finance and Bankability Intelligence

## Part VIII — Scenario, Future Intelligence and Final Due Diligence Verdict

- › Chapter 42. Scenario Analysis and Future Intelligence
- › Chapter 43. Sustainability Due Diligence Framework and Data-Room Index
- › Chapter 44. Risk Register, RAG Rating and Anti-Greenwashing Screen
- › Chapter 45. Bottom-Line Verdict and Strategic Recommendations
- › Chapter 46. Implementation Roadmap and Stakeholder Playbooks

## Part IX — Annexes, Directories and Reference Material

- › Chapter 47. Methodology Annex
- › Chapter 48. Corporate Directory and Company Intelligence Annex
- › Chapter 49. Patent Directory and Patent Intelligence Annex
- › Chapter 50. Project Intelligence Annex
- › Chapter 51. Forecast Annex
- › Chapter 52. Sustainability KPI Annex
- › Chapter 53. Reference Annexes

## COMPETITIVE & INVESTMENT SNAPSHOT

The competitive field spans established satellite and geospatial-analytics providers, agtech specialists and agronomy-service firms. Deal activity — partnerships, technology licensing and demonstration programmes — signals a market consolidating around bankable, repeatable solutions.

### Representative players profiled in the full report:

Planet Labs PBC · Bayer AG (Climate FieldView) · EOS Data Analytics, Inc. · Sentera, Inc. · Taranis Ag, Inc. · and 20+ further profiled players across hardware, software and integration.

**Investment intelligence:** venture, infrastructure, development, climate and blended finance, green bonds and sustainability-linked loans — culminating in a bankability assessment and a Go / No-Go / Conditional-Go investment verdict.



## KEY QUESTIONS THIS REPORT ANSWERS

- ? How large is the global real-time crop imagery and analytics services market, and how fast will it grow to 2032?
- ? Which regions, countries and segments offer the strongest risk-adjusted opportunity?
- ? How do resource-and-outcome economics change returns versus conventional methods?
- ? Who leads, and where is the competitive and patent white space?
- ? Is the investment case bankable — and under what conditions?
- ? How does the technology align with the SDGs and emerging disclosure regulation?

## WHY ANMD — THE DIFFERENCE

*Most market studies stop at units and revenue. This report is built as a sustainability due diligence instrument — fusing market sizing with ESG, SDG, climate and natural-capital intelligence and a decision-ready bankability verdict in a single architecture.*

- › **Triangulated sizing** — every market read three ways so value, volume and area views reconcile rather than conflict.
- › **Region-honest forecasting** — Latin America, Africa and the Middle East reported in full, never hidden inside Rest of World, every forecast resolved to the 2025 base year.
- › **Integrated evidence base** — company, patent and project databases linked to the analysis, with published-filing patents and FTO treated as an indicator, not a legal conclusion.
- › **No-fabrication discipline** — every estimate carries a data-confidence rating and disclosed sources; gaps are flagged for further diligence, never filled with invented numbers.
- › **Anti-greenwashing rigour** — SDG-washing and greenwashing screens plus claim-substantiation checks built into the ESG and project analysis.
- › **Decision-first structure** — 9 Parts and 53 Chapters culminating in stakeholder playbooks and a clear investment verdict.

## WHO SHOULD BUY THIS REPORT

Investors, manufacturers, growers, agronomists, cooperatives, policymakers, lenders, research institutions, strategic corporate planners, decision-makers.

## Access the Full Report

The complete report delivers all 53 chapters in full, with every sub-heading, country table, company and patent directory, forecast model and due diligence checklist.

Purchase at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com) · Standard & Premium licences · Single-Site (SSL) and Global-Site (GSL) options at checkout.

## Want the Complete Detailed Table of Contents?

This prospectus lists the nine parts and 53 chapters. The complete detailed table of contents — every sub-heading, country table, exhibit, company and patent directory and annex — is available on request to registered users. To receive it, register with your official company email at [www.anewmarketdynamics.com](http://www.anewmarketdynamics.com). The full detailed table of contents will be sent directly to your registered company email address.