

Future farming

Smart farmers

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COVID-19 to increase adoption of digital agriculture

Labour shortages and supply chain disruptions due to the COVID-19 pandemic increase adoption of digital agriculture, according to a report by MarketsandMarkets.

In the latest report, called " COVID-19 Impact on Digital Agriculture Market by Smart Farming Systems" , MarketsandMarkets concludes that the digital agriculture market will grow from USD 5.6 billion in 2020 to USD 6.2 billion by 2021.

Yield monitoring, crop scouting and field mapping

The researchers looked at, amongst other digital farming technologies, yield monitoring, crop scouting and field mapping. They say the growth is fuelled by increasing population and rising demand for agricultural produce across the globe.

Increased farm mechanisation and developing digital agriculture infrastructure are expected to increase the adoption of digital agriculture among the farmers. The COVID-19 impact on the market is estimated to be positive. Labour shortages and supply chain disruptions are expected to raise the need for digital agriculture globally.

Field mapping fastest growing market

Field mapping using remote sensing is projected to be the fastest growing market in 2021. The COVID-19 situation is expected to increase the adoption of field mapping systems because it allows the farmers to regulate the farm processes remotely without taking unnecessary field trips.

China and India

The Asia Pacific region accounts for the fastest-growing market in 2021, by value, in the digital agriculture market, according to the report. Countries such as China and India are heavily affected by the Covid-19 pandemic. Here, government policies supporting the digitisation of farm processes and the need for efficient usage of natural resources, and decreasing availability of migrant labour are expected to increase the adoption of digital agriculture techniques.



Recently we talked to Wade Barnes, CEO of Farmers Edge, about the impact of COVID-19 on farming. Check it out!



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