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# EO4AG

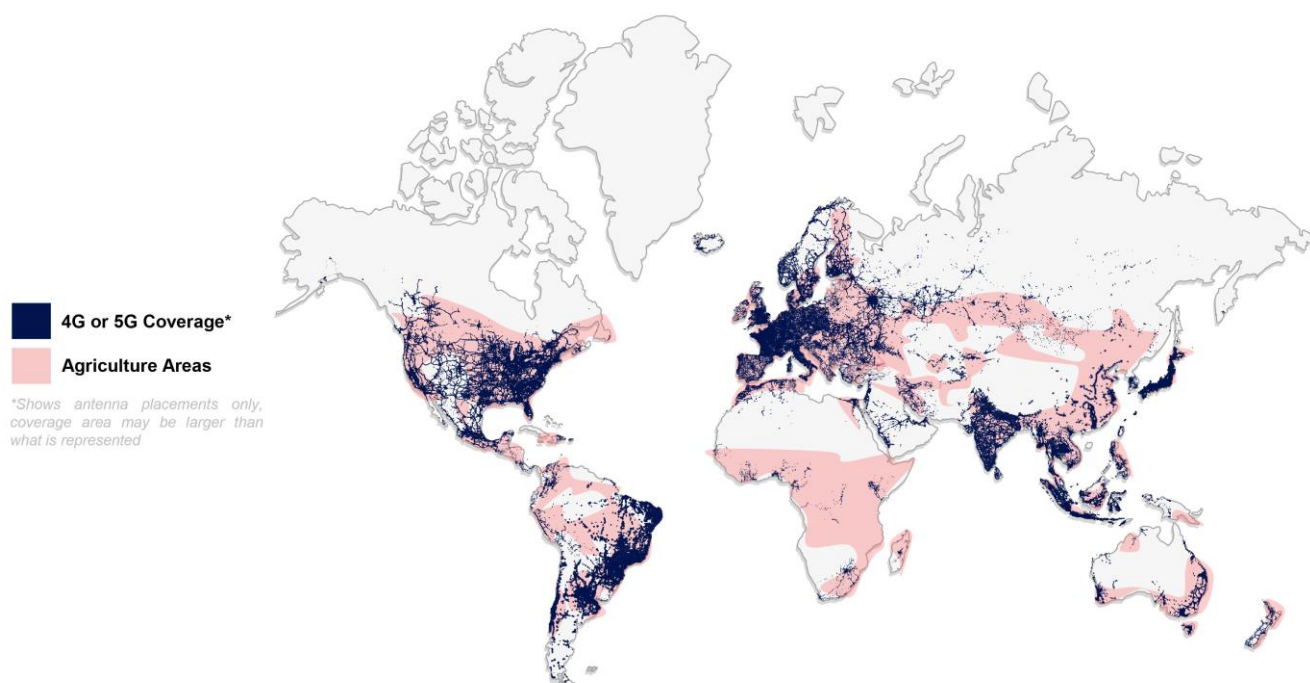
Earth Observation for Agriculture

Published October 2020

A market research report providing a strategic outlook of the global trends, vertical integration opportunities and regional demand for EO services & products of the agriculture sector.



## SATELLITE IMAGERY AND BROADBAND TO NEARLY QUADRUPLE THE EARTH OBSERVATION PRECISION AG MARKET BY 2029



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For its latest research titled, “EO4AG - Earth Observation for Agriculture”, Euroconsult has teamed up with TerraMetric, a US-based, global business development firm focused on the geospatial and new space markets, to provide an in-depth analysis on the global trends, vertical integration opportunities and regional demand forecasted for Earth observation-based services and products addressing the agriculture sector. The two companies forecast that by 2029, the total agricultural market is expected to double in value to reach over \$815 million. While government-driven sales are foreseen to remain significant, the uptake of precision agriculture solutions within the private sector due to expected near-global broadband coverage is expected to be the main catalyst behind this anticipated market growth.

Precision agriculture incorporates a broad range of technology areas. In this context, it refers to supporting commercial agricultural supply chains by providing Earth observation-based solutions and tools to back farming optimization processes, as well as research and development initiatives. For precision agriculture to evolve, connectivity will be key. Several outside factors such as, the expansion of automated analytics and the emergence of Low Earth Orbit (LEO) broadband constellations, are expected to catalyse a momentous growth in the reach and efficiency of existing precision agriculture capabilities, thanks to better connectivity. Drawing on these trends and technology developments, the total addressable market for precision agriculture is thus expected to equate to a little over \$4 billion by 2029, according to the research’s forecasts.

The research addresses and provides an analysis of several technology and market drivers including Earth observation satellites and services providers: applications and missions, the impact of global connectivity on addressable markets, benchmarking Earth observation – what can it bring to agriculture, regional market variations in requirements and data needs, upcoming Earth observation-based solutions and agriculture market take-up potential and beyond Earth observation: further technology advances and trends impacting the sector.



# ABOUT EO4AG - EARTH OBSERVATION FOR AGRICULTURE

A MARKET RESEARCH PROVIDING A STRATEGIC OUTLOOK OF THE GLOBAL TRENDS, VERTICAL INTEGRATION OPPORTUNITIES AND REGIONAL DEMAND FOR EO SERVICES & PRODUCTS OF THE AGRICULTURE SECTOR

Along with a comprehensive analysis of agriculture supply chains, its competitive landscape, and agriculture stakeholder's information needs and challenges, the *EO4AG - Earth Observation for Agriculture* research also zooms-in on the key technologies, connectivity trends and shifting business models expected to fuel the market for Earth observation in agriculture in the next decade. In addition to detailed agriculture stakeholders benchmarking, included also in this research, are ten-year market forecasts related to the market uptake potential of Earth observation-based solutions in agriculture across seven regions worldwide

## JOINT EXPERTISE BRIDGES GAP BETWEEN SATELLITE-BASED EARTH OBSERVATION COMMUNITY AND THE AGRICULTURAL INDUSTRY

### About TerraMetric

TerraMetric's executives have decades of combined experience in Earth observation for agriculture, including business development, strategy consulting, executive training, market assessment, opportunity analysis, R&D projects and software integration. In the last decade alone, the TerraMetric team members have individually accounted for more than \$100 million in aggregated programs, projects, and strategies.

### About Euroconsult

The Euroconsult Group is a leading international consulting and research firm specialized in high technology industries, with expertise in the space industry, satellite-based applications, aero connectivity, information and data services. Privately owned and fully independent, with over 30 years of experience developing comprehensive research programs and providing end-to-end consulting services, the Euroconsult Group is trusted by 600 clients in over 50 countries. The Group is headquartered in France, with offices in the U.S., Canada, Japan and Singapore.

### DESIGNED FOR:

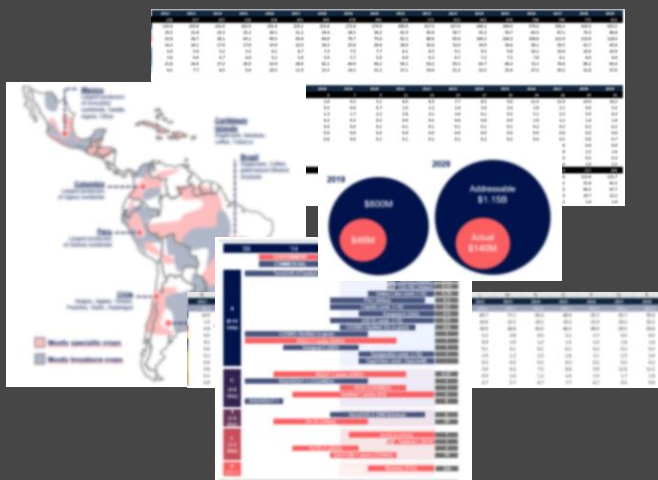
- ✓ Commercial satellite operators
- ✓ Farm management information system companies
- ✓ Value added service provider
- ✓ Civil government operators
- ✓ Public authority
- ✓ Venture capital markets & private equity

### MARKET DEMAND DRIVERS CONSIDERED:

- ✓ EO satellites & service providers per application & mission
- ✓ Agricultural supply chain – EO data users & their needs
- ✓ Impact on global connectivity on addressable markets
- ✓ Bringing EO to agriculture benchmark
- ✓ Regional market variations requirements
- ✓ Upcoming EO-based solutions & agriculture market take-up potential
- ✓ Beyond EO: technology advances & trends impacting the sector

### AGRICULTURE SUPPLY CHAIN:

- ✓ Agriculture retailers
- ✓ Chemical & seed companies
- ✓ Farm management information systems
- ✓ Food companies
- ✓ Crop insurance
- ✓ Crop consultants & advisors





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**EO4AG – Earth Observation for Agriculture 2020 Edition**

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Product	Price	Total
EO4AG Earth Observation for Agriculture	€ 4,000	€
<b>Bundle with one of two other EO products</b> EO Satellite systems Markets 2020; <i>or</i> EO Data & Services Markets 2020	€ 8,000	€
<b>EO trio bundle</b> EO4AG – Earth Observation for Agriculture EO Satellite systems Markets 2020 EO Data & Services Markets 2020	€ 10,000	€
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