

EVALUATING THE OPPORTUNITIES IN AGRI-TECH

HOW ONE EUROPEAN EMBASSY UTILISED DETAILED MARKET INSIGHT TO HELP INCREASE THE FOOTPRINT OF AGRI-TECH BUSINESSES IN THE UK

Market insight should never be underestimated. It's the simplest way to keep up with key trends, understand the key drivers and opportunities in a market, and maintain a competitive edge.

A European Embassy, based in London, wanted to identify further opportunities for its providers of agri-tech products, services and technologies. Recognising the value in market insight, the Embassy commissioned our agri-food team to carry out a study on the UK agri-tech market.

OUR APPROACH

The assessment involved an overview of UK agricultural production and the role of the key players within this, putting particular attention on the horticultural, dairy, pig and poultry sectors.

Utilising our expertise and knowledge of the industry, the team evaluated the main drivers behind the increased demand for agri-tech products and services in the UK.

The marketing insight concluded that this was not least due to a combination of 'policy push' and 'commercial pull' factors, including the impact of Brexit and the introduction of the new UK Agricultural Bill.

From there, the key advantages and disadvantages of the various routes to market for our client's agri-tech providers were set out. We also carried out an analysis into the uptake of different forms of agri-tech by sector, across the main focus areas.

ESTABLISHING A PRESENCE



Desk-based research



Interviews with key supply chain players/organisations



Building on our own knowledge of this sector from our past work.

Our agri-food analysts undertook an assessment of the image of our client's agri-tech sector in the UK market. They then outlined the steps that their companies would need to follow in order to establish an increased presence in the UK over the short, medium and long term.



GOING FORWARD

The key findings pinpointed in this research were made available to our client's key stakeholders and their member businesses in an informative presentation.



Our client continues to find value in this report, using it as a facilitation tool to prompt ongoing discussions with their own companies and those in the UK around the opportunities available in the agri-tech market.

