The Swedish Market
AgriTech

Open Trade Gate Sweden
National Board of Trade

The purpose of the market study

The purpose of this study is to describe the Swedish AgriTech market and, ultimately, identify where opportunities exist for external service providers. While the Swedish AgriTech innovation ecosystem and key actors provide relevant context, the primary objective of this study is to identify where demand is emerging, what gaps exist in current offerings, and which segments present the strongest commercial potential for new entrants.

This study aims to offer valuable insights and support actionable strategies for exporters of AgriTech solutions to Sweden. The study outlines important trends, provides details regarding regulatory requirements and offers guidance on how to identify and secure business partners.

This market study is intended for companies in low- and middle-income countries interested in entering the Swedish market for AgriTech solutions.

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Introduction

AgriTech in Sweden is driven by the need to address structural challenges such as limited arable land, fragmented production and environmental constraints.

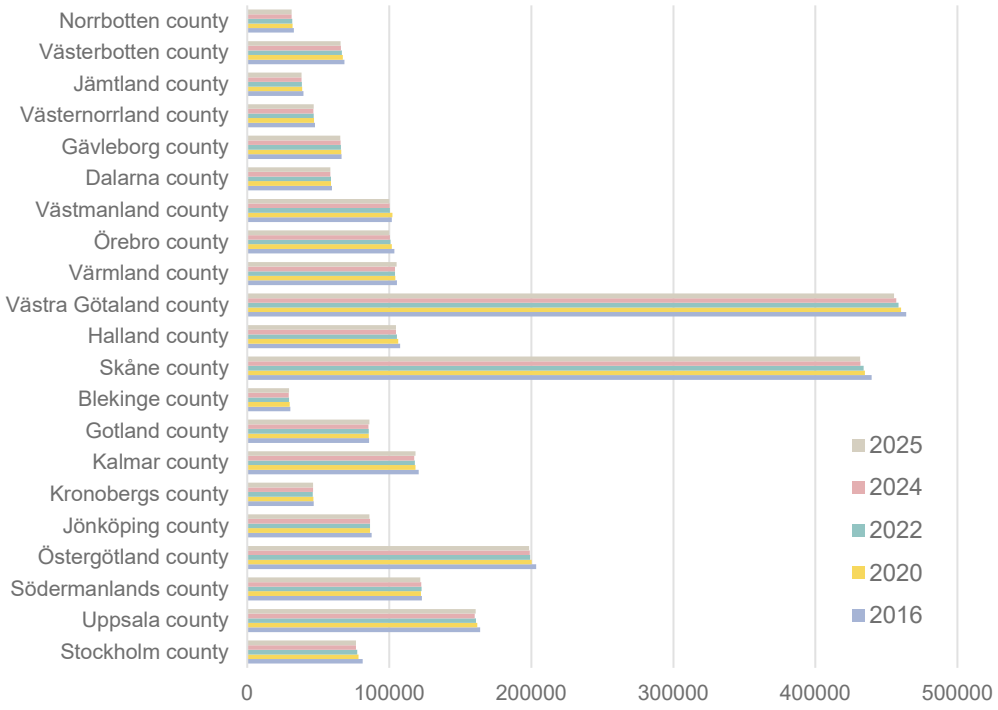
Limited arable land

Less than 10 per cent of Sweden's total land area is used for agriculture, and nearly half of that faces natural constraints such as poor soil quality or short growing seasons. In contrast, about 70 per cent of the country is covered by forests. This scarcity drives the need for technologies that maximise productivity per hectare, such as precision farming, controlled-environment agriculture and advanced crop monitoring systems.

Fragmented production

Swedish agriculture is highly fragmented, with approximately 59,000 farms spread across vast rural areas, mainly in southern Sweden. Many are small-scale or specialised in niche crops, while others focus on large-scale dairy or livestock. This fragmentation creates logistical inefficiencies, long transport distances and challenges in achieving economies of scale. It also complicates digitalisation and data integration across the value chain. Smart farming technologies, such as Internet of Things (IoT)-enabled platforms, cooperative data-sharing systems and automation tools are essential to connect dispersed producers, streamline operations and enable sustainable, data-driven farming practices.[1]

Figure 1. Area of arable land in Sweden in hectares[2]



[1] RISE (n.d). "Digitalised Agriculture." https://www.ri.se/en/expertise-areas/expertises/digitalised-agriculture

[2] Jordbruksverket (2025). "Jordbruksmarkens användning 2025. Slutlig statistik"

Environmental constraints

Operating in a Nordic climate means short growing seasons in the north, variable weather patterns and vulnerability to climate change. Soil degradation, compaction and nutrient imbalances add further complexity. At the same time, Sweden has ambitious environmental goals, including reducing greenhouse gas emissions, enhancing biodiversity and improving water quality. These constraints demand climate-smart technologies: carbon-sequestering practices, resource-efficient irrigation and sustainable nutrient management systems that align with Sweden's CAP (Common Agricultural Policy) Strategic Plan and ecological recycling principles.[3]

Climate change has significantly altered agricultural conditions in Sweden, creating longer growing seasons and milder winters. These changes make it possible for farmers to cultivate crops that were previously difficult or impossible to grow in the region. For example, maize, which was previously uncommon in Sweden, is now grown more extensively in the southern parts of the country due to warmer summers. Similarly, winter wheat can now be cultivated further north, reaching areas such as Dalarna where it was once unsuitable.[4]

Legumes such as fava beans, peas and lentils have also gained importance, particularly for plant-based protein production and improving self-sufficiency. Soybeans are emerging as a potential crop in Sweden as temperatures rise, although they may bring new challenges, including plant diseases. In addition, specialty crops such as spelt, heritage wheat varieties and sunflowers are being tested successfully, offering opportunities to reduce reliance on imports.[5]

These developments are driven by higher average temperatures, which extend the growing season and allow heat-demanding crops to be cultivated further north. Milder winters improve the survival of autumn-sown cereals, while ongoing research and innovation are producing stress-tolerant varieties that can withstand drought and extreme weather conditions. Overall, climate change is reshaping Swedish agriculture, creating new possibilities for crops and presenting both opportunities and challenges for the future.[6]

Definition of AgriTech

AgriTech sits at the intersection of agriculture and technology and includes both products and services. It covers solutions that improve efficiency, sustainability and resilience in farming through digital tools, automation and data-driven processes. While this study focuses primarily on services, the Swedish AgriTech sector combines both products and services, and the balance depends on how the market is structured.

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3 European Commission (n.d.) Sweden's CAP Strategic Plan.

4 SLU, Sveriges lantbruksuniversitet (2024). The effects of climate change and extreme weather on the agricultural sector.

5 Strandberg, G., Andersson, B. & Berlin, A. (2024). "Plant pathogen infection risk and climate change in the Nordic and Baltic countries." Environmental Research Communications, 6(3), Article 031008.

6 Agria Djurförsäkring (2025). "Forskare får anslag för klimatanpassat odlingsprojekt"

The most relevant areas and goals for Swedish AgriTech developments identified here include:

- **Sustainability and climate impact:** Reducing emissions, increasing carbon storage and promoting biodiversity.
- **Precision farming and digitalisation:** Using sensors, IoT and AI for smarter resource management.
- **Automation and robotics:** Tackling labour shortages and improving operational efficiency.
- **Data integration and traceability:** Ensuring transparency and compliance with food safety and environmental standards.
- **Resilient food systems:** Securing long-term food supply and adapting to changing consumer needs.
- **Global competitiveness:** Strengthening Sweden's position as a leader in agricultural innovation.

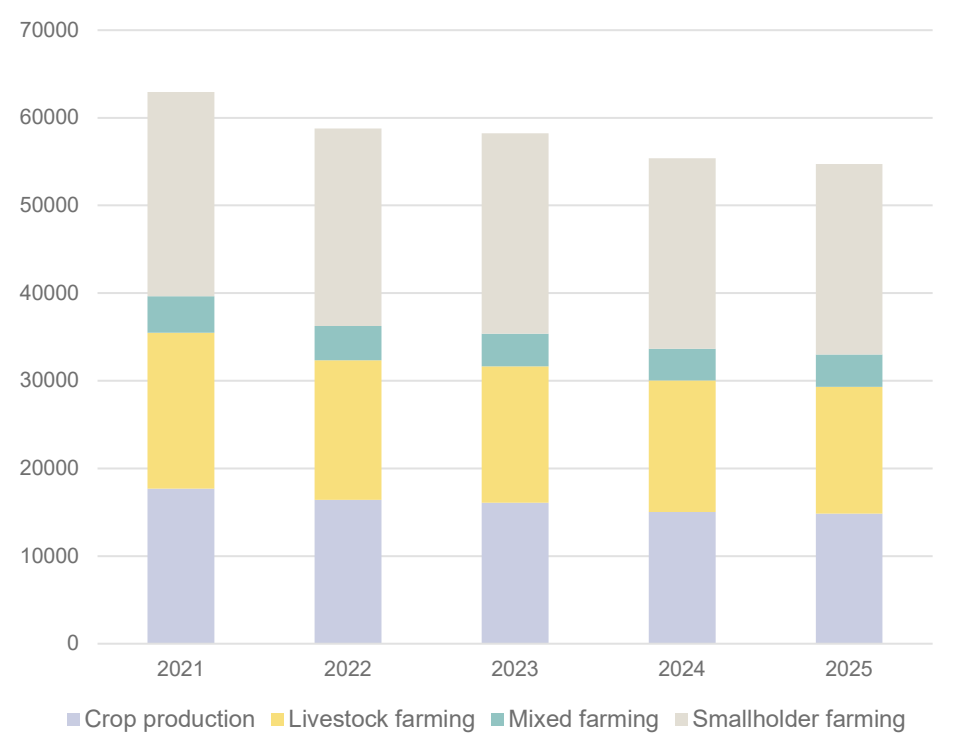
These priorities reflect Sweden's ambition to combine technological progress with environmental responsibility and maintain international competitiveness. The Swedish AgriTech market offers selective but clear opportunities for external service providers, particularly those that deliver interoperable, labour-saving and sustainability-driven solutions. Successful market entry depends less on novel technology alone and more on strong local partnerships, system compatibility and reliable after-sales service tailored to a consolidated and highly professionalised farming sector.

Get to know the Swedish market

First of all, it is important to outline the agricultural market because it provides the structural, economic and environmental context that explains the challenges and opportunities driving the development and adoption of AgriTech solutions.

Sweden's agricultural sector operates under Nordic conditions, with limited crop diversity and a strong focus on dairy and bovine meat, which together account for about one-third of production value. Crop production represents roughly 40 per cent, while pig, poultry and horticulture make up about 30 per cent. Overall, the primary sector contributes less than 1 per cent to Sweden's gross domestic product (GDP). The sector is characterised by long transport distances, sparsely populated rural areas and a high degree of cooperative organisation among producers, though fruit and vegetable production remains fragmented. These structural and environmental challenges have driven the need for innovation, laying the foundation for AgriTech solutions aimed at improving sustainability, efficiency and resilience in Swedish farming. [7]

Figure 2. Number of agricultural companies in Sweden per sub-sector[8]



Building on this structural overview, it is essential to highlight the organisations driving innovation in response to these challenges. Among them, Agtech Sweden serves as a national platform, consisting of several different organisations, dedicated to accelerating the digital and sustainable transformation of Swedish agriculture. Its mission is closely tied to three overarching objectives:

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7 European Commission (n.d.) Sweden's CAP Strategic Plan.

8 Jordbruksverket (2025). "Jordbruksföretag och företagare 2025 (Statistikdatabasen)"

1. **Secure long-term food supply and meet evolving customer needs** by fostering innovation that strengthens production systems and adapts to changing market demands.
2. **Reduce negative environmental impact and contribute positively to ecosystems** through solutions that enhance carbon sequestration, promote biodiversity and support climate-smart farming practices.
3. **Increase Sweden's international competitiveness** for both agricultural producers and technology companies by enabling scalable innovations and positioning Swedish AgriTech as a global leader.

To achieve these goals, Agtech Sweden drives collaboration between start-ups, research institutions, and industry stakeholders, supports commercialisation and scaling of AgriTech solutions, and advocates for policies that align with sustainability and competitiveness. They are publicly funded through Vinnova and regional partners and expected results include a more resilient agricultural sector, widespread adoption of precision farming and automation, and stronger global visibility for Swedish AgriTech.

Despite the fragmented nature of the Swedish AgriTech landscape, the market is effectively shaped by a small number of dominant actors. For new suppliers, market entry is constrained by high switching costs, long-term customer relationships and strong requirements for technical compatibility with existing systems, making partnerships and integration with established platforms critical.

As Thomas Täuber from Ekobot notes:

"*The Swedish AgriTech market is fragmented but dominated by major players. New suppliers face significant entry barriers such as long-term contracts, high service costs and requirements for technical compatibility with established systems."*

Sweden's increasingly warmer and drought-punctuated climate – marked by spring dry spells, heavier rain events, and longer growing seasons with frost risk – drives AgriTech innovation in precision irrigation, drainage telemetry, frost-protection systems and smart livestock cooling. [9]

Swedish farmers such as Claes Friberg from Malma gård, face a consolidating market, where fewer but larger farms rely on advanced automation and data-driven tools to stay competitive. Some of the main challenges currently shaping the Swedish AgriTech market are weed resistance, fragmented data integration, labour-saving solutions and the need for reliable local service.

As Claes puts it: *"The agri industry is very small in Sweden and is getting increasingly smaller, and the few farmers that are active are getting bigger."*

Ongoing consolidation in Swedish agriculture – characterised by fewer but larger farms – means that the AgriTech market is driven by value and performance rather

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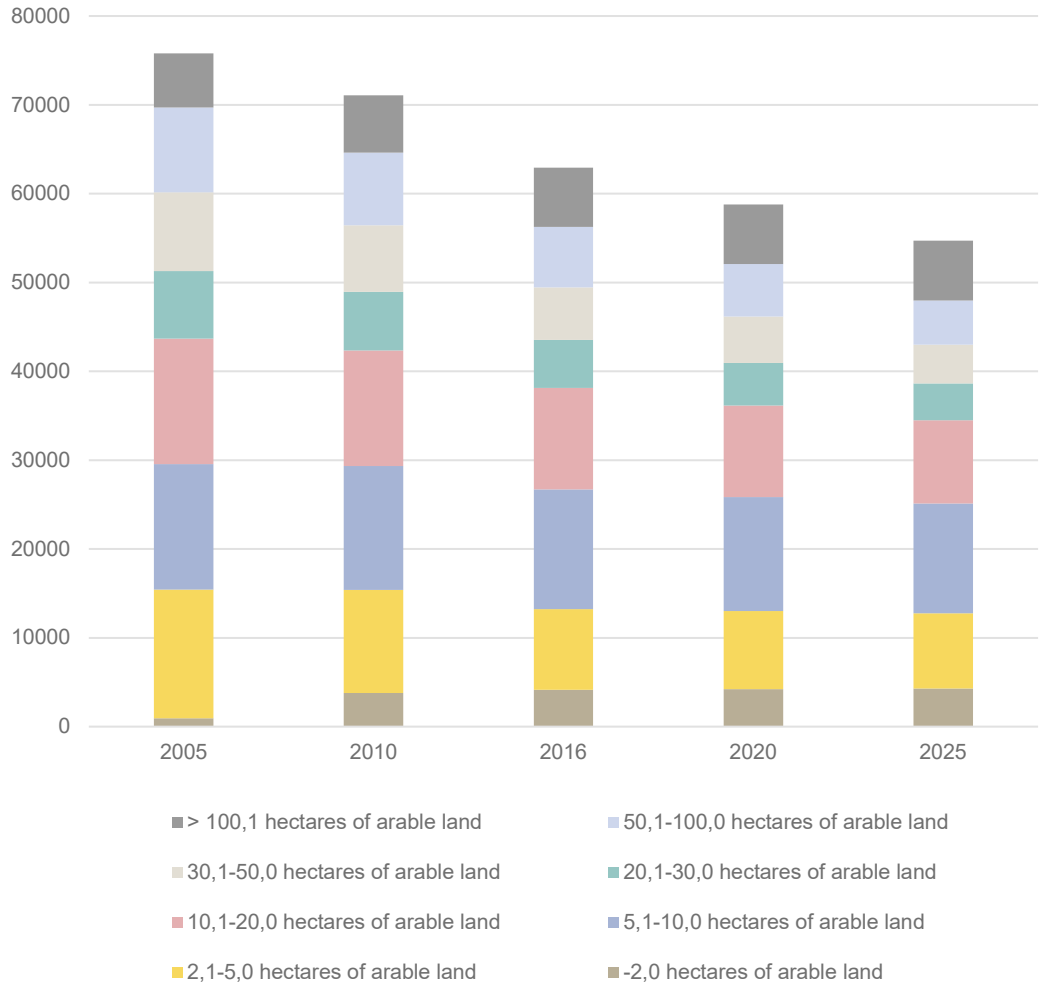
[9] Swedish Climate Policy Council (2025). "Swedish Climate Policy Council Report 2025."

than volume. This results in a customer base with high expectations, larger deal sizes and a strong focus on quality and measurable outcomes.

The total number of companies with arable land decreased from 75,808 in 2005 to 54,723 in 2025 (a decrease of 28 per cent over the past 20 years).

Figure 3. Number of companies with arable land[10]



At the same time, advanced AgriTech solutions, including automation and data-driven tools, are no longer optional but essential for maintaining competitiveness. This explains why demand remains structurally strong despite tight margins in the sector.

Persistent challenges such as weed resistance, fragmented data integration and insufficient reliable local service highlight clear market gaps and business opportunities, particularly for providers offering integrated, service-oriented solutions.

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[10] Jordbruksverket (n.d.). "Jordbruksföretag och företagare 2025 (Statistikdatabasen)"

Understand the market structure

Sweden's agricultural sector is characterised by relatively large-scale farms in the arable and vegetable segments, concentrated in southern regions (such as Västra Götaland, Skåne and Östergötland county, as shown in Figure 1 above), where short growing seasons with long summer days, ageing in the sector[11] and labour shortages create operational pressure. These structural factors make efficiency and automation attractive. However, as outlined later in this section, adoption is shaped – and in some cases constrained – by cultural, financial and regulatory factors, which remain key challenges for the uptake of new AgriTech solutions.

Business culture and decision-making

Swedish business culture emphasises trust, transparency and consensus. Farmers and agribusinesses expect clear communication, documented compliance and reliable after-sales support before committing to new technologies. Decisions are rarely impulsive; they involve careful evaluation of long-term value and sustainability impact. Building credibility through local partnerships and demonstrating practical benefits, rather than aggressive sales tactics, is essential.

"In Sweden, once you provide clear information and show reliability, customers are quick to accept new solutions. It's not about pushing; it's about proving,"
Arjan Mulder, CCO at AgXeed, a Dutch company producing autonomous solutions to reduce pressure to keep soil healthy, also active on the Swedish market through a local reseller after defining local farmers' challenges.

Market structure and ecosystem

As the evidence below illustrates, access to established distributors and local partners is a critical factor for external players seeking to enter the Swedish market, which act as trusted intermediaries between technology suppliers and end-users. This is key for external players seeking to enter the Swedish market. Local service capability is a prerequisite for adoption, as farmers value proximity and rapid support. Collaboration with established OEMs (original equipment manufacturers) and agricultural cooperatives strengthens market entry strategies, while digital tools (remote monitoring with local communication between users) complement traditional service models.

"In the Swedish AgriTech market, we can see Dataväxt, majority owned by Lantmännen, as the absolute market leader, and other platforms holding smaller market shares are SOYL and DATALOGISK."
Magnus Jeppsson, AgProject

[11] Jordbruksverket (2025). "Jordbruksföretag och företagare 2025 (Statistikdatabasen)"

Key hurdles for adoption

- **Higher upfront investment:** autonomous solutions promise lower cost per hectare over time, but initial capital requirements remain a barrier.
- **Complex subsidy frameworks:** while sustainability is a policy priority, subsidy processes are often quite slow, delaying technology uptake.
- **Financial climate:** global uncertainty and tight farm-sector margins reduce willingness to invest, even when return on investment (ROI) is favourable. [12]
- **Scepticism about new technologies or methods:**
  A convergence of economic insecurity and technological uncertainty, where digitalisation – though promising resilience – introduces new dependencies and risks that feel magnified during crises. Farmers perceive vulnerability not only in operational terms (cyber threats, cost burdens) but also in social and psychological dimensions, such as loss of autonomy and trust.[13]
- **Bridging the gap between research and market entry:** it is not always as easy as it seems "by the book"; companies try and fail before succeeding. Some actors survive and some do not.

"Sweden invests heavily in research but is remarkably poor at taking innovation to market and retaining control over processes."
Per Frankelius, Agtech Sweden.

During interviews, some of the points above were underlined, particularly scepticism about new technologies.

"Listening to plants is a novel concept; evidence-based results are vital in such processes."
Robin Jansson, Sonicflora.

This was further confirmed in another interview:
"Swedish agriculture is margin-tight and mission-driven. Farmers are more likely to adopt new technology when it's interoperable, easy to use, and demonstrably improves sustainability and profitability. They expect trusted relationships and hands-on support to get there."
Cecilia Trägårdh, consultant.

The visualisation presented on the following pages provides an overview of the Swedish AgriTech market, placing farmers and growers at the centre as the primary stakeholders. Around them, we show two concentric layers:

- The second layer (local actors): cooperatives, dealers and service networks that farmers rely on for buying machinery, inputs and knowledge, advisory services and technical support. Examples include Lantmännen Maskin, Swedish Agro and Söderberg & Haak, as well as farmers' unions such as LRF and regional service providers. As referenced elsewhere in the report, these

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[12] Interview with Arjan Mulder, AgXeed (2025).
[13] SVT Nyheter (2024). "Bonden: ny digital teknik inom lantbruket gör oss sårbara."

actors play a central role in the trusted relationships farmers maintain with the market, and they provide essential local insight specific to Sweden. It is not recommended to enter the Swedish AgriTech market by bypassing this layer.

- Outer circle (solution providers): Swedish and international companies delivering and producing technologies and tools. These are grouped by category for clarity, each with a few examples:
  - **Machinery**
    The sector is characterised by steady but fluctuating investments in machinery and equipment, primarily driven by long-term trends rather than short-term volatility. In 2022, total investments amounted to just under 1 billion US dollars (USD), marking a slight decline of 2 per cent compared to 2021 after previous pandemic-era increases.
    Tractors dominate the segment, accounting for about 34 per cent of total investments, though spending fell by 8 per cent in 2022.[14]
    Other major categories include: harvesting and threshing equipment (+3 per cent), stable and milking equipment (+3 per cent), and forestry and gardening tools (+33 per cent, the largest increase).
    Declines were noted in grain driers, tillage tools and transport carts.
    The agricultural machinery market is primarily served by general agents and importers of agricultural machinery, with Maskinleverantörerna (the Swedish trade association for machinery suppliers) representing about 80 per cent of the sector's value through its members. These include leading global brands distributed in Sweden, such as John Deere, Valtra, Massey Ferguson, New Holland and Claas, alongside specialised suppliers for implements and stable equipment.
  - **Robotics** (field robots for harvesting, milking and feeding robots)
    Some examples of robotics in livestock from established producers are DeLaval, headquartered in Sweden, and Lely, a Dutch innovator with a strong presence in the Nordic dairy sector. Both are well-known in robotic milking and feeding systems. They facilitate the transition to sustainable agricultural practices by enhancing animal welfare, mitigating environmental impact and driving productivity gains. Above all, they deliver a strategic pathway toward an autonomous, data-driven agricultural economy.[15]
    For field operations, Ekobot, a Swedish start-up, develops autonomous weeding robots that reduce chemical use and labour dependency.[16]
    AgXeed, a Dutch company interviewed for this study, provides solutions aimed at minimising soil compaction caused by machinery. These solutions address profitability and sustainability challenges while easing generational transition pressures.

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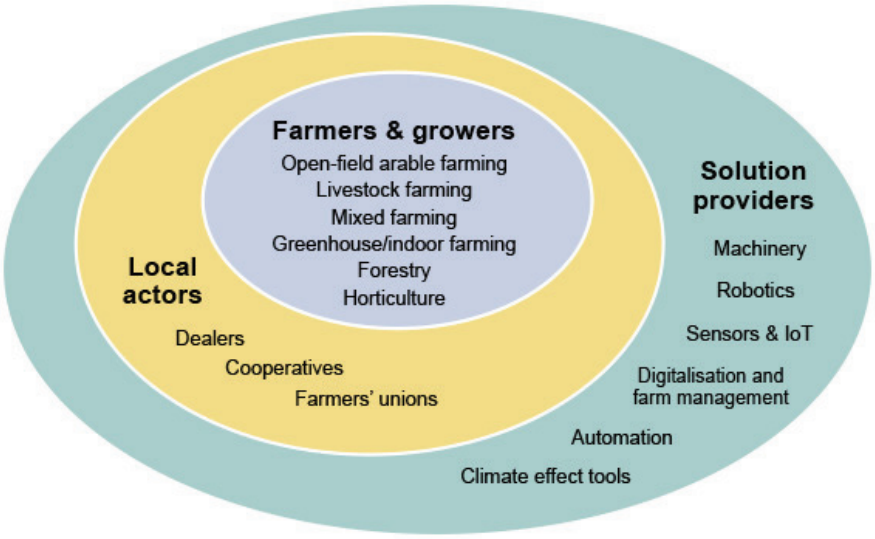
[14] Jordbruksverket (2024). "Jordbrukets investeringar i maskiner och redskap år 2022."
[15] Digitaliserad.nu (n.d.). "Mjölkrobot revolutionerar svenskt lantbruk."
[16] RISE (n.d.). "EkoBots' unique robot contributes to sustainable agriculture."

- **Sensors and IoT**
  Precision agriculture in Sweden increasingly relies on IoT-enabled tools. Sveaverken integrates smart feeding and soil monitoring systems, while Ecobloom offers AI-driven crop health analytics through its EcoSense platform. Vultus adds a satellite-based service for fertiliser optimisation, reducing nitrogen waste and supporting climate goals. These technologies enable data-driven decisions but require robust connectivity and farmer training for full adoption.
- **Digitalisation and farm management**
  Digital transformation is accelerating through platforms such as AgriOpt, which provides decision-support tools for precision farming, and Solvi, specialising in drone-based crop monitoring and analytics. Sveaverken extends its role here with integrated farm management systems that combine automation and data insights.
- **Automation** (process control, greenhouse systems)
  Greenhouse automation is gaining traction with Greenhouse Technology Sweden, delivering IoT-based climate control and resource optimisation. Agroclimate Sweden focuses on AI-driven thermal management for controlled environments, while Sierra Greenhouse Systems offers advanced automation integrating sensors and predictive algorithms. These solutions respond to Sweden's short growing season and sustainability imperatives.
- **Climate-effect tools** (fossil-free fertilisers, carbon accounting)
  Sweden is a frontrunner in climate-smart agriculture. Lantmännen, in partnership with Yara and Arla, drives fossil-free fertilizer adoption, while Fertiberia and Nordion Energi's Power2Earth initiative is building Sweden's first fossil-free fertilizer plant in Luleå. Earthbanc complements these efforts with carbon finance and accounting platforms, enabling farms to monetise climate-positive practices.

Figure 4. Illustration of key players in the Swedish AgriTech market



Keep up with trends and local developments

As Magnus Jeppsson from AgProject says: “Sweden is already highly digitalised. The next major step is robotics, but integrated with existing machinery so that investments remain viable.” In the next three to five years, Magnus expects to see more autonomous vehicles, lower cost systems and stronger digitalisation driven by increased reporting requirements.

These types of requirements are pushing for automation in compliance processes. This accelerates digitalisation across the agricultural sector and amplifies the need for reliable, well-structured data flows. As regulations demand more frequent and accurate submissions, farmers and agri-businesses are compelled to adopt digital tools that ensure transparency, efficiency and interoperability.

Development and growth in robotics have progressed at a slower pace, as farmers prefer machines that can perform multiple tasks, and machine uptime remains an important factor. Self-driving is often implemented on existing machines or in areas of production where robots can operate continuously, such as in weeding.

Other notable external factors influencing the needs of farmers include:

- Climate change affecting agricultural geographies (temperature-sensitive crops can be produced further north).
- The increasing adoption of sensors, robotics and digital solutions in Sweden and across Europe.
- The evolution from hardware-focused systems to modular, API-driven solutions, drawing parallels with fintech.
- The growing importance of biological innovations, especially the role of microbes and biosensors in agriculture.
- Advances in connectivity (e.g. Starlink) enabling new applications and accelerating digital transformation. [17]

Notable news items

Selected based on relevance for this market study, but not limited to:

- The Climate Policy Council delivers its latest report, concluding that the government's current climate policy will fall short of achieving Sweden's climate goals and the EU's commitments by 2030.[18]
- The Swedish government misses all its climate goals,[19] performing worse than expected and falling short across the board for 2030 targets.
- Hundreds of tonnes of wheat spill[20] into a Swedish port, prompting concerns about handling, losses and logistics.

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17 Interview with Rob Ward, AgriTech industry expert (2025).

18 Miljö & Utveckling (2025). “Klimatpolitiska rådet: därför blir transportsektorns utsläpp allt mer avgörande för klimatmålen.”

19 Aftonbladet (2025). ”Regeringen missar alla klimatmål – resultatet är sämre än väntat”

20 SVT Nyheter (2025). “Hundratals ton vete läckte ut i hamnen.”

- Sweden records its largest grain harvest in over 40 years, reporting a total harvest of around 6.3 million tonnes, driven by favourable conditions.
- The Swedish Board of Agriculture[21] withdraws a widely criticised proposal on new animal welfare rules, concluding that the draft regulations were unclear and lacked sufficient support.
- The Swedish Research Institute[22] launches a new project to investigate how a by-product from beer brewing can be used in large-scale food production, concluding that this could create sustainable value from waste streams.
- The Swedish Civil Contingencies Agency[23] states there are major uncertainties in how African swine fever has been handled, concluding that unclear responsibilities and communication gaps have hindered the response.

How AgriTech is framed in Swedish media and what it means for start-ups

Where the conversation happens

Most coverage of agriculture and AgriTech in Sweden comes from online news and industry-specific outlets. These are the sources that provide the most concrete, operational insight, including regulation, research, new technology and day-to-day challenges faced by farmers. Social media and mainstream news play a secondary role and tend to reflect broader societal debates rather than on-farm realities.

Keep track of the latest news and Swedish AgriTech market developments

How agriculture is discussed

Industry media focus on practical issues such as legislation, innovation, productivity, animal welfare and environmental compliance. Farmers and sector experts are prominent voices here.

Mainstream media and social platforms frame agriculture mainly as a societal, economic and political issue. Topics such as climate targets, food prices, migration, AI and the future of work dominate, with limited direct farmer participation. As a result, these channels are less useful for understanding real adoption barriers, but are important for public perception and policy framing.

What topics dominate

Across all channels, three themes consistently stand out:

- **Climate and environment** are the primary lens through which agriculture is discussed, closely tied to policy and regulation.
- **Policy and legislation** shape the narrative around animal welfare, environmental protection and state support for the green transition.

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21 Sveriges Radio (2025). "Jordbruksverket backar från kritiserat förslag – snurrigt."

22 RISE (2025). "Nytt projekt undersöker hur restprodukt från öl-bryggning kan användas i livsmedel i stor skala."

23 Smålandsposten (2025). "MSB om svinpesthanteringen: stora oklarheter."

- **Technology and automation**, especially AI-driven solutions, are widely recognised as necessary and inevitable, though often discussed alongside concerns about cost, usability and return on investment.
- **Financial pressure, profitability and workforce issues** cut across these themes, particularly in social media discussions.

Technology narrative
AI and smart systems are no longer seen as experimental. They are established tools across animal monitoring, crop management, irrigation, precision spraying and energy optimisation. The unmet needs highlighted in coverage are not about innovation itself, but about ease of use, affordability, implementation support and proven impact. Solutions that reduce energy use, antibiotics, pesticides and operating costs resonate strongly, especially when linked to regulatory or environmental goals.

Market perspective
Coverage is evenly spread across animal husbandry, crop production and forestry. While use cases differ, there is a common trend: increasing automation, climate pressure and the need to balance sustainability with profitability.

Implications for market or public relations (PR) plans:

- **Prioritise industry media** to reach farmers, partners and decision-makers with credible, practical messaging. This is where adoption conversations happen.
- **Frame your solution through climate, compliance and efficiency**, not just innovation. Technology is expected; impact is what matters.
- **Acknowledge cost and implementation concerns openly**. Messaging that recognises investment risk and operational reality builds trust.
- **Use mainstream media strategically**, not for product education but to position your start-up within larger societal goals such as food security, climate transition and resilience.
- **Connect technology to policy readiness**. Showing how your solution helps farms meet regulatory and environmental requirements is a strong differentiator in the Swedish context.

In short, Swedish AgriTech discourse rewards start-ups that are pragmatic, impact-driven and aligned with both environmental policy and farm-level realities, rather than those leading with hype or purely technical narratives.

Specialised agricultural and AgriTech news sources
These news sources are highly relevant for market trends and developments in agriculture and the overlap with technology in Sweden:

- **ja.se** – Jordbruksaktuellt, focused on agriculture news and trends.
- **landlantbruk.se** – Covers farming, rural economy and agribusiness.
- **atl.nu** – Agriculture and forestry news.
- **slu.se** – Swedish University of Agricultural Sciences; research and innovation.
- **lrf.se** – Federation of Swedish Farmers: policy and market updates.
- **food-supply.se** – Food industry and supply chain news.

- **lantmannen.se** – Agribusiness and food production insights.
- **skogen.se** – Forestry sector news.
- **krav.se** – Organic certification and sustainability trends.
- **skogsforum.se** – Forestry discussions and developments.
- **lantbruksnytt.se** – Agricultural news and technology updates.

General news sources

These cover broad topics, so you will need to filter for agriculture and tech:

- **sverigesradio.se** – Use keywords such as *jordbruk*, *teknik*, *livsmedel*, *innovation*.
- **svt.se** – Filter by categories: *Ekonomi*, *Vetenskap*, *Miljö*, *Teknik*.
- **aftonbladet.se**, **Expressen.se**, **gp.se**, **barometern.se**, **nyheter24.se** – Use advanced search terms such as jordbruk OR agritech OR lantbruk OR livsmedelsteknik. Combine with date filters for recent articles.
- **riksdagen.se** – Legislative updates; filter for, e.g. *jordbrukspolitik*, *CAP*, *hållbarhet*.

Live up to the requirements

Exporters of precision farming tech, sensors, autonomous tractors and AI-driven tools must comply with laws. Compliance depends on what kind of solution you have developed and offer. It is recommended that you always check with an expert, preferably an expert in the Swedish market. The following list gives a summarised overview, but it is essential to stay up to date with recent developments.

Data protection and privacy

The General Data Protection Regulation (GDPR) (Regulation EU 2016/679) applies to all farm data that can be linked to individuals (for example GPS routes, operator IDs, IoT sensor data).

Sweden supplements the GDPR with the Data Protection Act (2018:218) and oversight by IMY (Integritetsskyddsmyndigheten).

Key obligations: lawful basis for data collection, transparency, data minimisation and security measures.

Upcoming change: European Union (EU) Digital Omnibus reforms will streamline GDPR and Data Act rules, adding interoperability and simplified data-sharing obligations for IoT devices.

Autonomous machinery and robotics

EU Machinery Regulation (Regulation EU 2023/1230) replaces the old directive in January 2027. It introduces:

- Safety requirements for autonomous mobile machinery (tractors, robots).
- Mandatory conformity assessment for high-risk machinery.
- Digital instructions and cybersecurity provisions.

ISO 18497-2:2024 Safety principles for partially/semi-autonomous and autonomous agricultural machinery.

ISO 12100 establishes the general principles and basic concepts for machinery design. It requires a structured risk assessment and reduction process, prioritising inherently safe design, implementing safeguarding measures and using complementary protective devices to ensure operator safety throughout the machine lifecycle.

Building on this, general safety aspects include ergonomic considerations, electrical safety, environmental factors and functional safety of control systems.

Key standards that support these principles are:

- ISO 13849: Safety-related parts of control systems (performance levels)
- ISO 62061: Functional safety of electrical/electronic/programmable control systems
- ISO 25119: Functional safety for agricultural machinery
- ISO 13857: Safety distances to prevent hazard zones being reached
- ISO 60204: Electrical equipment of machines

Protective devices referenced in ISO standards include:

- Fixed and interlocking guards (ISO 14119)
- Two-hand control systems
- Enabling devices
- Pressure-sensitive protective equipment
- Emergency stop controls (ISO 13850) – Example: a red mushroom-head button that immediately halts machine operation
- Safety distances (ISO 13857) – Example: minimum gap dimensions to prevent operator access to hazardous areas

The Swedish Transport Agency (Transportstyrelsen) requires permits for trial operations of automated vehicles (TSFS 2021:4). Even for field robots, safety documentation is critical.

Data sharing and interoperability

The EU Data Act (effective September 2025) mandates “access by design” for IoT devices, enabling farmers to share machine data with third parties (e.g. service providers).

Find a business partner and support

Sweden offers a multi-layered financing ecosystem that combines public grants, EU programmes, green financing instruments and impact-driven venture capital. For international AgriTech firms, this creates a unique opportunity to reduce entry risk, accelerate localisation and scale sustainably.

Different types of support

Access to non-dilutive public grants

- Vinnova: Sweden's innovation agency funds research and commercialisation projects with strong societal impact. International firms can apply via partnerships with Swedish entities.
- Tillväxtverket: Supports regional growth and innovation projects, typically for SMEs and collaborative ventures.
- Swedish Energy Agency: Provides grants for climate-smart technologies, including greenhouse automation and renewable energy solutions.

EU and international programmes

- Horizon Europe: The EU's flagship R&I programme funds AgriTech projects under clusters such as *Food, Bioeconomy, Natural Resources, Agriculture & Environment*.
- EIC Accelerator: Offers blended finance for high-risk, high-impact innovations (e.g. robotics, precision farming, climate adaptation).
- EIP-AGRI: EU-backed operational groups for collaborative innovation between farmers, researchers and businesses.

Green financing instruments

- Landshypotek Bank green bonds: Channels capital into sustainable agriculture and forestry projects, including precision farming and biodiversity measures.
- Svensk exportkredit (SEK) green loans: Offers financing for climate-smart investments, supporting exporters and foreign entrants.

Impact-driven venture capital

- Almi Invest: Sweden's most active early-stage investor, with a GreenTech fund targeting CO_2-reducing technologies, including AgriTech.
- Norrsken VC: Europe's leading impact investor, focusing on climate and food system innovations.
- LRF Ventures: Backed by the Federation of Swedish Farmers, invests in AgriTech start-ups with scalable, sustainable solutions.

EU processes for receiving financial support or grants are often perceived as lengthy, which can have a negative impact on the development of new technologies and solutions.

"The biggest bottleneck for us is the long processing time for EU grants. Start-ups need fast access to funding to innovate and compete."
Robin Jansson, Sonicflora

Collaboration and networking

Building strong networks with other countries is crucial for innovation and market access. As Per Frankelius from Agtech Sweden underlines: "*We have invested a lot in international business and collaborations. That is the way to strengthen Swedish agricultural technology.*"

Many networks and market experts are active on LinkedIn, which is easily accessible and a great tool to build a network and establish initial contacts.

To find information on Swedish companies, such as company type, board members or owners, you can simply visit Allabolag.se, which is openly accessible.

"Understanding and engaging with the local ecosystem, differentiating between challenger (incremental improvement) and disruptive (fundamentally new) brands, and using structured commercial readiness assessments is essential when entering new markets."
Rob Ward, Agtech industry expert

Robin Jansson from the Swedish start-up Sonicflora explains that collaborating with universities such as SLU is beneficial for research and highlights the value of seeking support and networking opportunities through organisations such as Agtech Sweden.

Swedish AgriTech trade fairs

1. Skogsnolia (Forestry and AgriTech overlap)
    - Forestry machinery, automation and IoT for sustainable land use.
    - Next edition: 7–9 May 2026, Umeå.
2. Borgeby Fältdagar (Borgeby Field Days)
    - Precision farming, crop trials, machinery demos and AgriTech solutions.
    - Next edition: 24–25 June 2026, Malmö region.
3. Elmia Lantbruk (Elmia Agriculture)
    - Climate-smart agriculture, machinery, livestock and digital farming solutions.
    - Next edition: 14–16 October 2026, Jönköping.

International AgriTech trade fairs

1. **AGRITECHNICA** (Hanover, Germany)
    - World’s largest agricultural technology fair. Tractors, robotics, digitalisation and precision farming.
    - Next edition: 14–20 November 2027.

2. **Agromek** (Herning, Denmark)
    - Europe's largest agricultural trade fair, both large machines and the latest technology.
    - Next edition: 24–27 November 2026.

3. **SIVAL** (Angers, France)
    - Horticulture and AgriTech for sustainable production.
    - Next edition: 13–15 January 2026.

4. **LAMMA** (Birmingham, UK)
    - Agricultural machinery and digital solutions for farming.
    - In parallel with CropTec and Low carbon Agriculture.
    - Next edition: 14–15 January 2026.

5. **CropLife Europe** (Brussels, Belgium)
    - Innovation, digitalisation and precision agriculture focused on crops.
    - Next edition: 3–4 March 2026.

6. **DLG Feldtage** (Bernburg, Germany)
    - Hands-on crop production and cutting-edge agricultural technology.
    - Next edition: 16–18 June 2026.

7. **Inhouse Farming – Feed & Food** (Hannover, Germany)
    - Global food security through new agricultural production systems.
    - Next edition: 10–13 November 2026. (Part of EuroTier).

Participating in leading AgriTech events is crucial for companies aiming to enter or expand into new markets. It is recommended to collaborate in a country pavilion, with other suppliers, or with a reseller. Costs for large events can be a significant barrier for smaller companies or start-ups. It is important to have a clear goal for fair participation and to prepare properly in advance to get the greatest benefit. An alternative is to attend as a visitor first, to evaluate the potential and see how the fair is organised. These events offer:

- **Strategic networking with buyers and local partners:**
  National events are essential platforms for building relationships with Swedish buyers, distributors and regional service providers. Local partnerships are highly valued in Sweden, where trust, transparency and reliable after-sales support are prerequisites for market entry.
- **Showcasing advanced solutions for global visibility:**
  International fairs provide unmatched opportunities to present innovative technologies to a global audience. European stakeholders actively seek solutions that address sustainability, automation and digitalisation, and these events are ideal for demonstrating practical benefits and building credibility.
- **Product validation in real-world demos:**
  Field days and demos allow companies to validate their products in practical, on-farm demonstrations. Swedish farmers and agribusinesses expect evidence-based results and hands-on support before adopting new technologies. Demonstrating interoperability, ease of use and sustainability impact in real-world conditions is key to overcoming scepticism and driving adoption.
- **Staying competitive and informed:**
  These events also provide insights into the latest trends, such as the shift toward modular, API-driven solutions, advances in connectivity and the growing role of biological innovations. Engaging with the Swedish ecosystem through trade fairs and networking platforms helps international companies adapt their strategies, foster innovation and secure long-term success.

Summary

Sweden's agricultural sector faces unique challenges such as limited arable land, fragmented production and strict environmental constraints. These factors create demand for solutions that improve efficiency, resilient production and sustainability.

Market structure

Business culture in Sweden values transparency, long-term relationships and consensus-based decision-making. The market ecosystem includes farmers, cooperatives, distributors and machinery suppliers. Key hurdles for adoption include high initial investment costs, integration challenges and compliance requirements.

Trends and local developments

Current trends include automation, robotics, precision farming and data-driven solutions. Sustainability and digitalisation are central themes, and companies must stay informed about local developments and policy changes.

Requirements

Compliance is critical. Companies must meet European Union machinery safety standards, environmental regulations and Swedish legal requirements. Depending on the type of solutions you offer as a company, different standards apply.

Find a business partner and support

Partnerships are essential for market access. Local resellers, distributors and agents such as Lantmännen Maskin, Swedish Agro and Söderberg & Haak offer established networks. Joining industry associations such as the Federation of Swedish Farmers (Lantbrukarnas Riksförbund, LRF) and the Association of Agricultural Machinery Suppliers (Maskinleverantörerna) enhances credibility and connections.

Practical steps for market entry

- Validate demand and positioning through Sweden-specific market research.
- Choose an entry model: sell through local partners or establish a Swedish entity.
- Ensure legal and regulatory compliance.
- Localise marketing materials and emphasise competitive advantages.
- Build relationships through trade fairs and industry networks.

Success in Sweden requires a strong focus on sustainability, compliance and cultural adaptation. Building trust and long-term partnerships is key to overcoming market entry barriers.

The Swedish AgriTech market offers significant opportunities for innovative and sustainable solutions. Companies that align with local values, meet regulatory requirements and establish strong partnerships will be well-positioned for growth.

Conclusions

Sweden's agricultural technology sector is undergoing a significant transformation driven by digitalisation, sustainability goals, and changing market dynamics. National initiatives such as Agtech Sweden are creating a strong foundation for innovation. The sector benefits from high digital readiness and institutional support, but faces challenges such as fragmented data ecosystems, high upfront costs, and limited technical expertise among farmers. These factors shape the opportunities and barriers for companies seeking to enter or expand in the Swedish market.

The interviews conducted for this market study underline that successful market entry for AgriTech solutions in Sweden depend not only on technological innovation and research, but critically on commercialisation, local adaptation, and robust support networks.

"Spend time with the end user. Stand next to the farmer on the field. That is where you understand what truly needs solving. AgriTech is complex. The nature of biology, machines, animals, multifactorial analysis, actions, strategies and decisions meet in the same moment. Those who learn the farmer's daily reality early build better solutions and gain trust faster."
Magnus Jeppsson, AgProject

International collaboration and tailored strategies are essential, especially for solutions from low- and middle-income countries. Policymakers and market actors should focus on fostering real innovation, defined by market adoption and user impact, rather than just invention. AI and digital advisory systems may help bridge gaps, but local support remains vital for sustainable success.