

CASE STUDY



ASSESSING THE LATAM MARKET POTENTIAL & OPPORTUNITIES FOR UK AGRI-TECH

Services

Markets

Domains

Guide

LATAM

UK

Digital & Agritech



AgriTIERRA ask

To deliver a focused evaluation of South American agriculture, highlighting key challenges, agri-tech trends, and market dynamics, while identifying UK export and trial opportunities through regional comparisons.

Variable	 Colombia	 Brazil	 Argentina	 LAC	 UK
Rural population	19.09%	11.6%	7.6%	4%-73.1%	16.4%
Employment in agriculture	19.5%	18.4%	0.1%	0.1%-31.1%	1%
Annual GDP	£268,303.8	£1,344,423.5	£442,818.1	£2,553-£1,344,269	£2,364,721
GDP per capita	£5,203.5	£6,648.1	£9,660.9	£2,350-£13,288	£36,880.8
Annual GDP growth	9.7%	4.1%	8.3%	-58%-32.1% ¹	5.0%
Agricultural GDP	7.49%	6.57%	6.72%	3.7%-14.6%	0.65%
Arable land (Hectares)	4,898,981.0	58,309,353.3	35,144,253.3	65,000 - 58,309,353	6,069,697.3
Number of farmers	3.7M	5.2M	0.25M	60M	0.15M

Client requirements

- **Agricultural Sector Characterisation and Scale Comparison:** Analysed farm types, sizes, and output across South America, benchmarking key differences with the UK.
- **Challenges, Technology Adoption, and Agri-Tech Ecosystem Mapping:** Identified sector challenges, solution sources, and mapped agri-tech adoption drivers, barriers, and ecosystems.
- **Agri-Tech Market Valuation and Ecosystem Capacity:** Estimated agri-tech market value and reviewed support infrastructure for R&D, trials, and early adoption.
- **UK-South America Engagement Potential and Competitive Positioning:** Assessed openness to UK collaboration, trial feasibility, and UK strengths vs. South American capabilities.

Impact

- 17 LATAM countries analysed across 72 macroeconomic & agricultural sector variables.
- 497 stakeholders mapped; 28 key stakeholders interviewed; & 44 stakeholders surveyed.
- 6 countries prioritised & recommended for greater future engagement.
- Assessment report & online interactive dashboard delivered.

Opinion

"Having Mark & AgriTIERRA located within a target region has rapidly accelerated our understanding, networks, & appreciation of the scale of opportunity for UK Agri-tech. AgriTIERRA have created rapid access to these markets & enabled us to quickly build trust with key local market stakeholders. AgriTIERRA bring leadership, quality, expertise & a collaborative working attitude to our work together."

Rose Judeh-Elwell – Former Director of Business Development, UK Agritech Centre

