

# Asia Pacific Animal Health Care Market Outlook to 2016 - Compelling Potential in Vaccine Segment

<https://marketpublishers.com/r/A4C0F95D163EN.html>

Date: August 2012

Pages: 49

Price: US\$ 595.00 (Single User License)

ID: A4C0F95D163EN

## Abstracts

### Executive summary

The report titled “Asia Pacific Animal Health Care Market Outlook to 2016 –compelling potential in vaccine segment” provides a comprehensive analysis of market size of global and Asia Pacific animal health care industry, market segmentation of Asia Pacific animal health care industry by geography, pharmaceuticals, vaccines, medical feeds and on the basis of animals. The report also provides competitive landscape and profile of major players operating in the animal health care industry.

### Asia

The animal health care market in Asia Pacific region has grown remarkably over the past few years due to the growth in the emerging markets such as China, India, Indonesia, Thailand, Malaysia and Taiwan. In addition, the changing preference of the people to adopt a pet in Asia-Pacific region especially in India and China has also fueled the growth of the animal health care market in the recent past. The veterinary health care market in Asia Pacific region has grown at a CAGR of 11.5% from USD ~ million in 2006 to USD ~ million in 2011.

### China

China animal health care industry has evolved remarkably in the recent years. In 2011, the country had witnessed a growth of ~% with revenue of USD ~ million in 2011 in comparison to USD ~ million in 2010. The growth has been influenced by an improved medical infrastructure in the country subsequently due to the rise in the personal disposable income and the surge in the awareness amongst the pet and livestock

owners related to zoonotic disease along with an increase in domestic livestock production and rising concerns over animal diseases such as foot-and-mouth disease, avian influenza, blue ear disease and mad cow disease.

## **Australia**

The animal health care industry in Australia has witnessed a growth of ~% to USD ~ million in 2011 from USD ~ million in 2010. The growth has been influenced by an increase in the customer's demand of animal health related products due to occurrence of heartworm disease in the animals in Australia. In 2009, there were ~ million and ~ million pet cats and dogs respectively in Australia, an average of ~ dogs and ~ cats per hundred people. The total number of domesticated cats and dogs decreased from ~ million in 2004 to ~ million in 2009, an average annual decline of ~%. Despite of this, pet adoption in Australia is high by international standards, with ~% of households owning a cat and ~% of households owning a dog.

## **Japan**

The animal health care industry of Japan grew at a CAGR of 7.4% from 2006-2011. The market has witnessed a minor growth of ~% to USD ~ million in 2011 as compared to USD ~ million in 2010. The market growth in 2011 has been restricted by the series of natural disasters that occurred in Japan. The Japanese veterinary health care market is based on the distribution channel in which pet shop owners hold approximately ~% of the market share. The contribution of the pet shop in the total Japanese market is expected to increase in the near future with a strong incline in the companion animal population.

## **India**

The animal healthcare market has increased at a CAGR of 9.5% from the period FY'2006-FY'2011 on account of improving medical infrastructure facility in the country. The market has showcased a remarkable growth in the last five years and registered revenue of USD ~ million in FY'2011 due to rise in the pet ownership in the country with a strong incline in number of the nuclear families in India.

The medical feed segment of the market contributed around ~% of the total revenue of the animal health care products in India in 2011. There are currently no statutory guidelines and regulations for manufacturing the animal feed nutritional products and supplements in India. The rising demand of the animal feed supplements, premixes and

additives to improve the productivity by livestock will drive the growth of the segment in the future.

In FY'2011, the healthcare revenue of the farm animals has increased by ~% to USD ~ million as compared to USD ~ million in FY'2010. The growth in the segment has been influenced by the rise in the demand of livestock food products such as pasteurized milk in the Indian market.

### **Key topics covered in the report**

The market size of global animal healthcare industry and the contribution of Regions.

The market size of the Asia Pacific animal healthcare Industry.

The market size of the animal healthcare market in the four countries such as China, Australia, Japan and India

Market segmentation of animal healthcare markets in India on the basis of pharmaceuticals, vaccines, medical feed, farm and companion animals

Trends and Development of the Asia Pacific animal healthcare market.

Company profile of the major producers of animal healthcare products in China and Australia.

Competitive Landscape of the major players in the Indian animal health care market.

Future outlook and projections of global and Asia Pacific animal healthcare market

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