

Europe Animal Health Care Market Outlook to 2016 – Surging Expenditure on Pets

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Abstracts

Executive summary

The report titled “Europe Animal Health Care Market Outlook to 2016 – Surging Expenditure on Pets” provides a comprehensive analysis of market size of global and Europe animal health care industry, market segmentation of Europe animal health care industry by geography, pharmaceuticals, vaccines, medical feeds and on the basis of animals. The report also provides profile of major players operating in the animal health care industry.

Europe

Europe animal health care industry is the second largest market in the world with the share of ~% in the global market in 2011. The animal health care market in Europe has experienced several ups and downs over the past few years due to a considerable decline in the cattle and swine population in the European countries. The number of cattle and swine has decreased by ~% and ~% respectively from 2009-2011.

The animal health care market in Europe has been dominated by the pharmaceuticals segment over the years. In 2011, the pharmaceuticals segment contributed around ~% of the total animal health care revenue in Europe. Even though the pharmaceuticals segment’s market share has declined to ~% in 2011 from ~% in 2006, the segment continued to be the major contributor to the animal healthcare market in the region. In Europe only ~% of total pharmaceuticals sales are from animals. This is due to the complex administrative system, insufficient data protection and the high cost of EU regulatory framework which is leading to a decrease in the availability of dairy and meat products and reduced competitiveness.

The animal health care industry in Europe is majorly dominated by France, Germany, Spain and the UK. The market in France is the largest contributor to the overall revenue of the animal health care products in Europe. In 2011, the revenue of veterinary health care products in France was USD ~ million which is approximately ~% of the total European animal health care market.

France

The animal healthcare market in France is the predominant market in Europe with the largest pet population of ~ million and market share of ~% in total revenue generated by the industry in Europe. More than 1 out of 2 households has a dog or a cat or a fish. The market in 2011 has recorded revenue of USD ~ million which is approximately ~% more than the revenue in 2010. The growth of the market in 2011 can be attributed to the recuperating demand for vaccines and pharmaceuticals. In 2011, the vaccines market grew by ~% to USD 360.7 million as compared to USD ~ million in 2010. The pharmaceuticals market also appreciated by ~% to USD ~ million in 2011 compared to USD ~ million in 2010.

Germany

The animal health care market in Germany is the second largest market in Europe. The veterinary health care products revenue in Germany in 2011 has increased to USD ~ million from USD ~ million in 2006. This has been majorly due to the increase in the spending on vaccinations by the pet owners. In 2011, pharmaceuticals contributed around ~% of the total veterinary health care revenue in Germany. In 2010, Bayer in Germany recorded revenue of USD ~ million, an increase of ~% from the previous year. The company has experienced a rise in the sales of animal antibiotic Baytril in the country. Approximately ~ tons of antibiotics were used for animals in 2010 in comparison to ~ tons in 2005.

The UK

The UK is known throughout the world as a nation of pet lovers and they consider pets as a part of their family. The animal health care market in the UK has grown at a CAGR of 5.1% during the period 2006-2011. In 2011, the market has increased by ~% to USD ~ million as compared to USD ~. This was as a result of the increase in the zoonotic disease such as anthrax, avian influenza, tularemia and others in the UK. In 2009, the farm animal segment has registered a growth of ~% due to an increase in the demand

of livestock products in the market. This growth was unlike the market behavior in almost all the other European countries.

Spain

The animal health care market in Spain is commanded majorly by the pharmaceuticals segments with a market share of ~% in 2011. The country has witnessed outbreak of bluetongue disease in Malpartida De Plasencia, Caceres, Extremadura and other part of the Spain. The outbreak has resulted into ~ cases with no death in October 2011. In 2012, the Spanish government has approved development of inactivated vaccine and consequently removed the risk associated with the vaccines which has enabled the introduction of the new changes in fighting against the diseases.

Denmark

The animal health care market in Denmark has experienced an inconsistent growth during the period 2006-2011. The revenue of animal health care products increased to USD ~ million in 2007 from USD ~ million in 2006. The market in 2008 has suffered on account of decline in the personal disposable income due to economic crisis which occurred in the latter half of 2008. However, the market showcased a positive growth of ~% in 2009 after a decline of ~% in 2008 on account of favorable government policies.

Key topics covered in the report

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

The market size of the Europe animal healthcare Industry.

The market size of the animal healthcare market in the five countries such as France, Germany, the UK, Spain and Denmark

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

Trends and Development of the Europe animal healthcare market.

Company profile of the major producers of animal healthcare products in Europe

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

Future outlook and projections of global and Europe animal healthcare market

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