

# **Global Animal Health Market Outlook to 2018 - Increasing Meat Consumption to Spur Demand for Animal Health Products**

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## **Abstracts**

The report titled “Global Animal Health Market Outlook to 2018 – Increasing Meat Consumption to Spur Demand for Animal Health Products” provides a detailed overview of animal health market in the world and covers various aspects such as market size of global animal health industry. Additionally the report includes segmentation on the basis of products (Pharmaceuticals, Vaccines and Animal Feed Additives), species (Farm and Companion Animals) and geography (Asia-Pacific, Europe, North America, Latin America and Rest of the World) for animal health market. The report also entails the market share of the major players in global animal health market. An analysis of the future scenario for global animal health market is also provided on the basis of revenue over the next five years.

The global animal health market was valued at USD ~ billion 2008 which grew at a CAGR of 3.34% to reach USD ~ billion in 2013. The growth of this industry has been influenced by the opportunities in all categories of animal health care products such as pharmaceuticals, vaccines and medical feed additives. The increasing global population along with an increase in the personal disposable income acted as a catalyst for the development of this industry. Additionally, factors such as the rising awareness for pet health worldwide have led to increased expenditure on veterinary care, due to the rising household incomes.

The global animal feed additives segment recorded an annual growth rate of 3.11%, rising from USD ~ billion in 2008 to ~ billion in 2013. Feed additives are usually used by farm owners so as to increase the productivity of food producing animals such as cattle and poultry. In tandem with the increased demand for animal protein, demand for feed additives by the farm owners has also registered an incline, thereby guiding the growth

of this segment. The percentage contribution by animal feed additives to the overall global animal health market was 12% in 2013.

North America has been leading the global animal health market for the past many years. It held a share of ~% in 2008 which has gradually risen to ~% in 2013. The contribution of Europe to the total revenues of global animal health market was ~% in 2008 which has fallen to ~% in 2013. The animal health care market was valued at USD ~ billion in 2013 of which ~% was contributed by farm animal health. The revenue of farm animal related healthcare products has inclined from USD ~ billion in 2008 to USD ~ billion in 2013 at a CAGR of 3.46%, backed by the rising dependability on farm animals for agriculture and on livestock products such as milk, meat, eggs and others.

Zoetis was the leading player with the sales of USD ~ million and market share of ~% in 2013. The company has introduced innovative products such as revolution, Apoquel, which have aided in providing safety against the most general and expensive reproductive and respiratory diseases in the companion animal health segment. Merck was the second largest animal health company in the world with annual sales of USD ~ million and a market share of ~% in 2013.

The future of global animal industry is expected to be favorable on account of growing demand for meat and animal protein in the world. The global animal health market revenue will reach to USD ~ million in 2018 from USD ~ million in 2013. Overall animal health industry is projected to grow consistently at a CAGR of 10.24% during 2013-2018.

## **KEY TOPICS COVERED IN THE REPORT**

Introduction of Global Animal Health Industry

Global Animal Health Market Size by Revenue, 2008-2013

Global Animal Health Market Segmentation by Products ((Pharmaceuticals, Vaccines and Animal Feed Additives), 2008-2013

Global Animal Health Market Segmentation by Species (and Companion Animals), 2008-2013

Global Animal Health Market Segmentation by Geography (Asia-Pacific, Europe, North America, Latin America and ROW)

Europe Animal Health Market By Revenue, 2008-2013

Europe Animal Health Market Segmentation by Products ((Pharmaceuticals, Vaccines and Animal Feed Additives), 2008-2013

Europe Animal Health Market Segmentation by Countries (France, Germany, Spain, The UK, Denmark and Others), 2008-2013

Market Size of France, Germany, Spain, The UK and Denmark Animal Health Market by Revenue, 2008-2013

Market Segmentation of France, Germany, Spain, The UK and Denmark Animal Health Market by Products and Species, 2008-2013

Future Projections and Outlook of Europe Animal Health Market by Revenue, Products and Countries, 2014-2018

Future Projections and Outlook of France, Germany, Spain, The UK and Denmark Animal Health Market by Revenue, Products and Species, 2014-2018

Macroeconomic Factors of France, Germany, Spain, The UK and Denmark Animal Health Market, 2008-2018

Snapshot of Other European Countries (Italy and Poland)

Asia-Pacific Animal Health Market By Revenue, 2008-2013

Asia-Pacific Animal Health Market Segmentation by Countries (China, Japan, Australia and India), 2008-2013

Market Size of China, Japan, Australia and India Animal Health Market by Revenue, 2008-2013

Market Segmentation of China, Japan, Australia and India Animal Health Market by Products and Species, 2008-2013

Future Projections and Outlook of Asia-Pacific Animal Health Market by Revenue and Countries , 2014-2018

Future Projections and Outlook of China, Japan, Australia and India Animal Health Market by Revenue, Products and Species, 2014-2018

Macroeconomic Factors of China, Japan, Australia and India Animal Health Market, 2008-2018

North-America Animal Health Market by Revenue, 2008-2013

North-America Animal Health Market Segmentation by Products and Species, 2008-2013

Market Size of The US Animal Health Market by Revenue, 2008-2013

Market Segmentation of The US Animal Health Market by Products and Species, 2008-2013

Future Projections and Outlook of North-America Animal Health Market by Revenue, Products and Species, 2014-2018

Future Projections and Outlook of The US Animal Health Market by Revenue, Products and Species, 2014-2018

Macroeconomic Factors of The US Animal Health Market, 2008-2018

Latin-America Animal Health Market by Revenue, 2008-2013

Market Size of Brazil Animal Health Market by Revenue, 2008-2013

Market Segmentation of Brazil Animal Health Market by Products and Species, 2008-2013

Future Projections and Outlook of Brazil Animal Health Market by Revenue, Products and Species, 2014-2018

Macroeconomic Factors of Brazil Animal Health Market, 2008-2018

Trends and Developments in Global Animal Health Market

Major Challenges in Global Animal Health Market

Government Regulations and in Global Animal Health Market

Major Opportunities in Global Animal Health Market

Recent Industry Activities in Global Animal Health Market

Market Share of Major Players in Spain, India, the US and Global Animal Health Market, 2013

Company Profile of Major Players in Global Animal Health Market

Future Outlook and Projections of Global Animal Health Market 2014-2018

Future Outlook and Projections of Global Animal Health Market Segmentation by Products, Species and Geography, 2014-2018

## Contents

### **1. GLOBAL ANIMAL HEALTH MARKET INTRODUCTION**

1.1. Global Animal Health Market Size, 2008-2013

### **2. GLOBAL ANIMAL HEALTH MARKET SEGMENTATION**

2.1. By Products (Pharmaceuticals, Vaccines and Animal Feed Additives), 2008-2013

2.2. By Species (Farm and Companion Animals), 2008-2013

2.3. By Geography (North-America, Europe, Asia-Pacific, Latin-America and ROW), 2008-2013

### **3. EUROPE ANIMAL HEALTH MARKET**

3.1. Europe Animal Health Market Introduction and Size 2008-2013

### **4. EUROPE ANIMAL HEALTH MARKET SEGMENTATION**

4.1. By Countries (France, Germany, Spain, The UK, Denmark and Others), 2008-2013

4.2. By Products (Vaccines and Pharmaceuticals), 2008-2013

4.3. Europe Animal Health Market Future Outlook and Projections, 2014-2018

By Products (Vaccines and Pharmaceuticals), 2014-2018

By Countries (France, Germany, Spain, The UK, Denmark and Others), 2014-2018

### **5. FRANCE ANIMAL HEALTH MARKET**

5.1. France Animal Health Market Introduction and Size, 2008-2013

5.1.1. By Products (Vaccines and Pharmaceuticals), 2013

5.1.2. By Species (Farm and Companion Animals), 2008-2013

5.2. France Animal Health Market Future Outlook and Future Projections, 2014-2018

By Species (Farm and Companion Animal Health), 2014-2018

5.3. Macroeconomic Factors of France Animal Health Market

5.3.1. Personal Disposable Income of France, 2008-2018

5.3.2. Average Income of Farmers in France, 2008-2018

5.3.3. Livestock Population in France, 2008-2018

5.3.4. Pet Population in France, 2010-2013

5.3.5. Meat Exports in France, 2008-2018

## **6. GERMANY ANIMAL HEALTH MARKET**

- 6.1. Germany Animal Health Market Introduction and Size
- 6.2. Germany Animal Health Market Segmentation
  - 6.2.1. By Products (Vaccines and Pharmaceuticals), 2008-2013
  - 6.2.2. By Species (Farm and Companion Animals), 2008-2013
- 6.3. Germany Animal Health Market Future Outlook and Projections, 2014-2018
  - By Products (Pharmaceuticals and Vaccines), 2014-2018
  - By Species (Farm and Companion Animal Health), 2014-2018
- 6.4. Macroeconomic Factors of Germany Animal Health Market
  - 6.4.1. Personal Disposable Income of Germany, 2008-2018
  - 6.4.2. Pet Population in Germany, 2008-2018
  - 6.4.3. Meat Exports in Germany, 2008-2018
  - 6.4.4. Livestock Population in Germany, 2008-2018

## **7. SPAIN ANIMAL HEALTH MARKET**

- 7.1. Spain Animal Health Market Introduction and Size, 2008-2013
- 7.2. Spain Animal Health Market Segmentation
  - 7.2.1. By Products (Vaccines, Pharmaceuticals and Animal Feed Additives) 2009-2013
    - 7.2.1.1. Spain Animal pharmaceutical Market Segmentation by Farm and Companion Animals, 2009-2013
  - 7.2.2. By Species (Farm and Companion Animals), 2008-2013
- 7.3. Market Share of Major Players in Spain Companion Animal Health Market, 2013
- 7.4. Spain Animal Health Market Future Outlook and Projections, 2014-2018
  - By Products (Pharmaceuticals, Vaccines and Animal Feed Additives), 2014-2018
  - By Species (Farm and Companion Animal Health), 2014-2018
- 7.5. Macroeconomic Factors of Spain Animal Health Market
  - 7.5.1. Personal Disposable Income in Spain, 2008-2018
  - 7.5.2. Meat Exports in Spain, 2008-2018
  - 7.5.3. Livestock Population in Spain, 2008-2018
  - 7.5.4. Pet Population in Spain, 2010-2013
  - 7.5.5. Farm Income in Spain, 2008-2018

## **8. THE UK ANIMAL HEALTH MARKET**

- 8.1. The UK Animal Health Market Introduction and Size, 2008-2013
- 8.2. The UK Animal Health Market Segmentation
  - 8.2.1. By Products (Vaccines and Pharmaceuticals), 2008-2013



- 8.2.2. By Species (Farm and Companion Animals), 2008-2013
- 8.3. The UK Animal Health Market Future Outlook and Projections, 2014-2018
  - By Revenue, 2014-2018
  - By Products (Pharmaceuticals and Vaccines), 2014-2018
  - By Species (Farm and Companion Animal Health), 2014-2018
- 8.4. Macroeconomic Factors of the UK Animal Health Market
  - 8.4.1. Personal Disposable Income in the UK, 2008-2018
  - 8.4.2. Average Farm Business Income per Farm in the UK, 2008-2018
  - 8.4.3. Livestock Population in the UK, 2008-2018
  - 8.4.4. Pet Population in the UK, 2008-2018

## **9. DENMARK ANIMAL HEALTH MARKET**

- 9.1. Denmark Animal Health Market Introduction and Size, 2008-2013
- 9.2. Denmark Animal Health Market Segmentation
  - 9.2.1. By Products (Vaccines, Pharmaceuticals and Animal Feed Additives), 2008-2013
  - 9.2.2. By Species (Farm and Companion Animals), 2013
- 9.3. Denmark Animal Health Market Future Outlook and Projections, 2014-2018
- 9.4. Macroeconomic Factors of Denmark Animal Health Market
  - 9.4.1. Personal Disposable Income of Denmark, 2008-2018
  - 9.4.2. Livestock Population in Denmark, 2008-2018
  - 9.4.3. Meat Exports in Denmark, 2008-2018
  - 9.4.4. Gross Farm Income in Denmark, 2008-2018

## **10. SNAPSHOT OF OTHER EUROPEAN COUNTRIES**

- 10.1. Italy Animal Health Market
- 10.2. Poland Animal Health Market

## **11. ASIA-PACIFIC ANIMAL HEALTH MARKET**

- 11.1. Asia-Pacific Animal Health Market Introduction and Size, 2008-2013
- 11.2. Asia-Pacific Animal Health Market Segmentation
  - 11.2.1. By Geography (China, Japan, India and Australia) 2008-2013
- 11.3. Asia-Pacific Animal Health Market Future Outlook and Projections, 2014-2018
  - By Geography (China, Japan, India and Australia), 2014-2018

## **12. CHINA ANIMAL HEALTH MARKET**



- 12.1. China Animal Health Market Introduction and Size, 2008-2013
- 12.2. China Animal Health Market Segmentation
  - 12.2.1. By Products (Pharmaceuticals & Animal Feed Additives and Vaccines)
  - 12.2.2. By Species (Farm and Companion Animals), 2012 & 2013
- 12.3. China Animal Health Market Future Outlook and Projections, 2014-2018
  - By Products (Pharmaceuticals & Animal Feed Additives and Vaccines), 2014-2018
- 12.4. Macroeconomic Factors of China Animal Health Market
  - 12.4.1. Personal Disposable Income of China, 2008-2018
  - 12.4.2. Livestock Population in China, 2008-2018
  - 12.4.3. Meat Consumption in China, 2008-2018
  - 12.4.4. Farm Income in China, 2008-2018

### **13. AUSTRALIA ANIMAL HEALTH MARKET**

- 13.1. Australia Animal Health Market Introduction and Size, 2008-2013
- 13.2. By Products (Vaccines and Pharmaceuticals), 2013
- 13.3. By Species (farm and Companion Animals), 2008-2013
- 13.4. Competitive Landscape of Major Players in Australia Animal Health Market
- 13.5. Australia Animal Health Market Future Outlook and Projections, 2014-2018
- 13.6. Macroeconomic Factors of Australia Animal Health Market
  - 13.6.1. Household Disposable Income per capita of Australia, 2008-2018
  - 13.6.2. Livestock Population in Australia, 2008-2018
  - 13.6.3. Meat Exports in Australia, 2008-2018
  - 13.6.4. Farm Cash Income in Australia, 2008-2018

### **14. JAPAN ANIMAL HEALTH MARKET**

- 14.1. Japan Animal Health Market Introduction and Size, 2008-2013
- 14.2. Japan Animal Health Market Future Outlook and Projections, 2014-2018
- 14.3. Macroeconomic Factors of Japan Animal Health Market
  - 14.3.1. Household Disposable Income of Japan, 2008-2018
  - 14.3.2. Farmer Income in Japan, 2008-2018
  - 14.3.3. Livestock Population in Japan, 2008-2018
  - 14.3.4. Pet Population in Japan, 2008-2018

### **15. INDIA ANIMAL HEALTH MARKET**

- 15.1. India Animal Health Market Introduction and Size, 2008-2013

## 15.2. India Animal Health Market Segmentation

### 15.2.1. By Products (Pharmaceuticals and Vaccines), 2008-2013

#### 15.2.1.1. India Animal pharmaceutical Market Segmentation by Farm and Companion Animals, 2008-2013

### 15.2.2. By Species (Farm and Companion Animals), 2010-2013

## 15.3. Market Share of Major Players in India Animal Health Market, 2013

## 15.4. India Animal Health Market Future Outlook and Projections, 2014-2018

### By Products (Pharmaceuticals and Vaccines), 2014-2018

### By Species (Farm animal Health and Companion Animals), 2014-2018

## 15.5. Macroeconomic Factors of India Animal Health Market

### 15.5.1. Personal Disposable Income of India, 2008-2018

### 15.5.2. Meat Exports in India, 2008-2018

### 15.5.3. Livestock Sector Output in India, 2008-2018

### 15.5.4. Livestock Population in India, 2008-2018

### 15.5.5. Cattle Population in India, 2008-2018

## 16. NORTH AMERICA ANIMAL HEALTH MARKET

## 16.1. North America Animal Health Market Introduction and Size, 2008-2013

## 16.2. North America Animal Health Market Segmentation

### 16.2.1. By Products (Pharmaceuticals, Vaccines and Animal Additives), 2008-2013

### 16.2.2. By Species (Farm and Companion Animals), 2008-2013

## 16.3. North America Animal Health Market Future Outlook and Projections, 2014-2018

## 17. THE US ANIMAL HEALTH MARKET

## 17.1. The US Animal Health Market Introduction and Size, 2008-2013

## 17.2. The US Animal Health Market Segmentation

### 17.2.1. By Products (Vaccines, Pharmaceuticals and Animal Feed Additives), 2008-2013

### 17.2.2. By Species (Farm and Companion Animal), 2008-2013

### 17.2.3. Market share of Major Players in the US Animal Health Market, 2013

## 17.3. The US Animal Health Market Future Outlook and Projections, 2014-2018

### By Products (Pharmaceuticals, Vaccines and Animal Feed Additives), 2014-2018

### By Species (Farm Animal Health and Companion Animals), 2014-2018

## 17.4. Macroeconomic Factors of the US Animal Health Market

### 17.4.1. Personal Disposable Income of the US, 2008-2018

### 17.4.2. Meat Exports in the US, 2008-2018

### 17.4.3. Pet Population in the US, 2008-2018

17.4.4. Farm Income in the US, 2008-2018

## **18. LATIN AMERICA ANIMAL HEALTH MARKET**

18.1. Latin America Animal Health Market Introduction and Size, 2008-2013

18.2. Latin America Animal Health Market Future Outlook and Projections, 2014-2018

## **19. BRAZIL ANIMAL HEALTH MARKET**

19.1. Brazil Animal Health Market Introduction and Size, 2008-2013

19.2. Brazil Animal Health Market Segmentation

19.2.1. By Products (Vaccines, Pharmaceuticals and Animal Feed Additives),  
2008-2013

19.3. Brazil Animal Health Market Future Outlook and Projections, 2014-2018

By Products (Vaccines, Pharmaceuticals and Animal Feed Additives), 2014-2018

19.4. Macroeconomic Factors of Brazil Animal Health Market

19.4.1. Personal Disposable Income of Brazil, 2008-2018

19.4.2. Meat Exports in Brazil, 2008-2018

19.4.3. Livestock Population in Brazil, 2008-2018

19.4.4. Pet Population in Brazil, 2008-2018

## **20. TRENDS AND DEVELOPMENTS IN GLOBAL ANIMAL HEALTH MARKET**

Increase in Consumption of Meat and Other Related Products

Emerging Zoonotic Diseases Across the Globe

Rising Level of Industry Consolidation

Changing Consumer Lifestyle Guiding the Expenditure on Pet Animals

21. Major Challenges in Global Animal Health Industry

Stringent Government Regulations and Legislations

Amplification in demand for Animal Protein

Rising Level of Maintenance Cost

Lack of Coordination between Industry Veterans and Animal Health Organizations

## **22. GOVERNMENT REGULATIONS IN GLOBAL ANIMAL HEALTH INDUSTRY**

## **23. MAJOR OPPORTUNITIES IN GLOBAL ANIMAL HEALTH INDUSTRY**

Specialization in Senior Animal Veterinary Care Market

Development of Animal Health Products and Brand Image

Mergers and Acquisitions  
Growth in Emerging Markets of Asia and Africa

## **24. RECENT INDUSTRY ACTIVITIES IN GLOBAL ANIMAL HEALTH INDUSTRY**

## **25. MARKET SHARE OF MAJOR PLAYERS IN GLOBAL ANIMAL HEALTH INDUSTRY, 2013**

25.1. Comparative Analysis of Major Players in Global Animal Health Market, 2013

## **26. COMPANY PROFILES**

### **26.1. Zoetis**

26.1.1. Business Overview

26.1.2. Financial Performance, 2008-2013

26.1.3. Business Strategy

Customization of Products

Focus on Improving the Manufacturing and Distribution Channels

### **26.2. Merck**

26.2.1. Business Overview

26.2.2. Financial Performance, 2010-2013

26.2.3. Business Strategy

Centralization of Business Functions

Creating Differentiated Products

### **26.3. Merial – Sanofi**

26.3.1. Business Overview

26.3.2. Financial Performance, 2009-2013

26.3.3. Business Strategy

Organic Growth through Collaborations

Focus on Expansion into the Emerging Markets

### **26.4. Elanco- Eli-Lilly**

26.4.1. Business Overview

26.4.2. Financial Performance, 2008-2013

26.4.3. Business Strategy

Expanding into New Markets Through Product Capabilities

Focus on Driving Growth through Innovation and Quality

### **26.5. Bayer**

26.5.1. Business Overview

26.5.2. Financial Performance, 2008-2013

### 26.5.3. Business Strategy

Synergizing across Bayer Product Lines

Dual Marketing Strategy

### 26.6. Boehringer Ingelheim

26.6.1. Business Overview

26.6.2. Financial Performance, 2008-2013

26.6.3. Business Strategy

Strategic Partnerships and Innovation

## **27. GLOBAL ANIMAL HEALTH MARKET FUTURE OUTLOOK AND PROJECTIONS, 2014-2018**

By Products (Vaccines, Pharmaceuticals and Animal Feed Additives), 2014-2018

By Species (Farm Animal Health and Companion Animals), 2014-2018

By Geography (North-America, Europe, Asia-Pacific, Latin-America and ROW),  
2014-2018

27.1. Cause and Effect Relationship between Independent and Dependent Factors in  
Global Animal Health Industry

## **28. APPENDIX**

28.1. Market Definition

28.2. Abbreviations

28.3. Research Methodology

Data Collection Methods

Approach

Variables (Dependent and Independent)

Multi Factor Based Sensitivity Model

Final Conclusion

28.4. Disclaimer

## List Of Figures

### LIST OF FIGURES

Figure 1: Global Animal Health Market Size by Revenue in USD Billion, 2008-2013

Figure 2: Global Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 3: Global Animal Health Market Segmentation by Types of Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 4: Global Animal Health Market Segmentation by Geography (North-America, Europe, Asia-Pacific, Latin-America and ROW) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 5: Europe Animal Health Market Size by Revenue in USD Billion, 2008-2013

Figure 6: Europe Animal Health Market Segmentation by Geography (France, Germany, Spain, the UK, Denmark and Others) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 7: Europe Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 8: Europe Animal Health Industry Future Projections on the basis of Revenue in USD Billion, 2014-2018

Figure 9: Europe Animal Health Industry Future Projections by Countries (France, Germany, Spain, the UK, Denmark and Others) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Figure 10: France Animal Health Market Size by Revenue in USD Million, 2008-2013

Figure 11: France Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 12: France Animal Health Industry Future Projections on the basis of Revenues in USD Million, 2014-2018

Figure 13: Personal Disposable Income of France in USD Million, 2008-2018

Figure 14: Average Income of Farmers in France in USD, 2008-2018

Figure 15: Livestock Population in France, 2008-2018

Figure 16: Pet Population in France in Million, 2010-2013

Figure 17: France Pet Population Segmentation by Types of Species (Dogs, Cats, Ornamental Birds and Small Mammals) in Percentage (%), 2013

Figure 18: Meat Exports in France in USD per Ton, 2008-2018



Figure 19: Germany Animal Health Market Size by Revenues in USD Million, 2008-2013

Figure 20: Germany Animal Health Market Segmentation by Products (Vaccines and Pharmaceuticals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 21: Germany Animal Health Market Segmentation by Species (Farm and Companion Animal) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 22: Germany Animal Health Industry Future Projections on the basis of Revenues in USD Million, 2014-2018

Figure 23: Personal Disposable Income of Germany in USD Million, 2008-2018

Figure 24: Pet Population in Germany in Million, 2008-2018

Figure 25: Meat Exports in Germany in USD Million, 2008-2018

Figure 26: Livestock Population of Germany in Thousands, 2008-2018

Figure 27: Spain Animal Health Market Size by Revenue in USD Million, 2008-2013

Figure 28: Spain Animal Health Market Segmentation by Products (Vaccines, Pharmaceuticals and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2009-2013

Figure 29: Spain Animal Pharmaceutical Market Segmentation by Products on the basis of Revenue in Percentage (%), 2013

Figure 30: Spain Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in Percentage (%), 2009-2013

Figure 31: Spain Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in USD Million, 2009-2013

Figure 32: Spain Animal Health Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 33: Market Share of Major Players in Spain Companion Animal Health Market on the basis of Revenue in Percentage (%), 2013

Figure 34: Spain Animal Health Industry Future Projections by Revenues in USD Million, 2014-2018

Figure 35: Personal Disposable Income in Spain in USD Million, 2008-2018

Figure 36: Meat Exports in Spain in Tons, 2008-2018

Figure 37: Livestock Population in Spain, 2008-2018

Figure 38: Spain Livestock Population Segmentation by Types of Species (Pig, Cattle, Sheep & Goat) in Percentage (%), 2013

Figure 39: Pet Population in Spain in Million, 2010-2013

Figure 40: Spain Pet Population Segmentation by Types of Species (Dogs, Cats, Ornamental Birds and Small Mammals) in Percentage (%), 2013

Figure 41: Net Farm Income in Spain in USD Million, 2008-2018

Figure 42: The UK Animal Health Market Size by Revenue in USD Million, 2008-2013



Figure 43: The UK Animal Health Market Segmentation by Products (Pharmaceuticals and Vaccines) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 44: The UK Animal Health Market Segmentation Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 45: The UK Animal Health Industry Future Projection by Revenue in USD Million, 2014-2018

Figure 46: The UK Personal Disposable Income in USD Million, 2008-2018

Figure 47: The UK Average Farm Business Income per Farm in USD, 2008-2018

Figure 48: Livestock Population in the UK in Thousands, 2008-2018

Figure 49: Pet Population in the UK in Million, 2008-2018

Figure 50: Pet Population in Denmark in Number, 2010-2013

Figure 51: Denmark Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 52: Denmark Animal Health Industry Future Projections by Revenues in USD Million, 2014-2018

Figure 53: Personal Disposable Income of Denmark in Thousands, 2008-2018

Figure 54: Livestock Population in Denmark, 2008-2018

Figure 55: Denmark Meat Exports in Tons, 2008-2013

Figure 56: Gross Farm Income in Denmark in USD Thousand, 2008-2018

Figure 57: Italy Animal Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in Percentage (%), 2013

Figure 58: Total Pet population in Italy in Million, 2010-2013

Figure 59: Poland Animal Vaccines Market Size on the basis of Revenue in USD Million, 2011-2013

Figure 60: Poland Animal Pharmaceutical Market Size on the basis of Revenue in USD Million, 2011-2013

Figure 61: Total Pet population in Poland in Millions, 2010-2013

Figure 62: Asia-Pacific Animal Health Market Size by Revenues in USD Billion, 2008-2013

Figure 63: Asia-Pacific Animal Health Market Segmentation by Geography (China, Japan, India and Australia) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 64: Asia-Pacific Animal Health Industry Future Projections on the basis of Revenue in USD Billion, 2014-2018

Figure 65: Asia-Pacific Animal Health Industry Future Projection by Geography (China, Japan, India and Australia) on the basis Contribution in Revenue in Percentage (%), 2014-2018

Figure 66: China Animal Health Market Segmentation by Products (Pharmaceuticals &

Animal Feed Additives and Vaccines) on the basis of Contribution in Revenue in Percentage (%), 2009-2013

Figure 67: China Animal Health Industry Future Projections on the basis of Revenue in USD Billion, 2014-2018

Figure 68: Personal Disposable Income of China in USD Million, 2008-2018

Figure 69: Livestock Population in China in Thousands, 2008-2018

Figure 70: Meat Consumption in China in Million Tons, 2008-2018

Figure 71: Farmer per Capita Income in China in USD, 2008-2018

Figure 72: Australia Animal Health Industry Future Projections on the basis of Revenues in USD Million, 2014-2018

Figure 73: Household per Capita Disposable Income of Australia in USD, 2008-2018

Figure 74: Livestock Population in Australia in Thousands, 2008-2018

Figure 75: Australia Meat Exports in Kilo Tons, 2008-2018

Figure 76: Per Capita Gross Farm Cash Income in Australia in USD, 2008-2018

Figure 77: Japan Animal Health Industry Future Projections on the basis of Revenues in USD Million, 2014-2018

Figure 78: Per Capita Household Disposable Income of Japan in USD, 2008-2018

Figure 79: Farmer per Capita Income in Japan in USD, 2008-2018

Figure 80: Livestock Population in Japan in Thousands, 2008-2018

Figure 81: Pet Population in Japan in Thousands, 2008-2018

Figure 82: India Animal Health Market Segmentation by Products (Pharmaceuticals and Vaccines) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 83: India Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in Percentage (%), 2008-2013

Figure 84: India Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2010-2013

Figure 85: Market Share of Major Players in India Animal Health Market on the basis of Revenue in Percentage (%), 2013

Figure 86: India Animal Health Industry Future Projections on the basis of Revenues in USD Million, 2014-2018

Figure 87: Personal Disposable Income of India in USD Million, 2008-2018

Figure 88: Meat Exports in India in Million Tons, 2008-2018

Figure 89: Livestock Sector Output in India in USD Million, 2008-2018

Figure 90: Livestock Population in India in Millions, 2008-2018

Figure 91: India Livestock Population Segmentation by Types of Species (Cattle, Buffalo, Sheep, Goat, Pigs and Others) in Percentage (%), 2012

Figure 92: Cattle Population in India in Thousands, 2008-2018

Figure 93: North America Animal Health Market Size by Revenues in USD Billion, 2008-2013

Figure 94: North America Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 95: North America Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 96: North America Animal Health Industry Future Projection on the basis of Revenues in USD Billion, 2014-2018

Figure 97: The US Animal Health Market Size by Revenues in USD Billion, 2008-2013

Figure 98: The US Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Percentage (%), 2008-2013

Figure 99: The US Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 100: The US Animal Health Market Future Projections on the basis of Revenues in USD Billion, 2013-2018

Figure 101: Personal Disposable Income of the US in USD Million, 2008-2018

Figure 102: The US Meat Exports in Million Pounds, 2008-2018

Figure 103: Pet Population in the US in Million, 2008-2018

Figure 104: Farm Income in the US in USD Billion, 2008-2018

Figure 105: Latin America Animal Health Market Size by Revenues in USD Billion, 2008-2013

Figure 106: Latin America Animal Health Industry Future Projections on the basis of Revenues in USD Billion, 2014-2018

Figure 107: Brazil Animal Health Market Size by Revenues in USD Million, 2008-2013

Figure 108: Brazil Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

Figure 109: Brazil Animal Health Industry Future Projection on the Basis of Revenue in USD Million, 2014-2018

Figure 110: Personal Disposable Income of Brazil in USD Million, 2008-2018

Figure 111: Brazil Meat Exports in Million Tons, 2008-2018

Figure 112: Livestock Population in Brazil in Thousands, 2008-2018

Figure 113: Pet Population in Brazil in Thousands, 2008-2018

Figure 114: World Meat Consumption in Million Metric Tons, 2008-2013

Figure 115: Market Share of Major Global Players by Revenue Contribution in Percentage (%), 2013

Figure 116: Zoetis Global Revenues from Animal Health Products in USD Million,

2008-2013

Figure 117: Pfizer Global Net Income from Consolidated Operations in USD Million, 2008-2013

Figure 118: Pfizer Global Research and Development Expenditure on Consolidated Operations in USD Million, 2008-2013

Figure 119: Merck Global Revenue from Animal Health Products in USD Million, 2010-2013

Figure 120: Merck Global EBITDA from Consolidated Operations in USD Million, 2010-2013

Figure 121: Merck Global Profit after Tax (PAT) from Consolidated Operations in USD Million, 2010-2013

Figure 122: Merck Global Research and Development Expenditure on Consolidated Operations in USD Million, 2010-2013

Figure 123: Merial Annual Revenues from Sales of Animal Health Products in USD Million, 2009-2013

Figure 124: Merial Global Research and Development Expenditure on Animal Health Products in USD Million, 2010-2013

Figure 125: Merial Global Operating Net Income from Animal Health Products in USD Million, 2010-2013

Figure 126: Elanco Global Revenue from Animal Health Products in USD Million, 2008-2013

Figure 127: Eli-Lilly Global Research and Development Expenditure on Consolidated Operations in USD Million, 2010-2013

Figure 128: Eli-Lilly Global Net Income from Consolidated Operations in USD Million, 2008-2013

Figure 129: Eli-Lilly Global Capital Expenditure (CAPEX) from Consolidated Operations in USD Million, 2008-2013

Figure 130: Bayer Annual Revenues from Sales of Animal Health Products in USD Million, 2008-2013

Figure 131: Bayer's Global EBITDA from Healthcare Division in USD Million, 2010-2013

Figure 132: Bayer's Global Research and Development Expenditure on Consolidated Operations in USD Million, 2010-2013

Figure 133: Boehringer Ingelheim Global Revenue from Animal Health Products in USD Million, 2008-2013

Figure 134: Boehringer Ingelheim Research and Development Expenditure on Consolidated Operation in USD Million, 2011-2013

Figure 135: Boehringer Ingelheim Operating Income from Consolidated Operation in USD Million, 2010-2013

Figure 136: Boehringer Ingelheim Income after Tax from Consolidated Operation in USD Million, 2010-2013

Figure 137: Global Animal Health Industry Future Projections by Revenue in USD Billion, 2014-2018

Figure 138: Global Animal Health Industry Future Projections by Geography (North-America, Europe, Asia-Pacific, Latin-America and ROW) on the basis of Contribution in Revenue in Percentage (%), 2008-2013

## List Of Tables

### LIST OF TABLES

Table 1: Global Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 2: Global Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 3: Annual Expenditure by Pet Owners on Dogs and Cats in USD, 2013

Table 4: Europe animal Health Market Segmentation by Geography (France, Germany, Spain, the UK, Denmark and Others) on the basis of Revenue in USD Million, 2008-2013

Table 5: Europe Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 6: Europe Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Others) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 7: Europe Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Others) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 8: Europe Animal Health Industry Future Projections by Countries (France, Germany, Spain, the UK, Denmark and Others) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 9: France Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines, Topical Products and Others) on the basis of Contribution in Revenue, 2013

Table 10: France Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2008-2013

Table 11: France Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2014-2018

Table 12: France Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 13: France Livestock Population Segmentation by Types of Species (Cattle, Pigs and Poultry Birds) in Percentage (%), 2008-2013

Table 14: Germany Animal Health Market Segmentation by Products (Vaccines and Pharmaceuticals) on the basis of Revenue in USD Million, 2014-2018

Table 15: Germany Animal Health Market Segmentation by Species (Farm and



Companion Animal) on the basis of Revenue in USD Million, 2008-2013

Table 16: Germany Animal Health Industry Future Projections by Products

(Pharmaceuticals and Vaccines) on the basis of Revenue in USD Million, 2014-2018

Table 17: Germany Animal Health Industry Future Projections by Products

(Pharmaceuticals and Vaccines) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 18: Germany Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2014-2018

Table 19: Germany Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 20: Germany Livestock Population Segmentation by Types of Species (Pig, Cattle, Sheep and Goat) in Percentage (%), 2008-2013

Table 21: Spain Animal Health Market Segmentation by Products (Vaccines, Pharmaceuticals and Animal Feed Additives) on the basis of Revenue in USD Million, 2009-2013

Table 22: Spain Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2008-2013

Table 23: Market Share of Major Players in Spain Companion Animal Health Market on the basis of Revenue in USD Million, 2013

Table 24: Spain Animal Health Industry Future Projections by Products (Vaccines, Pharmaceuticals and Animal Feed Additives) on the basis of Revenue in USD Million, 2014-2018

Table 25: Spain Animal Health Industry Future Projections by Products (Vaccines, Pharmaceuticals and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 26: Spain Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2014-2018

Table 27: Spain Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 28: The UK Animal Health Market Segmentation by Products (Pharmaceuticals and Vaccines) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 29: Diseases Covered by Vaccines in the UK by Species

Table 30: The UK Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 31: The UK Animal Health Industry Future Projections by Products (Pharmaceuticals and Vaccines) on the basis of Revenue in USD Million, 2014-2018

Table 32: The UK Animal Health Industry Future Projections by Products



(Pharmaceuticals and Vaccines) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 33: The UK Animal Health Industry Future Projections by Species (Farm, Companion Animals and Others) on the basis of Contribution in Revenues in USD Million, 2014-2018

Table 34: The UK Animal Health Industry Future Projections by Species (Farm, Companion Animals and Others) on the basis of Contribution in Revenues in Percentage (%), 2014-2018

Table 35: The UK Livestock Population Segmentation by Types of Species (Pigs, Cattle and Sheep) in Percentage (%), 2008-2013

Table 36: Denmark Animal Health Market Size by Revenues in USD Million, 2008-2013

Table 37: Denmark Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Revenue in USD Million, 2008-2013

Table 38: Denmark Animal Health Market Segmentation by Types of Species (Farm and Companion Animals) on the basis of Contribution in Revenue, 2013

Table 39: Denmark Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Revenue in USD Million, 2014-2018

Table 40: Denmark Livestock Population Segmentation by Types of Species (Poultry, Pig, Cattle, Sheep and Goat) in Percentage (%), 2008-2013

Table 41: Italy Animal Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in USD Million (%), 2013

Table 42: China Animal Health Market Size in USD Billion, 2008-2013

Table 43: China Animal Health Market Segmentation by Products (Pharmaceuticals & Animal Feed Additives and Vaccines) on the basis of Revenue in USD Million, 2009-2013

Table 44: China Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2012 & 2013

Table 45: China Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2012 & 2013

Table 46: China Animal Health Industry Future Projections by Products (Pharmaceuticals & Animal Feed Additives and Vaccines) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 47: China Livestock Population Segmentation by Types of Species (Swine and Cattle) in Percentage (%), 2008-2013

Table 48: Australia Animal Health Market Size in USD Million, 2008-2013

Table 49: Australia Animal Health Market Segmentation by Products (Pharmaceuticals and Vaccines) on the basis of Revenue in USD Million, 2013

- Table 50: Australia Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2013
- Table 51: Australia Animal Health Care Industry Major Player Company Profile, 2013
- Table 52: Australia Livestock Population Segmentation by Types of Species (Sheep, Cattle and Pigs) in Percentage (%), 2008-2013
- Table 53: Japan Animal Health Market Size by Revenues in USD Million, 2008-2013
- Table 54: Japan Livestock Population Segmentation by Types of Species (Sheep, Cattle and Pigs) in Percentage (%), 2008-2013
- Table 55: India Animal Health Market Size by Revenues in USD Million, 2008-2013
- Table 56: India Animal Health Market Segmentation by Products (Pharmaceuticals and Vaccines) on the basis of Revenue in USD Million, 2008-2013
- Table 57: India Pharmaceutical Market Segmentation by Farm and Companion Animals on the basis of Revenue in USD Million, 2008-2013
- Table 58: India Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Revenue in USD Million, 2010-2013
- Table 59: Market Share of Major Players in India Animal Health Market on the basis of Revenue in USD Million, 2013
- Table 60: India Animal health Industry Future Projections by Products (Pharmaceuticals and Vaccines), on the basis of Revenue in USD Million, 2014-2018
- Table 61: India Animal Health Industry Future Projections by Species (Farm animal Health and Companion Animals) on the basis of Revenue in USD Million, 2014-2018
- Table 62: North America Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2008-2013
- Table 63: North America Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2008-2013
- Table 64: North America Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2014-2018
- Table 65: North America Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2014-2018
- Table 66: The US Animal Health Market Segmentation by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2008-2013
- Table 67: The US Animal Health Market Segmentation by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2008-2013
- Table 68: Market Share and Revenues of Major Players in the US Animal Health Market, 2013

Table 69: US Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 70: The US Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 71: Brazil Animal Health Market Segmentation Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2008-2013

Table 72: Brazil Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 73: Brazil Pet Population Segmentation by Types of Species (Dogs, Cats, Birds, Fishes, Small Mammals and Reptiles) in Thousand, 2008-2013

Table 74: List of Animal Health Regulatory Bodies in Different Regions and Countries

Table 75: Recent Industry Activities in Global Animal Health Industry

Table 76: Market Share of Major Players in the Global Animal Health Market by Revenue in USD Million, 2013

Table 77: Comparative Analysis of Major Players in the Global Animal Health Market by Brands, Prices and Revenues, 2013

Table 78: Animal Health Product Portfolio of Zoetis

Table 79: Animal Health Product Portfolio of Merck

Table 80: Animal Health Product Portfolio of Merial

Table 81: Animal Health Product Portfolio of Elanco

Table 82: Animal Health Product Portfolio of Bayer

Table 83: Animal Health Product Portfolio of Boehringer Ingelheim

Table 84: Global Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 85: Global Animal Health Industry Future Projections by Products (Pharmaceuticals, Vaccines and Animal Feed Additives) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 86: Global Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in USD Billion, 2014-2018

Table 87: Global Animal Health Industry Future Projections by Species (Farm and Companion Animals) on the basis of Contribution in Revenue in Percentage (%), 2014-2018

Table 88: Cause and Effect Relationship between Independent and Dependent Factors of Global Animal Health Industry

Table 89: Correlation Matrix of the US Animal Health Industry

Table 90: Regression Coefficients Output of the US Animal Health Industry

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