

# Global Animal Health Care Market Outlook to 2016 - Growth Opportunity in the Emerging Asia

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## Abstracts

### Executive summary

The report titled “Global Animal Health Care Market Outlook to 2016 -growth opportunity in the emerging Asia” provides a comprehensive analysis of market size of animal health care industry on the basis of region such as Asia Pacific, Europe, North America and Latin America, market segmentation by 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.

### Global

The global animal health care market is concentrated amongst the five major producers of animal health care products of which Pfizer holds the major share of around ~% followed by Merck with ~%, Sanofi with ~%, Eli Lilly with ~% and Bayer with ~% market share in 2011. The industry has witnessed an incline of ~% in 2011 on account of increase in animal population and rise in the awareness related to zoonotic diseases such as Q fever, Anthrax and others. The economic slowdown in 2009 has led to a slump in the global animal health care industry by ~% but the industry recovered in 2010, as the economies across the globe stabilized. The animal health care market is dominated by Pfizer with a contribution of ~% and revenue of USD ~ million in 2011.

Over the coming years, the animal health care industry revenue is projected to rise at a 5 year CAGR of ~%. The constant increase in the middle class population, improved medical infrastructure services in Asia region and the rise in zoonotic diseases is expected to register a growth in industry revenue.

## Asia Pacific

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 lifestyles of the people in Asia-Pacific region also fueled the growth of the animal health care market. The veterinary health care market in Asia Pacific has grown at a CAGR of 11.5% from USD ~ million in 2006 to USD ~ million in 2011.

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

## 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. In addition, the economic crisis in the global market in 2009 has created financial problem for the animal pharmaceutical manufacturers which has affected the prices of active pharmaceutical ingredients in the European market.

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.

## North America

The animal health care market in North America is one of the predominant markets in

the global animal healthcare industry. The North American animal health care market is predominately held by the US with a share of approximately ~% in 2011.

The US is the dominant market in the animal health care sector, generating ~% of the entire global market. The country has witnessed revenue of USD ~ million in 2011. Largely due to an increase in the spending on products used to treat and prevent diseases in companion animals and farm animals. The people of the US adore their pets and ready to spend on their animals which have fueled the growth of the animal health care sector in the country. The average spending of the US people on dogs and cats food is about USD ~ per annum according to American Pet Product Association.

## **Latin America**

The market has showcased a marginal growth of ~% during the recession in 2009 due to favorable government regulation in the Latin America region. In addition, the rising awareness amongst the livestock owners related to the health of cattle and other farm animals has aided the market to register a growth in 2009. The animal healthcare market in Latin America is majorly dependent on the Brazilian animal health care industry which has contributed around ~% in 2011. The animal healthcare market in Latin America is expected to grow at a CAGR of 9.2% in the next five years.

The animal health care industry in Brazil has showcased a strong growth in the past 5 years from USD ~ million in 2006 to USD ~ million in 2011. The growth has been influenced by the rise in the export of the veterinary products caused due to the rising global demands and favorable government policies to allow foreign players to enter into the domestic market. Additionally, farm animal owners are becoming more concerned about the health care issues in the livestock such as cattle and other farm animals

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

The market size of the Global animal health care Industry and its segments such as pharmaceuticals, vaccines, medical feeds, farm and companion animals, 2006-2011

The market size of the animal health care market in the four regions such as Asia Pacific, Europe, North America and Latin America, 2006-2011

Market segmentation of animal health care markets in regions such as Asia Pacific, Europe, North America and Latin America on the basis of revenue of

pharmaceuticals, vaccines, medical feeds, farm and companion animals,  
2006-2011

Trends and Development of the Global animal health care Industry.

Competitive landscape of the major players of animal health care industry in the  
world and in the US, 2011

Company profile of the major producers of animal health care industry in the  
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Future outlook and projections of the basis of revenue, 2012-2016.

Microeconomics and industry factors including Research and development  
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