

Latin America Animal Health Care Market Outlook to 2016 - Demand for Dairy and Meat Products Driving the Veterinary Health Market

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Abstracts

Executive summary

The report titled “Latin America Animal Health Care Market Outlook to 2016 – demand for dairy and meat products driving the veterinary health market” provides a comprehensive analysis of market size of global and Latin America animal health care industry, market segmentation of Latin America animal health care industry by 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.

Latin America

The usage of the animal health care products in Latin America has increased over the last five years from USD ~ million in 2006 to USD ~ million 2011 due to the rise in the sales of pet medical feed and their health care products. This is due to the emergence of more middle class family and the rise in the disposable income which has led to a surge in the trend of companion animal ownership in the region.

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.

Brazil

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.

The veterinary health care market in Brazil is dominated by the pharmaceuticals segment with a share contribution of around ~% in 2011. The segment over the years has been buoyed by an increase in the production of poultry, swine and other species of the farm animal. In addition, the improved standard of living of the people in Brazil has supplemented the growth of the pet market in the country.

The animal health care industry in Brazil has increased by ~% to USD ~ million on account of increase in the sales of livestock products in the country. The country follows international standard classification for their cattle, poultry, swine, horse, pet and other animals. Brazil market has shown a strong contribution of bovine vaccines in the total animal product sales in order to protect their bovine especially from foot and mouth disease. The market contribution of farm animal health care products observed in 2011 was ~%.

Key topics covered in the report

The market size of global Animal Healthcare industry and the contribution of Regions.

The market size of the Latin America and Brazil animal Healthcare Industry.

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

Trends and Development of the Latin America animal healthcare market.

Company profile of the major players in Brazil animal health care market.

Future outlook and projections of global and Latin America animal healthcare market

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