

Global Animal Identification Market Size study & Forecast, by Animal Type (Companion Animals, Livestock Animals, Other Animals), by Solution (Hardware, Software, Service), by Usage (Permanent, Non-Permanent), by Procedure (Wearables, Microchipping, Ear Notching, Tattooing, Other Methods) and Regional Analysis, 2023-2030

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Abstracts

Global Animal Identification Market is valued at approximately USD 3.83 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 9.5 % over the forecast period 2023-2030. The animal identification industry refers to the industry focused on providing various methods and technologies for identifying and tracking animals. This includes the use of devices such as RFID tags, ear tags, tattoos, and microchips, as well as advanced data analytics solutions. These identification methods are crucial for managing and monitoring livestock, pets, and wildlife, enabling better traceability, disease control, breeding programs, and overall animal welfare. The Animal Identification Market is being driven by factors such as Growing Animal Population & Adoption and increasing consumption of dairy products and meat.

The number of households adopting pets, such as dogs, cats, and other companion animals, is on the rise. Animal identification plays a crucial role in reuniting lost pets with their owners. Microchipping is a common method used to identify and track pets. Additionally, identification tags and collars with contact information help in identifying and returning lost animals. As more people choose to adopt pets, the demand for identification solutions increases, driving the growth of the Animal Identification Market. According to The World Animal Foundation, in 2022, domesticated pets were found in

approximately 70% of households with pets, totaling around 90.5 million. Dogs accounted for approximately 69 million, while cats were even more prevalent with over 45.3 million, indicating widespread ownership of these animals. Along with this according to the UN Food and Agriculture Organization global meat production of meat in 2020 was 338.70 million tones and in 2021 was 352.13 million tones and milk production in India 2020, was 2010.19 million tones. Thus, increasing adoption and growing animal population along with that also increase in meat and milk production increased the demand for livestock farmers on real-time identification and tracking of animals. In addition, increasing concern for animal health and technological advancements in animal healthcare industry is creating lucrative opportunities for the growth of the market. However, the high cost of radio frequency identification hinders the market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Animal Identification Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the availability of advanced technology in animal tagging and identification, increasing pet and animal health care expenditure in the region. Asia Pacific is considered the fastest growing region during the forecasted period due to increasing measures of animal health care and increasing program related to animal health care and disease control in the region.

Major market player included in this report are:

Merck & Co., Inc.

Avid Identification Systems, Inc.

Datamars S.A

HID Global Corp., Part of ASSA ABLOY

Shearwell Data Limited

AEG Identifikationssysteme GmbH

Avery Dennison Corp.

GAO RFID Inc.

Fitbark Inc.

RFID, Inc.

Recent Developments in the Market:

In October 2022, Merck Animal Health recently opened a cutting-edge manufacturing facility specifically designed for Animal Health Intelligence. This advanced facility would prioritize the production of groundbreaking solutions for animal identification and tracking, utilizing state-of-the-art technologies such as RFID and data analytics. The inauguration of this facility exemplifies Merck's dedication to pushing the boundaries of

animal health and reaffirms its position as a leading contributor to the industry.

Global Animal Identification Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Animal Type, Solution, Usage, Procedure, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Animal Type:

Companion Animals

Livestock Animals

Other Animals

By Solution:

Hardware

Software

Service

By Usage:

Permanent

Non-Permanent

By Procedure:

Wearables
Microchipping
Ear Notching
Tattooing
Other Methods

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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