

# **Global Animal Wound Care Market Size study, by Product (Surgical, Advanced, Traditional And Other Products), By Animal Type (Companion and Livestock) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Animal Wound Care Market is valued approximately USD 0.90 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 7.40 % over the forecast period 2020-2027. Animal wound care involves the use of products that aid in recovery of the damaged tissues and in the healing of the wound. These products can be defined as those medical services and devices that help in providing the required healthcare to wounded or diseases population of animals. The product included in the category are specifically manufactured keeping in mind the pharmaceutical solutions with the reactions it might differ from in comparison to humans and anatomy of animals. . Further, increase in the pet ownership, rise in demand for pet insurance along with the growth in animal health expenditure are the factors supplementing the growth of the market. As per the 2019-2020, National Pet Owners Survey conducted by the American Pet Products Association (APPA), 67% of US household or, about 85 million families, own a pet. This is up from 56% of US household in 1988, the first-year survey was conducted. Similarly, as per the Animal Medicines Australia (AMA), in June 2017, Australian pet owners spent around USD 12.2 billion, up by 42% since 2013 on their pets including high quality food and premium grooming. Owing to the growing concerns for the health of pet animals, pet owners are more focused on products that aid in recovery of the damaged tissue which would supplement the growth of the segment during the forecast period of 2020-2027. However, rising pet care costs is hampering the growth of this market. Further, the key players are focusing on strategies such as product launch, innovation and merger & acquisition to sustain themselves amidst fierce competition. In June 2020, Elanco Animal Health (United States) introduced its new flea control ointment which is used for dog's neck. Also, in February 2020, Elanco Animal

Health announced an alliance with Purdue Research Foundation and Purdue University to improve animal health.

The regional analysis of global Animal Wound Care market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region due to the increasing adoption of pets and their wellbeing by their respective owners. Also, the presence of the well-known market players along with the various promotion programs are being carried to enables the veterinary professionals and the general population to understand the effective wound care management for animals are expected to create positive outlook for the growth of the region. Whereas Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027.

Major market player included in this report are:

Elanco Animal Health

The 3M Company

Medtronic plc

B. Braun (B. Braun Melsungen)

Virbac

Neogen Corporation

Sonoma Pharmaceuticals, Inc.

Smith & Nephew plc

KeriCure Inc.

Care-Tech Laboratories, Inc.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Product:

Surgical

Advanced

Traditional

Other Products

By Animal Type:

Companion

Livestock

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Animal Wound Care Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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The 3M Company  
Medtronic plc  
B. Braun (B. Braun Melsungen)  
Virbac  
Neogen Corporation  
Sonoma Pharmaceuticals, Inc.  
Smith & Nephew plc  
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