

Global Poultry Medicine/Pharmaceuticals Market Size, Share & Trends Analysis by Product (Vaccines, Antibiotics, Probiotics, Immune Boosters), by Disease Indication (Newcastle Disease, Avian Influenza, Infectious Bronchitis), by Route of Administration (Oral, Injectable, Topical), by Animal Type (Chickens, Turkeys, Ducks, Others), by Region, and Regional Forecasts 2022-2032

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Abstracts

The global poultry medicine/pharmaceuticals market was valued at USD 4.73 billion in 2023 and is anticipated to grow at a CAGR of 5.9% during the forecast period of 2024-2032, reaching USD 7.92 billion by 2032. The expansion of the market is largely driven by increased poultry consumption, population growth, technological advancements in disease prevention, and rising concerns regarding food safety and sustainability in poultry farming.

The surging demand for protein-rich foods, particularly poultry meat and eggs, has fueled the expansion of poultry farming, necessitating robust disease prevention and treatment solutions. Newcastle disease, Avian Influenza, and Coccidiosis remain key challenges in poultry farming, driving demand for effective vaccines, antibiotics, and immune boosters. The stringent regulations on antibiotic use in livestock have further accelerated the adoption of probiotics, vaccines, and alternative treatments, promoting sustainable poultry production.

Furthermore, advancements in in ovo vaccination technology have revolutionized large-scale immunization, reducing labor costs and enhancing disease control. The growth of

industrial poultry farming in emerging markets, particularly in Asia-Pacific, Latin America, and Africa, has created substantial opportunities for pharmaceutical innovations tailored for large-scale poultry operations.

Growing Need for Disease Prevention to Drive Market Growth- The poultry industry faces substantial risks from highly contagious poultry diseases, prompting extensive vaccination programs to mitigate economic losses. Vaccines account for the largest market share due to their necessity in preventing Newcastle disease, Avian Influenza, and Infectious Bronchitis, which can devastate poultry farms and impact trade. The increasing regulatory restrictions on antibiotics in food production have further propelled the demand for alternative disease prevention methods, such as probiotics and immune boosters.

Recent innovations, such as thermostable and vector-based vaccines, offer improved efficacy, while the widespread adoption of oral administration methods ensures efficient mass treatment for large poultry populations. The shift toward precision medicine in poultry healthcare, coupled with government-mandated vaccination programs, is expected to drive continued market expansion.

Regional Market Insights- The Asia-Pacific region dominates the poultry medicine/pharmaceuticals market, driven by high poultry consumption, rapid urbanization, and increasing disposable incomes in countries like China, India, and Indonesia. The rise of commercial poultry farms and the prevalence of poultry diseases in the region have led to significant investments in preventive healthcare and vaccination strategies.

In North America and Europe, stringent regulatory policies on antibiotic usage and the adoption of sustainable farming practices have fueled the demand for probiotics and non-antibiotic alternatives. Meanwhile, Latin America and Africa present growth opportunities due to the increasing demand for affordable protein sources, leading to the expansion of poultry farming and disease management initiatives.

Key Poultry Medicine/Pharmaceutical Companies

MSD Animal Health (US)

Elanco Animal Health (US)

Boehringer Ingelheim (Germany)

Ceva Sant? Animale (France)

Zoetis Services LLC (US)

Virbac (France)

Phibro Animal Health (US)

HIPRA (Spain)

Vetoquinol (France)

Biovet (Bulgaria)

Huvepharma (Bulgaria)

Indian Immunologicals Ltd (India)

Anicon GmbH (Germany)

IDEXX Laboratories (US)

Kemin Industries (US)

The Detailed Segments and Sub-segments of the Market are Explained Below:

By Product:

Vaccines

Live Attenuated Vaccines

Inactivated Vaccines

Recombinant Vaccines

Antibiotics

Tetracyclines

Macrolides

Beta-lactams

Sulfonamides

Probiotics & Prebiotics

Immune Boosters & Growth Enhancers

Parasiticides

Other Pharmaceuticals

By Disease Indication:

Newcastle Disease

Avian Influenza

Infectious Bronchitis

Coccidiosis

Fowl Cholera

Marek's Disease

Other Poultry Diseases

By Route of Administration:

Oral (Feed & Water)

Injectable

Topical

Other Routes

By Animal Type:

Chickens

Turkeys

Ducks

Other Poultry

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

U.K.

France

Italy

Spain

Netherlands

Asia-Pacific

China

India

Japan

Indonesia

Australia

South Korea

Latin America

Brazil

Argentina

Mexico

Middle East & Africa

South Africa

Saudi Arabia

UAE

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years (2022-2032).

Annualized revenue and regional-level analysis for each market segment.

Detailed geographical landscape with country-level analysis of major regions.

Competitive landscape with market share insights from leading players.

Analysis of key business strategies and recommendations for future market positioning.

Competitive structure evaluation with SWOT analysis of major companies.

Demand-side and supply-side assessment of the market.

Contents

CHAPTER 1. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET EXECUTIVE SUMMARY

- 1.1. Global Poultry Medicine/Pharmaceuticals Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Product
 - 1.3.2. By Disease Indication
 - 1.3.3. By Route of Administration
 - 1.3.4. By Animal Type
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing Poultry Consumption and Demand for Animal Protein
- 3.1.2. Rising Prevalence of Poultry Diseases and Need for Disease Prevention
- 3.1.3. Regulatory Restrictions on Antibiotics in Livestock Production

3.2. Market Challenges

- 3.2.1. High Cost of Poultry Vaccines and Disease Management
- 3.2.2. Stringent Government Regulations on Poultry Drug Approvals

3.3. Market Opportunities

- 3.3.1. Growing Investments in Poultry Healthcare & R&D for Disease Prevention
- 3.3.2. Expansion of Poultry Farming in Emerging Markets
- 3.3.3. Increasing Adoption of Probiotics and Natural Alternatives for Disease Control

CHAPTER 4. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economic
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunities

4.4. Top Winning Strategies

4.5. Disruptive Trends in the Poultry Pharmaceuticals Industry

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET SIZE & FORECASTS BY PRODUCT (2022-2032)

5.1. Segment Dashboard

5.2. Global Poultry Medicine/Pharmaceuticals Market: Product Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Vaccines

5.2.2. Antibiotics

5.2.3. Probiotics & Prebiotics

5.2.4. Immune Boosters & Growth Enhancers

5.2.5. Parasiticides

5.2.6. Other Pharmaceuticals

CHAPTER 6. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET SIZE & FORECASTS BY DISEASE INDICATION (2022-2032)

6.1. Segment Dashboard

6.2. Global Poultry Medicine/Pharmaceuticals Market: Disease Indication Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Newcastle Disease

6.2.2. Avian Influenza

6.2.3. Infectious Bronchitis

6.2.4. Coccidiosis

6.2.5. Fowl Cholera

6.2.6. Marek's Disease

6.2.7. Other Poultry Diseases

CHAPTER 7. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET SIZE & FORECASTS BY ROUTE OF ADMINISTRATION (2022-2032)

7.1. Segment Dashboard

7.2. Global Poultry Medicine/Pharmaceuticals Market: Route of Administration Revenue Trend Analysis, 2022 & 2032 (USD Billion)

7.2.1. Oral (Feed & Water)

7.2.2. Injectable

7.2.3. Topical

7.2.4. Other Routes

CHAPTER 8. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET SIZE & FORECASTS BY ANIMAL TYPE (2022-2032)

8.1. Segment Dashboard

8.2. Global Poultry Medicine/Pharmaceuticals Market: Animal Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

8.2.1. Chickens

8.2.2. Turkeys

8.2.3. Ducks

8.2.4. Other Poultry

CHAPTER 9. GLOBAL POULTRY MEDICINE/PHARMACEUTICALS MARKET SIZE & FORECASTS BY REGION (2022-2032)

9.1. North America Poultry Medicine/Pharmaceuticals Market

9.1.1. U.S. Market Breakdown

9.1.2. Canada Market Breakdown

9.1.3. Mexico Market Breakdown

9.2. Europe Poultry Medicine/Pharmaceuticals Market

9.2.1. Germany Market Breakdown

9.2.2. U.K. Market Breakdown

9.2.3. France Market Breakdown

9.2.4. Italy Market Breakdown

9.2.5. Spain Market Breakdown

9.2.6. Netherlands Market Breakdown

9.3. Asia-Pacific Poultry Medicine/Pharmaceuticals Market

9.3.1. China Market Breakdown

9.3.2. India Market Breakdown

9.3.3. Japan Market Breakdown

9.3.4. Indonesia Market Breakdown

9.3.5. Australia Market Breakdown

9.3.6. South Korea Market Breakdown

9.4. Latin America Poultry Medicine/Pharmaceuticals Market

9.4.1. Brazil Market Breakdown

9.4.2. Argentina Market Breakdown

9.4.3. Mexico Market Breakdown

9.5. Middle East & Africa Poultry Medicine/Pharmaceuticals Market

9.5.1. South Africa Market Breakdown

9.5.2. Saudi Arabia Market Breakdown

9.5.3. UAE Market Breakdown

CHAPTER 10. COMPETITIVE INTELLIGENCE

10.1. Key Company SWOT Analysis

10.1.1. MSD Animal Health

10.1.2. Elanco Animal Health

10.1.3. Boehringer Ingelheim

10.2. Top Market Strategies

10.3. Company Profiles

10.3.1. MSD Animal Health

10.3.2. Elanco Animal Health

10.3.3. Boehringer Ingelheim

10.3.4. Ceva Santé Animale

10.3.5. Zoetis Services LLC

10.3.6. Virbac

10.3.7. Phibro Animal Health

10.3.8. HIPRA

10.3.9. Vetoquinol

10.3.10. Huvepharma

CHAPTER 11. RESEARCH PROCESS

11.1. Research Process

11.1.1. Data Mining

11.1.2. Analysis

11.1.3. Market Estimation

11.1.4. Validation

11.1.5. Publishing

11.2. Research Attributes

List Of Tables

LIST OF TABLES

- Global Poultry Medicine/Pharmaceuticals Market, Report Scope
- Global Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts by Region, 2022-2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts by Product, 2022-2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts by Disease Indication, 2022-2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts by Route of Administration, 2022-2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts by Animal Type, 2022-2032 (USD Billion)
- North America Poultry Medicine/Pharmaceuticals Market, Estimates & Forecasts, 2022-2032 (USD Billion)
- Europe Poultry Medicine/Pharmaceuticals Market, Estimates & Forecasts, 2022-2032 (USD Billion)
- Asia Pacific Poultry Medicine/Pharmaceuticals Market, Estimates & Forecasts, 2022-2032 (USD Billion)
- Latin America Poultry Medicine/Pharmaceuticals Market, Estimates & Forecasts, 2022-2032 (USD Billion)
- Middle East & Africa Poultry Medicine/Pharmaceuticals Market, Estimates & Forecasts, 2022-2032 (USD Billion)
- U.S. Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts, 2022-2032 (USD Billion)
- Germany Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts, 2022-2032 (USD Billion)
- China Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts, 2022-2032 (USD Billion)
- Brazil Poultry Medicine/Pharmaceuticals Market Estimates & Forecasts, 2022-2032 (USD Billion)
- SWOT Analysis of Key Players in the Market
- Competitive Landscape Overview of Poultry Medicine/Pharmaceuticals Market
- Market Share Analysis of Leading Poultry Pharmaceuticals Companies
- Regulatory Framework Impacting Poultry Medicine/Pharmaceuticals Market
- Industry Trends and Disruptive Innovations in Poultry Pharmaceuticals
- Porter's Five Forces Analysis of the Poultry Medicine/Pharmaceuticals Market

- PESTEL Analysis of the Poultry Medicine/Pharmaceuticals Market

This list is not complete; the final report contains more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- Global Poultry Medicine/Pharmaceuticals Market Research Methodology
- Global Poultry Medicine/Pharmaceuticals Market Estimation Techniques
- Market Size Estimates & Forecast Methods
- Global Poultry Medicine/Pharmaceuticals Market Key Trends, 2022-2032
- Growth Prospects in the Poultry Medicine/Pharmaceuticals Market, 2022-2032
- Porter's Five Forces Model for the Poultry Medicine/Pharmaceuticals Market
- PESTEL Analysis of the Poultry Medicine/Pharmaceuticals Market
- Value Chain Analysis of the Poultry Medicine/Pharmaceuticals Industry
- Global Poultry Medicine/Pharmaceuticals Market Revenue by Product, 2022 & 2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Revenue by Disease Indication, 2022 & 2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Revenue by Route of Administration, 2022 & 2032 (USD Billion)
- Global Poultry Medicine/Pharmaceuticals Market Revenue by Animal Type, 2022 & 2032 (USD Billion)
- Regional Snapshot of the Global Poultry Medicine/Pharmaceuticals Market, 2022 & 2032
- North America Poultry Medicine/Pharmaceuticals Market Size, 2022 & 2032 (USD Billion)
- Europe Poultry Medicine/Pharmaceuticals Market Size, 2022 & 2032 (USD Billion)
- Asia Pacific Poultry Medicine/Pharmaceuticals Market Size, 2022 & 2032 (USD Billion)
- Latin America Poultry Medicine/Pharmaceuticals Market Size, 2022 & 2032 (USD Billion)
- Middle East & Africa Poultry Medicine/Pharmaceuticals Market Size, 2022 & 2032 (USD Billion)
- Market Share Analysis of Key Players in the Poultry Medicine/Pharmaceuticals Market (2024)
- Technological Advancements in Poultry Pharmaceuticals Industry
- Disruptive Trends Impacting the Poultry Medicine/Pharmaceuticals Market

This list is not complete; the final report contains more than 50 figures. The list may be updated in the final deliverable.

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