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Global Wildlife Health Market Size study, by Species (Mammals, Birds, Fish, Reptiles, Amphibians), Products & Services (Pharmaceuticals [Drugs, Vaccines], Medical Devices [Diagnostics Equipment, Consumables], Veterinary Services), End-user, and Regional Forecasts 2022-2032

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Abstracts

The Global Wildlife Health Market is valued at approximately USD 2.3 billion in 2023 and is anticipated to grow with a steady yet significant compound annual growth rate of 8.90% over the forecast period 2024–2032. The intersection of biodiversity conservation, global zoonotic disease surveillance, and ecological sustainability is driving heightened awareness around wildlife health management. As ecosystems face mounting threats from urbanization, climate change, and infectious disease outbreaks, stakeholders across governments, research institutions, NGOs, and veterinary science communities are mobilizing efforts to safeguard wild animal populations. This has led to an escalating demand for integrated health solutions—including pharmaceuticals, medical diagnostics, and field-deployable veterinary services—that can address the health complexities of diverse wildlife species ranging from mammals and birds to amphibians and reptiles.

The ongoing shift toward a One Health framework—recognizing the interconnectedness of animal, human, and environmental health—has become a key catalyst for growth in this market. The emergence and re-emergence of zoonotic pathogens such as avian influenza, SARS-CoV-2, and anthrax in wildlife reservoirs have underlined the urgent need for early detection, robust immunization strategies, and responsive care infrastructures. As such, investments are being funneled into advanced diagnostics, cold-chain enabled vaccine development, portable treatment kits, and AI-enabled

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wildlife surveillance systems. Furthermore, pharmaceutical innovations targeting species-specific disease profiles are gaining traction, along with improved biosecurity protocols that help monitor and manage the health of wild populations both in situ and in controlled habitats.

Simultaneously, the integration of smart technologies and GIS-based tracking into wildlife health monitoring is enabling field veterinarians and conservationists to achieve unprecedented precision in identifying outbreaks, tracking migration-related stress, and administering therapeutic interventions. Medical devices designed for non-invasive diagnostics, remote imaging, and rapid field testing are also revolutionizing the manner in which health evaluations are conducted in remote, often challenging, ecological environments. Alongside this technological evolution, partnerships between conservation bodies and veterinary pharmaceutical firms are expanding, with tailored solutions being co-developed for high-risk ecosystems such as wetlands, marine zones, and tropical forests.

Regionally, North America commands a significant share of the global wildlife health market, primarily due to its robust wildlife conservation frameworks, strong veterinary infrastructure, and governmental funding programs. Europe, supported by stringent wildlife health regulations and biodiversity strategies, is not far behind. However, Asia Pacific is poised to register the fastest growth during the forecast period. The region’s rich biodiversity, combined with increasing human-wildlife interaction and rising government involvement in zoonosis mitigation, is catalyzing demand for wildlife health interventions. Latin America and Africa, while still emerging, offer untapped opportunities as local ecosystems face mounting pressures and international collaboration increases.

Major market player included in this report are:

Zoetis Inc.

Merck & Co., Inc.

Virbac

Boehringer Ingelheim International GmbH

Ceva Sant? Animale

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Elanco Animal Health Incorporated

IDEXX Laboratories, Inc.

Vetoquinol SA

Thermo Fisher Scientific Inc.

Biovet S.A.

Hester Biosciences Limited

Phibro Animal Health Corporation

Indian Immunologicals Ltd

Neogen Corporation

Bimeda Inc.

The detailed segments and sub-segment of the market are explained below:

By Species

Mammals

Birds

Fish

Reptiles

Amphibians

By Products & Services

Pharmaceuticals

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- Drugs
- Vaccines

Medical Devices

- Diagnostics Equipment
- Consumables

Veterinary Services

By End-user

- Government & Wildlife Agencies
- Conservation NGOs
- Research & Academic Institutes
- Zoos & Aquaria
- Others

By Region:

North America

- U.S.
- Canada

Europe

- UK

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- 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

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RoMEA

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 from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

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CHAPTER 9. COMPETITIVE INTELLIGENCE

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CHAPTER 10. RESEARCH PROCESS

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