

Global Veterinary Poc Diagnostics Market Research Report 2025(Status and Outlook)

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Abstracts

The market for veterinary point-of-care (POC) diagnostics encompasses in-clinic and on-site testing tools that enable rapid, real-time analysis of biological samples?such as blood, urine, saliva, or feces?to aid in the diagnosis, monitoring, and management of animal health conditions. These devices are designed for use by veterinarians, veterinary technicians, or pet owners in settings ranging from private clinics and emergency hospitals to farms and home environments, providing immediate results for parameters like glucose, electrolytes, infectious diseases, organ function, and hematology without the need for external laboratory processing. Key product types include handheld analyzers, test strips, lateral flow assays, and portable imaging systems, which enhance clinical decision-making, reduce turnaround times, and support preventive care across companion animals, livestock, and exotic species.

The global Veterinary Poc Diagnostics market size was estimated at USD 1875.5 million in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 8.50% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Veterinary Poc Diagnostics market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Veterinary Poc Diagnostics market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Veterinary Poc Diagnostics market.

Global Veterinary Poc Diagnostics Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Samsung Electronics
FUJIFILM
Zoetis
IDEXX Laboratories
Heska Corporation
Virbac
Thermo Fisher Scientific
Eurolyser Diagnostica
Woodley Equipment Company
Randox Laboratories
AniPOC

Carestream Health (ONEX Corporation)

Market Segmentation (by Type)

Imaging Systems

Analyzers

Reagents

Market Segmentation (by Application)

Cat

Dog

Horse

Cattle

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Veterinary Poc Diagnostics Market

Overview of the regional outlook of the Veterinary Poc Diagnostics Market:

Customization of the Report

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Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Veterinary Poc Diagnostics Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential

of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Veterinary Poc Diagnostics, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Veterinary Poc Diagnostics

1.2 Key Market Segments

1.2.1 Veterinary Poc Diagnostics Segment by Type

1.2.2 Veterinary Poc Diagnostics Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 VETERINARY POC DIAGNOSTICS MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Veterinary Poc Diagnostics Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Veterinary Poc Diagnostics Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 VETERINARY POC DIAGNOSTICS MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Veterinary Poc Diagnostics Product Life Cycle

3.3 Global Veterinary Poc Diagnostics Sales by Manufacturers (2020-2025)

3.4 Global Veterinary Poc Diagnostics Revenue Market Share by Manufacturers (2020-2025)

3.5 Veterinary Poc Diagnostics Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Veterinary Poc Diagnostics Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Veterinary Poc Diagnostics Market Competitive Situation and Trends

3.8.1 Veterinary Poc Diagnostics Market Concentration Rate

3.8.2 Global 5 and 10 Largest Veterinary Poc Diagnostics Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 VETERINARY POC DIAGNOSTICS INDUSTRY CHAIN ANALYSIS

4.1 Veterinary Poc Diagnostics Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF VETERINARY POC DIAGNOSTICS MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Veterinary Poc Diagnostics Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Veterinary Poc Diagnostics Market

5.7 ESG Ratings of Leading Companies

6 VETERINARY POC DIAGNOSTICS MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Veterinary Poc Diagnostics Sales Market Share by Type (2020-2025)

6.3 Global Veterinary Poc Diagnostics Market Size Market Share by Type (2020-2025)

6.4 Global Veterinary Poc Diagnostics Price by Type (2020-2025)

7 VETERINARY POC DIAGNOSTICS MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Veterinary Poc Diagnostics Market Sales by Application (2020-2025)
- 7.3 Global Veterinary Poc Diagnostics Market Size (M USD) by Application (2020-2025)
- 7.4 Global Veterinary Poc Diagnostics Sales Growth Rate by Application (2020-2025)

8 VETERINARY POC DIAGNOSTICS MARKET SALES BY REGION

- 8.1 Global Veterinary Poc Diagnostics Sales by Region
 - 8.1.1 Global Veterinary Poc Diagnostics Sales by Region
 - 8.1.2 Global Veterinary Poc Diagnostics Sales Market Share by Region
- 8.2 Global Veterinary Poc Diagnostics Market Size by Region
 - 8.2.1 Global Veterinary Poc Diagnostics Market Size by Region
 - 8.2.2 Global Veterinary Poc Diagnostics Market Size Market Share by Region
- 8.3 North America
 - 8.3.1 North America Veterinary Poc Diagnostics Sales by Country
 - 8.3.2 North America Veterinary Poc Diagnostics Market Size by Country
 - 8.3.3 U.S. Market Overview
 - 8.3.4 Canada Market Overview
 - 8.3.5 Mexico Market Overview
- 8.4 Europe
 - 8.4.1 Europe Veterinary Poc Diagnostics Sales by Country
 - 8.4.2 Europe Veterinary Poc Diagnostics Market Size by Country
 - 8.4.3 Germany Market Overview
 - 8.4.4 France Market Overview
 - 8.4.5 U.K. Market Overview
 - 8.4.6 Italy Market Overview
 - 8.4.7 Spain Market Overview
- 8.5 Asia Pacific
 - 8.5.1 Asia Pacific Veterinary Poc Diagnostics Sales by Region
 - 8.5.2 Asia Pacific Veterinary Poc Diagnostics Market Size by Region
 - 8.5.3 China Market Overview
 - 8.5.4 Japan Market Overview
 - 8.5.5 South Korea Market Overview
 - 8.5.6 India Market Overview
 - 8.5.7 Southeast Asia Market Overview
- 8.6 South America
 - 8.6.1 South America Veterinary Poc Diagnostics Sales by Country
 - 8.6.2 South America Veterinary Poc Diagnostics Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Veterinary Poc Diagnostics Sales by Region

8.7.2 Middle East and Africa Veterinary Poc Diagnostics Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 VETERINARY POC DIAGNOSTICS MARKET PRODUCTION BY REGION

9.1 Global Production of Veterinary Poc Diagnostics by Region(2020-2025)

9.2 Global Veterinary Poc Diagnostics Revenue Market Share by Region (2020-2025)

9.3 Global Veterinary Poc Diagnostics Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Veterinary Poc Diagnostics Production

9.4.1 North America Veterinary Poc Diagnostics Production Growth Rate (2020-2025)

9.4.2 North America Veterinary Poc Diagnostics Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Veterinary Poc Diagnostics Production

9.5.1 Europe Veterinary Poc Diagnostics Production Growth Rate (2020-2025)

9.5.2 Europe Veterinary Poc Diagnostics Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Veterinary Poc Diagnostics Production (2020-2025)

9.6.1 Japan Veterinary Poc Diagnostics Production Growth Rate (2020-2025)

9.6.2 Japan Veterinary Poc Diagnostics Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Veterinary Poc Diagnostics Production (2020-2025)

9.7.1 China Veterinary Poc Diagnostics Production Growth Rate (2020-2025)

9.7.2 China Veterinary Poc Diagnostics Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Samsung Electronics

10.1.1 Samsung Electronics Basic Information

- 10.1.2 Samsung Electronics Veterinary Poc Diagnostics Product Overview
- 10.1.3 Samsung Electronics Veterinary Poc Diagnostics Product Market Performance
- 10.1.4 Samsung Electronics Business Overview
- 10.1.5 Samsung Electronics SWOT Analysis
- 10.1.6 Samsung Electronics Recent Developments
- 10.2 FUJIFILM
 - 10.2.1 FUJIFILM Basic Information
 - 10.2.2 FUJIFILM Veterinary Poc Diagnostics Product Overview
 - 10.2.3 FUJIFILM Veterinary Poc Diagnostics Product Market Performance
 - 10.2.4 FUJIFILM Business Overview
 - 10.2.5 FUJIFILM SWOT Analysis
 - 10.2.6 FUJIFILM Recent Developments
- 10.3 Zoetis
 - 10.3.1 Zoetis Basic Information
 - 10.3.2 Zoetis Veterinary Poc Diagnostics Product Overview
 - 10.3.3 Zoetis Veterinary Poc Diagnostics Product Market Performance
 - 10.3.4 Zoetis Business Overview
 - 10.3.5 Zoetis SWOT Analysis
 - 10.3.6 Zoetis Recent Developments
- 10.4 IDEXX Laboratories
 - 10.4.1 IDEXX Laboratories Basic Information
 - 10.4.2 IDEXX Laboratories Veterinary Poc Diagnostics Product Overview
 - 10.4.3 IDEXX Laboratories Veterinary Poc Diagnostics Product Market Performance
 - 10.4.4 IDEXX Laboratories Business Overview
 - 10.4.5 IDEXX Laboratories Recent Developments
- 10.5 Heska Corporation
 - 10.5.1 Heska Corporation Basic Information
 - 10.5.2 Heska Corporation Veterinary Poc Diagnostics Product Overview
 - 10.5.3 Heska Corporation Veterinary Poc Diagnostics Product Market Performance
 - 10.5.4 Heska Corporation Business Overview
 - 10.5.5 Heska Corporation Recent Developments
- 10.6 Virbac
 - 10.6.1 Virbac Basic Information
 - 10.6.2 Virbac Veterinary Poc Diagnostics Product Overview
 - 10.6.3 Virbac Veterinary Poc Diagnostics Product Market Performance
 - 10.6.4 Virbac Business Overview
 - 10.6.5 Virbac Recent Developments
- 10.7 Thermo Fisher Scientific
 - 10.7.1 Thermo Fisher Scientific Basic Information

- 10.7.2 Thermo Fisher Scientific Veterinary Poc Diagnostics Product Overview
- 10.7.3 Thermo Fisher Scientific Veterinary Poc Diagnostics Product Market Performance
- 10.7.4 Thermo Fisher Scientific Business Overview
- 10.7.5 Thermo Fisher Scientific Recent Developments
- 10.8 Eurolyser Diagnostica
 - 10.8.1 Eurolyser Diagnostica Basic Information
 - 10.8.2 Eurolyser Diagnostica Veterinary Poc Diagnostics Product Overview
 - 10.8.3 Eurolyser Diagnostica Veterinary Poc Diagnostics Product Market Performance
 - 10.8.4 Eurolyser Diagnostica Business Overview
 - 10.8.5 Eurolyser Diagnostica Recent Developments
- 10.9 Woodley Equipment Company
 - 10.9.1 Woodley Equipment Company Basic Information
 - 10.9.2 Woodley Equipment Company Veterinary Poc Diagnostics Product Overview
 - 10.9.3 Woodley Equipment Company Veterinary Poc Diagnostics Product Market Performance
 - 10.9.4 Woodley Equipment Company Business Overview
 - 10.9.5 Woodley Equipment Company Recent Developments
- 10.10 Randox Laboratories
 - 10.10.1 Randox Laboratories Basic Information
 - 10.10.2 Randox Laboratories Veterinary Poc Diagnostics Product Overview
 - 10.10.3 Randox Laboratories Veterinary Poc Diagnostics Product Market Performance
 - 10.10.4 Randox Laboratories Business Overview
 - 10.10.5 Randox Laboratories Recent Developments
- 10.11 AniPOC
 - 10.11.1 AniPOC Basic Information
 - 10.11.2 AniPOC Veterinary Poc Diagnostics Product Overview
 - 10.11.3 AniPOC Veterinary Poc Diagnostics Product Market Performance
 - 10.11.4 AniPOC Business Overview
 - 10.11.5 AniPOC Recent Developments
- 10.12 Carestream Health (ONEX Corporation)
 - 10.12.1 Carestream Health (ONEX Corporation) Basic Information
 - 10.12.2 Carestream Health (ONEX Corporation) Veterinary Poc Diagnostics Product Overview
 - 10.12.3 Carestream Health (ONEX Corporation) Veterinary Poc Diagnostics Product Market Performance
 - 10.12.4 Carestream Health (ONEX Corporation) Business Overview
 - 10.12.5 Carestream Health (ONEX Corporation) Recent Developments

11 VETERINARY POC DIAGNOSTICS MARKET FORECAST BY REGION

11.1 Global Veterinary Poc Diagnostics Market Size Forecast

11.2 Global Veterinary Poc Diagnostics Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Veterinary Poc Diagnostics Market Size Forecast by Country

11.2.3 Asia Pacific Veterinary Poc Diagnostics Market Size Forecast by Region

11.2.4 South America Veterinary Poc Diagnostics Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Veterinary Poc Diagnostics by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)

12.1 Global Veterinary Poc Diagnostics Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Veterinary Poc Diagnostics by Type (2026-2033)

12.1.2 Global Veterinary Poc Diagnostics Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Veterinary Poc Diagnostics by Type (2026-2033)

12.2 Global Veterinary Poc Diagnostics Market Forecast by Application (2026-2033)

12.2.1 Global Veterinary Poc Diagnostics Sales (K Units) Forecast by Application

12.2.2 Global Veterinary Poc Diagnostics Market Size (M USD) Forecast by Application (2026-2033)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Veterinary Poc Diagnostics Market Size Comparison by Region (M USD)

Table 5. Global Veterinary Poc Diagnostics Sales (K Units) by Manufacturers
(2020-2025)

Table 6. Global Veterinary Poc Diagnostics Sales Market Share by Manufacturers
(2020-2025)

Table 7. Global Veterinary Poc Diagnostics Revenue (M USD) by Manufacturers
(2020-2025)

Table 8. Global Veterinary Poc Diagnostics Revenue Share by Manufacturers
(2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in
Veterinary Poc Diagnostics as of 2024)

Table 10. Global Market Veterinary Poc Diagnostics Average Price (USD/Unit) of Key
Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Veterinary Poc Diagnostics Manufacturers Market Concentration Ratio
(CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Veterinary Poc Diagnostics Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading
Countries

Table 25. Global Veterinary Poc Diagnostics Sales by Type (K Units)

Table 26. Global Veterinary Poc Diagnostics Market Size by Type (M USD)

Table 27. Global Veterinary Poc Diagnostics Sales (K Units) by Type (2020-2025)

Table 28. Global Veterinary Poc Diagnostics Sales Market Share by Type (2020-2025)
Table 29. Global Veterinary Poc Diagnostics Market Size (M USD) by Type (2020-2025)
Table 30. Global Veterinary Poc Diagnostics Market Size Share by Type (2020-2025)
Table 31. Global Veterinary Poc Diagnostics Price (USD/Unit) by Type (2020-2025)
Table 32. Global Veterinary Poc Diagnostics Sales (K Units) by Application
Table 33. Global Veterinary Poc Diagnostics Market Size by Application
Table 34. Global Veterinary Poc Diagnostics Sales by Application (2020-2025) & (K Units)
Table 35. Global Veterinary Poc Diagnostics Sales Market Share by Application (2020-2025)
Table 36. Global Veterinary Poc Diagnostics Market Size by Application (2020-2025) & (M USD)
Table 37. Global Veterinary Poc Diagnostics Market Share by Application (2020-2025)
Table 38. Global Veterinary Poc Diagnostics Sales Growth Rate by Application (2020-2025)
Table 39. Global Veterinary Poc Diagnostics Sales by Region (2020-2025) & (K Units)
Table 40. Global Veterinary Poc Diagnostics Sales Market Share by Region (2020-2025)
Table 41. Global Veterinary Poc Diagnostics Market Size by Region (2020-2025) & (M USD)
Table 42. Global Veterinary Poc Diagnostics Market Size Market Share by Region (2020-2025)
Table 43. North America Veterinary Poc Diagnostics Sales by Country (2020-2025) & (K Units)
Table 44. North America Veterinary Poc Diagnostics Market Size by Country (2020-2025) & (M USD)
Table 45. Europe Veterinary Poc Diagnostics Sales by Country (2020-2025) & (K Units)
Table 46. Europe Veterinary Poc Diagnostics Market Size by Country (2020-2025) & (M USD)
Table 47. Asia Pacific Veterinary Poc Diagnostics Sales by Region (2020-2025) & (K Units)
Table 48. Asia Pacific Veterinary Poc Diagnostics Market Size by Region (2020-2025) & (M USD)
Table 49. South America Veterinary Poc Diagnostics Sales by Country (2020-2025) & (K Units)
Table 50. South America Veterinary Poc Diagnostics Market Size by Country (2020-2025) & (M USD)
Table 51. Middle East and Africa Veterinary Poc Diagnostics Sales by Region (2020-2025) & (K Units)

Table 52. Middle East and Africa Veterinary Poc Diagnostics Market Size by Region (2020-2025) & (M USD)

Table 53. Global Veterinary Poc Diagnostics Production (K Units) by Region(2020-2025)

Table 54. Global Veterinary Poc Diagnostics Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Veterinary Poc Diagnostics Revenue Market Share by Region (2020-2025)

Table 56. Global Veterinary Poc Diagnostics Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Veterinary Poc Diagnostics Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Veterinary Poc Diagnostics Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Veterinary Poc Diagnostics Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Veterinary Poc Diagnostics Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. Samsung Electronics Basic Information

Table 62. Samsung Electronics Veterinary Poc Diagnostics Product Overview

Table 63. Samsung Electronics Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. Samsung Electronics Business Overview

Table 65. Samsung Electronics SWOT Analysis

Table 66. Samsung Electronics Recent Developments

Table 67. FUJIFILM Basic Information

Table 68. FUJIFILM Veterinary Poc Diagnostics Product Overview

Table 69. FUJIFILM Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. FUJIFILM Business Overview

Table 71. FUJIFILM SWOT Analysis

Table 72. FUJIFILM Recent Developments

Table 73. Zoetis Basic Information

Table 74. Zoetis Veterinary Poc Diagnostics Product Overview

Table 75. Zoetis Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. Zoetis Business Overview

Table 77. Zoetis SWOT Analysis

Table 78. Zoetis Recent Developments

Table 79. IDEXX Laboratories Basic Information
Table 80. IDEXX Laboratories Veterinary Poc Diagnostics Product Overview
Table 81. IDEXX Laboratories Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 82. IDEXX Laboratories Business Overview
Table 83. IDEXX Laboratories Recent Developments
Table 84. Heska Corporation Basic Information
Table 85. Heska Corporation Veterinary Poc Diagnostics Product Overview
Table 86. Heska Corporation Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 87. Heska Corporation Business Overview
Table 88. Heska Corporation Recent Developments
Table 89. Virbac Basic Information
Table 90. Virbac Veterinary Poc Diagnostics Product Overview
Table 91. Virbac Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 92. Virbac Business Overview
Table 93. Virbac Recent Developments
Table 94. Thermo Fisher Scientific Basic Information
Table 95. Thermo Fisher Scientific Veterinary Poc Diagnostics Product Overview
Table 96. Thermo Fisher Scientific Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 97. Thermo Fisher Scientific Business Overview
Table 98. Thermo Fisher Scientific Recent Developments
Table 99. Eurolyser Diagnostica Basic Information
Table 100. Eurolyser Diagnostica Veterinary Poc Diagnostics Product Overview
Table 101. Eurolyser Diagnostica Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 102. Eurolyser Diagnostica Business Overview
Table 103. Eurolyser Diagnostica Recent Developments
Table 104. Woodley Equipment Company Basic Information
Table 105. Woodley Equipment Company Veterinary Poc Diagnostics Product Overview
Table 106. Woodley Equipment Company Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)
Table 107. Woodley Equipment Company Business Overview
Table 108. Woodley Equipment Company Recent Developments
Table 109. Randox Laboratories Basic Information
Table 110. Randox Laboratories Veterinary Poc Diagnostics Product Overview
Table 111. Randox Laboratories Veterinary Poc Diagnostics Sales (K Units), Revenue

(M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 112. Randox Laboratories Business Overview

Table 113. Randox Laboratories Recent Developments

Table 114. AniPOC Basic Information

Table 115. AniPOC Veterinary Poc Diagnostics Product Overview

Table 116. AniPOC Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 117. AniPOC Business Overview

Table 118. AniPOC Recent Developments

Table 119. Carestream Health (ONEX Corporation) Basic Information

Table 120. Carestream Health (ONEX Corporation) Veterinary Poc Diagnostics Product Overview

Table 121. Carestream Health (ONEX Corporation) Veterinary Poc Diagnostics Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 122. Carestream Health (ONEX Corporation) Business Overview

Table 123. Carestream Health (ONEX Corporation) Recent Developments

Table 124. Global Veterinary Poc Diagnostics Sales Forecast by Region (2026-2033) & (K Units)

Table 125. Global Veterinary Poc Diagnostics Market Size Forecast by Region (2026-2033) & (M USD)

Table 126. North America Veterinary Poc Diagnostics Sales Forecast by Country (2026-2033) & (K Units)

Table 127. North America Veterinary Poc Diagnostics Market Size Forecast by Country (2026-2033) & (M USD)

Table 128. Europe Veterinary Poc Diagnostics Sales Forecast by Country (2026-2033) & (K Units)

Table 129. Europe Veterinary Poc Diagnostics Market Size Forecast by Country (2026-2033) & (M USD)

Table 130. Asia Pacific Veterinary Poc Diagnostics Sales Forecast by Region (2026-2033) & (K Units)

Table 131. Asia Pacific Veterinary Poc Diagnostics Market Size Forecast by Region (2026-2033) & (M USD)

Table 132. South America Veterinary Poc Diagnostics Sales Forecast by Country (2026-2033) & (K Units)

Table 133. South America Veterinary Poc Diagnostics Market Size Forecast by Country (2026-2033) & (M USD)

Table 134. Middle East and Africa Veterinary Poc Diagnostics Sales Forecast by Country (2026-2033) & (Units)

Table 135. Middle East and Africa Veterinary Poc Diagnostics Market Size Forecast by

Country (2026-2033) & (M USD)

Table 136. Global Veterinary Poc Diagnostics Sales Forecast by Type (2026-2033) & (K Units)

Table 137. Global Veterinary Poc Diagnostics Market Size Forecast by Type (2026-2033) & (M USD)

Table 138. Global Veterinary Poc Diagnostics Price Forecast by Type (2026-2033) & (USD/Unit)

Table 139. Global Veterinary Poc Diagnostics Sales (K Units) Forecast by Application (2026-2033)

Table 140. Global Veterinary Poc Diagnostics Market Size Forecast by Application (2026-2033) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Veterinary Poc Diagnostics
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Veterinary Poc Diagnostics Market Size (M USD), 2024-2033
- Figure 5. Global Veterinary Poc Diagnostics Market Size (M USD) (2020-2033)
- Figure 6. Global Veterinary Poc Diagnostics Sales (K Units) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Veterinary Poc Diagnostics Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Veterinary Poc Diagnostics Product Life Cycle
- Figure 13. Veterinary Poc Diagnostics Sales Share by Manufacturers in 2024
- Figure 14. Global Veterinary Poc Diagnostics Revenue Share by Manufacturers in 2024
- Figure 15. Veterinary Poc Diagnostics Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Veterinary Poc Diagnostics Average Price (USD/Unit) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Veterinary Poc Diagnostics Revenue in 2024
- Figure 18. Industry Chain Map of Veterinary Poc Diagnostics
- Figure 19. Global Veterinary Poc Diagnostics Market PEST Analysis
- Figure 20. Global Veterinary Poc Diagnostics Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Veterinary Poc Diagnostics Market Share by Type
- Figure 27. Sales Market Share of Veterinary Poc Diagnostics by Type (2020-2025)
- Figure 28. Sales Market Share of Veterinary Poc Diagnostics by Type in 2024
- Figure 29. Market Size Share of Veterinary Poc Diagnostics by Type (2020-2025)
- Figure 30. Market Size Share of Veterinary Poc Diagnostics by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Veterinary Poc Diagnostics Market Share by Application

Figure 33. Global Veterinary Poc Diagnostics Sales Market Share by Application (2020-2025)

Figure 34. Global Veterinary Poc Diagnostics Sales Market Share by Application in 2024

Figure 35. Global Veterinary Poc Diagnostics Market Share by Application (2020-2025)

Figure 36. Global Veterinary Poc Diagnostics Market Share by Application in 2024

Figure 37. Global Veterinary Poc Diagnostics Sales Growth Rate by Application (2020-2025)

Figure 38. Global Veterinary Poc Diagnostics Sales Market Share by Region (2020-2025)

Figure 39. Global Veterinary Poc Diagnostics Market Size Market Share by Region (2020-2025)

Figure 40. North America Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 41. North America Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 42. North America Veterinary Poc Diagnostics Sales Market Share by Country in 2024

Figure 43. North America Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Veterinary Poc Diagnostics Market Size Market Share by Country in 2024

Figure 45. U.S. Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 46. U.S. Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Veterinary Poc Diagnostics Sales (K Units) and Growth Rate (2020-2025)

Figure 48. Canada Veterinary Poc Diagnostics Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Veterinary Poc Diagnostics Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Veterinary Poc Diagnostics Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 52. Europe Veterinary Poc Diagnostics Sales Market Share by Country in 2024

Figure 53. Europe Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Veterinary Poc Diagnostics Market Size Market Share by Country in 2024

Figure 55. Germany Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 56. Germany Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 58. France Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 60. U.K. Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 62. Italy Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 64. Spain Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Veterinary Poc Diagnostics Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Veterinary Poc Diagnostics Sales Market Share by Region in 2024

Figure 67. Asia Pacific Veterinary Poc Diagnostics Market Size Market Share by Region in 2024

Figure 68. China Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Veterinary Poc Diagnostics Sales and Growth Rate (K Units)

Figure 79. South America Veterinary Poc Diagnostics Sales Market Share by Country in 2024

Figure 80. South America Veterinary Poc Diagnostics Market Size and Growth Rate (M USD)

Figure 81. South America Veterinary Poc Diagnostics Market Size Market Share by Country in 2024

Figure 82. Brazil Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Veterinary Poc Diagnostics Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Veterinary Poc Diagnostics Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Veterinary Poc Diagnostics Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Veterinary Poc Diagnostics Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Veterinary Poc Diagnostics Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Veterinary Poc Diagnostics Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Veterinary Poc Diagnostics Production Market Share by Region (2020-2025)

Figure 103. North America Veterinary Poc Diagnostics Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Veterinary Poc Diagnostics Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Veterinary Poc Diagnostics Production (K Units) Growth Rate (2020-2025)

Figure 106. China Veterinary Poc Diagnostics Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Veterinary Poc Diagnostics Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Veterinary Poc Diagnostics Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Veterinary Poc Diagnostics Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Veterinary Poc Diagnostics Market Share Forecast by Type (2026-2033)

Figure 111. Global Veterinary Poc Diagnostics Sales Forecast by Application (2026-2033)

Figure 112. Global Veterinary Poc Diagnostics Market Share Forecast by Application (2026-2033)

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