

Global Pet Virus Test Kits Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Pet Virus Test Kits market size was valued at US\$ 468 million in 2025 and is forecast to a readjusted size of US\$ 646 million by 2032 with a CAGR of 4.7% during review period.

Pet Virus Test Kits are in vitro diagnostic products used to detect viral infections in companion animals such as dogs and cats. These kits typically use lateral flow immunoassay, fluorescence immunoassay, ELISA, PCR, or qPCR technologies to screen or confirm common viral pathogens, including canine parvovirus, canine distemper virus, canine coronavirus, feline panleukopenia virus, feline calicivirus, feline herpesvirus, feline leukemia virus, and feline immunodeficiency virus. The products usually consist of test strips, test cards, reaction tubes, buffers, microplates, nucleic acid extraction reagents, or amplification reagents, and are widely used in veterinary hospitals, clinics, reference laboratories, animal shelters, and breeding facilities for early disease identification, clinical diagnosis, and infection control. The global Pet Virus Diagnostic Kit market can be estimated based on annual test volume and average selling price. Assuming annual demand of around 50 million tests and an average ex-factory or channel-level price of USD 6?12 per unit. Lateral-flow rapid test kits account for the majority of test volume, while PCR/qPCR, ELISA, and multiplex diagnostic kits contribute higher ASPs and incremental revenue growth.

The upstream supply chain of Pet Virus Test Kits includes antigens, antibodies, enzymes, primers and probes, nucleic acid extraction materials, nitrocellulose membranes, colloidal gold particles, fluorescent microspheres, plastic cassettes, reaction tubes, packaging materials, and components for diagnostic instruments. The stability, specificity, and batch-to-batch consistency of core raw materials directly affect

product sensitivity and accuracy. Midstream players are veterinary diagnostic reagent manufacturers responsible for pathogen selection, antibody development, reagent formulation, process scale-up, quality control, and regulatory registration. Downstream customers mainly include veterinary hospitals, clinics, reference laboratories, animal shelters, and breeding institutions, with products reaching the market through direct sales, distributors, veterinary consumable channels, e-commerce platforms, and branded diagnostic systems.

According to data from the company's 'Pet Products Research Center', the global pet industry will reach US\$246 billion in 2022, a year-on-year increase of 11.3%. The United States has the highest pet penetration rate and is also the largest pet consumer market. According to data from the American Pet Products Association (APPA), 66% of American households own pets, and the total industry sales are approximately US\$136.8 billion, an increase of 10.8% from 2021. . IVH, the German Pet Products Industry Association, stated that the number of pets in Germany will be as high as 33.4 million in 2022, with a total turnover of nearly 6.5 billion euros. The '2023 China Pet Industry Trend Insights White Paper' released by JD.com shows that China's pet industry is showing a trend of 'red ocean near, blue ocean far away'. In 2023, the number of pet-raising households in China will exceed 100 million, and the market size will reach 129.6 billion yuan. Specifically, the market sizes of the four major physical pet products are all increasing year by year: pet supplies account for 45%, pet staple food accounts for nearly 35%, pet snacks account for 12%, and pet medicine and health care account for 9%. Pet medical care is the pet industry's economic industry second only to pet food. In the UK, annual spending on veterinary and other pet services has increased from ?2.6 billion in 2015 to ?4 billion in 2021, a 54% increase in just six years. Data from Vetnosis shows that the value of the global animal health industry increased by 12% in 2021, reaching \$38.3 billion.

This report is a detailed and comprehensive analysis for global Pet Virus Test Kits market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Pet Virus Test Kits market size and forecasts, in consumption value (\$ Million),

sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Virus Test Kits market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Virus Test Kits market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Pet Virus Test Kits market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries

- To assess the growth potential for Pet Virus Test Kits

- To forecast future growth in each product and end-use market

- To assess competitive factors affecting the marketplace

This report profiles key players in the global Pet Virus Test Kits market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include IDEXX Laboratories, Zoetis Diagnostics, Antech, Virbac Diagnostics, BIONOTE, MEGACOR Diagnostik, Biogal Galed Labs, BioSella, Urano Diagnostics, Fassisi, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Pet Virus Test Kits market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This

analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Lateral Flow Rapid Test Kits

Fluorescence Immunoassay / ELISA Kits

PCR/qPCR and Molecular Diagnostic Kits

Multiplex Diagnostic Kits

Market segment by Target of Testing

Canine Virus Diagnostic Kits

Feline Virus Diagnostic Kits

Companion Animal Virus Diagnostic Kits

Market segment by Product Combination Form

Single-Target Virus Test Kits

Dual or Triple Combination Test Kits

Multiplex Pathogen Panel Kits

Instrument-Based Quantitative Kits

Market segment by Application

Veterinary Hospitals and Clinics

Veterinary Reference Laboratories

Animal Shelters, Breeding and Rescue Centers

Others

Major players covered

IDEXX Laboratories

Zoetis Diagnostics

Antech

Virbac Diagnostics

BIONOTE

MEGACOR Diagnostik

Biogal Galed Labs

BioSellal

Urano Diagnostics

Fassisi

RapiGEN

BioGuard

Ring Biotechnology

Tianlong Science and Technology

Qingdao Hightop Biotech

Hangzhou Evegen Biotech

Hangzhou Frenovo Biotech

Hangzhou AllTest Biotech

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Pet Virus Test Kits product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Pet Virus Test Kits, with price, sales quantity, revenue, and global market share of Pet Virus Test Kits from 2021 to 2026.

Chapter 3, the Pet Virus Test Kits competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Pet Virus Test Kits breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Pet Virus Test Kits market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Pet Virus Test Kits.

Chapter 14 and 15, to describe Pet Virus Test Kits sales channel, distributors, customers, research findings and conclusion.

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