

Global Pet Virus Testing Card Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Pet Virus Testing Card market size is expected to reach \$ 646 million by 2032, rising at a market growth of 4.7% CAGR during the forecast period (2026-2032).

Pet Virus Testing Cards 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 Testing Cards 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.

The Pet Virus Diagnostic Kit market is supported by the upgrading of pet healthcare consumption, rising veterinary visit rates, increasing awareness of canine and feline infectious disease screening, and the growing adoption of point-of-care testing in veterinary clinics. Demand is relatively resilient and recurring. Lateral flow rapid test kits currently dominate the market due to their ease of use, fast turnaround time, and relatively low cost, making them suitable for routine screening and primary veterinary clinics. Meanwhile, as pet healthcare moves toward more precise diagnostics, PCR, qPCR, fluorescence immunoassay, and multiplex testing products are gaining penetration. In the future, market competition is expected to shift from pure price competition toward a broader contest in diagnostic accuracy, product portfolio depth, channel coverage, brand trust, and instrument-reagent integration.

This report studies the global Pet Virus Testing Card production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Pet Virus Testing Card and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Pet Virus Testing Card that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Pet Virus Testing Card total production and demand, 2021-2032, (K Units)

Global Pet Virus Testing Card total production value, 2021-2032, (USD Million)

Global Pet Virus Testing Card production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Pet Virus Testing Card consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Pet Virus Testing Card domestic production, consumption, key domestic manufacturers and share

Global Pet Virus Testing Card production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Pet Virus Testing Card production by Type, production, value, CAGR,

2021-2032, (USD Million) & (K Units)

Global Pet Virus Testing Card production by Application, production, value, CAGR,
2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Pet Virus Testing Card market based on the following parameters - company overview, production, value, 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.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Pet Virus Testing Card market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Pet Virus Testing Card Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Pet Virus Testing Card Market, Segmentation by Type:

Lateral Flow Rapid Test Kits

Fluorescence Immunoassay / ELISA Kits

PCR/qPCR and Molecular Diagnostic Kits

Multiplex Diagnostic Kits

Global Pet Virus Testing Card Market, Segmentation by Target of Testing:

Canine Virus Diagnostic Kits

Feline Virus Diagnostic Kits

Companion Animal Virus Diagnostic Kits

Global Pet Virus Testing Card Market, Segmentation by Product Combination Form:

Single-Target Virus Test Kits

Dual or Triple Combination Test Kits

Multiplex Pathogen Panel Kits

Instrument-Based Quantitative Kits

Global Pet Virus Testing Card Market, Segmentation by Application:

Veterinary Hospitals and Clinics

Veterinary Reference Laboratories

Animal Shelters, Breeding and Rescue Centers

Others

Companies Profiled:

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

Key Questions Answered:

1. How big is the global Pet Virus Testing Card market?
2. What is the demand of the global Pet Virus Testing Card market?
3. What is the year over year growth of the global Pet Virus Testing Card market?
4. What is the production and production value of the global Pet Virus Testing Card market?
5. Who are the key producers in the global Pet Virus Testing Card market?
6. What are the growth factors driving the market demand?

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