

Latin America Veterinary Rapid Tests Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

Latin America Veterinary Rapid Tests Market was valued at USD 76.6 million in 2024 and is estimated to grow at a CAGR of 10.2% to reach USD 198.5 million by 2034.

The market growth is driven by increasing pet ownership, rising demand for early and accurate disease diagnosis in animals, and the growing awareness of zoonotic diseases. Veterinary rapid tests play a vital role in detecting infectious diseases, monitoring herd health, and ensuring food safety in livestock, offering quick, cost-effective, and reliable diagnostic solutions. The expansion of veterinary healthcare infrastructure across Latin America, combined with government initiatives to control animal-borne diseases, is fueling the adoption of rapid diagnostic technologies. Furthermore, the surge in companion animal healthcare spending and the rise in livestock production for food security are strengthening the market outlook.

In terms of product type, the rapid test kits segment led the market in 2024, generating USD 62.5 million. These kits are widely used for point-of-care testing due to their ease of use, affordability, and quick turnaround times, enabling veterinarians and farmers to make timely decisions in both companion and livestock health management. Rapid test kits are particularly favored in rural and farm settings where access to laboratory infrastructure is limited, making them essential for controlling disease outbreaks in large herds. The rising prevalence of diseases such as parvovirus, brucellosis, and avian influenza has further boosted demand for these kits. Continuous advancements in kit sensitivity, portability, and multiplexing capabilities are expected to enhance their adoption over the coming years.

The companion animals segment accounted for the highest share in 2024, valued at

USD 57.1 million. The increasing trend of pet humanization in Latin America, coupled with growing disposable incomes, has driven higher spending on pet healthcare services, including diagnostics. Pet owners are becoming more proactive in seeking preventive healthcare solutions, fueling demand for rapid diagnostic tests to detect conditions such as heartworm, feline leukemia, and Lyme disease at an early stage. Meanwhile, the livestock segment continues to be critical, as veterinary rapid tests are instrumental in maintaining herd productivity, ensuring food safety, and reducing the economic impact of animal diseases on farmers and producers.

Brazil Veterinary Rapid Tests Market generated USD 37.98 million in 2024, supported by its large livestock population, expanding pet adoption rates, and government-led vaccination and disease control programs. Mexico and Argentina also represent key markets, driven by strong demand for livestock diagnostics and rising pet ownership. Across the region, investments in veterinary clinics, growing awareness of animal health, and collaborations between diagnostic companies and local distributors are further boosting market growth.

The competitive landscape of the Latin America Veterinary Rapid Tests Market is shaped by innovation, affordability, and strategic collaborations. Key players in the market include Zoetis Inc., IDEXX Laboratories, Heska Corporation, Virbac, Neogen Corporation, BioNote Inc., and Fassisi GmbH. These companies are focusing on expanding their product portfolios, developing highly sensitive diagnostic kits, and strengthening their distribution networks across Latin America to meet the rising demand for rapid, reliable veterinary diagnostics.

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