Veterinary Point of Care Diagnostics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

The Global Veterinary Point Of Care Diagnostics Market was valued at USD 2.4 billion in 2024 and is estimated to grow at a CAGR of 10.2% to reach USD 6.2 billion by 2034. The surge reflects increasing rates of infectious diseases in animals and the growing concern over zoonotic illnesses crossing between species. As pet ownership and livestock populations expand, the need for rapid, on site testing has intensified. Clinics and labs are responding by deploying advanced diagnostic tools that boast quick results and portability, thanks in part to AI and IoT-enabled platforms that enhance accuracy and streamline animal health management.

Together with better access to veterinary care and rising pet insurance adoption, these trends are fueling confidence in point-of-care testing and accelerating market growth. As more pet owners prioritize preventive care and early disease detection, they are increasingly relying on rapid diagnostics available at the point of care for faster treatment decisions. This growing demand is encouraging veterinary clinics and hospitals to invest in advanced, portable diagnostic tools that provide accurate, real-time results without the delays of external lab testing. Additionally, the convenience and reliability offered by these tools are reinforcing the perception of quality care, making pet owners more willing to engage in regular veterinary checkups and health monitoring, thereby propelling sustained growth across the entire veterinary diagnostics sector.

The consumables segment from the veterinary point-of-care diagnostics market generated USD 1.6 billion in 2024. They include cartridges, reagents, test kits, and assays—essential for each point of care procedure and necessitating frequent replenishment. This continuous requirement supports reliable recurring revenue as testing volumes climb. As clinics and hospitals expand, demand for portable and easy

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use consumables grows, enabling immediate results and reduced waiting times, which pet owners and professionals appreciate.

The clinical biochemistry segment held a 35.1% share in 2024, driven by its central role in evaluating metabolism, organ function, infection, and inflammation. Tests in this segment include panels for liver, kidney, electrolytes, glucose, and sepsis biomarkers. Widespread adoption in veterinary clinics and labs underscores their importance in timely diagnosis and treatment, especially critical in emergency and chronic conditions.

Europe Veterinary Point of Care Diagnostics Market reached USD 605.8 million in 2024 and is poised for strong future growth. Rising awareness around rapid animal diagnostics, backed by government initiatives targeting zoonotic and livestock diseases, is accelerating adoption. Enhanced by innovations in microfluidics, immunoassays, and portable molecular testing, along with collaborations between diagnostic firms and veterinary organizations, the European market is advancing rapidly.

Key companies in the Veterinary Point of Care Diagnostics Market include IDEXX Laboratories, GE Healthcare, Zoetis, Thermo Fisher Scientific, Mindray, BioMerieux, Antech, FUJIFILM SonoSite, Eurolyser Diagnostics, Randox Laboratories, Carestream Health, Esaote, NeuroLogica, Biotangents, Virbac, Woodley Equipment. Diagnostic providers are strengthening their market foothold through product innovation, expanding partnerships, and strategic pricing. Companies prioritize R&D to enhance test sensitivity, portability, and integration with AI and cloud platforms. They forge alliances with veterinary clinics, animal health networks, and government agencies to expand distribution and embed solutions in standard care protocols. Bundling consumables with equipment and offering subscription or reagent replenishment programs secures recurring revenues while maintaining clinician loyalty. Regional expansions and collaborations with local distributors enable customized solutions for diverse markets. Additionally, competitive pricing, bundled service contracts, and warranty schemes help differentiate offerings. A dual emphasis on technological excellence and customer support allows players to maintain relevance and capture share in a rapidly growing, outcome driven sector.

Companies Mentioned

Antech, BioMerieux, Biotangents, Carestream Health, Esaote, Eurolyser Diagnostica, FUJIFILM SonoSite, GE Healthcare, IDEXX Laboratories, Mindray, NeuroLogica, Randox Laboratories, Thermo Fisher Scientific, Virbac, Woodley Equipment, Zoetis

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