

China Companion Animal Health Market Size, Share & Trends Analysis Report By Type (Medicine, Diagnostics), By Animal Type (Dogs, Cats), By Diagnosis Method, By Product, By Indication, And Segment Forecasts, 2021 - 2028

<https://marketpublishers.com/r/C7B173710706EN.html>

Date: December 2021

Pages: 105

Price: US\$ 5,950.00 (Single User License)

ID: C7B173710706EN

Abstracts

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China Companion Animal Health Market Growth & Trends

The China companion animal health market size is anticipated to reach USD 2.24 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 11.3% from 2021 to 2028. The key factors driving the market growth include rising initiatives by key market players, a growing pet population, and high usage of e-commerce channels.

The COVID-19 pandemic had a significant impact on the market in 2020. The adverse effects of the pandemic include supply chain bottlenecks, decreased sales & marketing initiatives, and dampened demand. However, pet ownership and expenditure continued to rise in the country during 2020. Even during the pandemic, online sales of the pet industry showed accelerated growth after an initial slump, as reported by China Daily. Key factors identified for this growth include increasing per capita GDP and pet humanization. For instance, according to the World Bank estimates, per capita GDP in China, in 2020, was USD 10,500, notably greater than the per capita GDP of USD 8,066 in 2015 and USD 4,550 in 2010.

The rising pet population in China is a key factor driving the market growth. The RADII Media reported that in 2020, the popularity of cats as pets was growing rapidly across

China. The main reason identified for this trend was cats being relatively low-maintenance pets as compared to pet dogs. As per the Shanghai United Media Group, the preference for exotic and other companion animals is increasing among the young population in the country. Key factors fueling this growth include certain pets needing less upkeep as compared to dogs or horses. For example, geckos or small mammals require much less space, energy, and time from the pet owner as compared to mainstream pets.

Increasing usage of online channels for purchasing pet products is anticipated to propel the market in the coming years. China Daily reported that in 2019, online sales of the pet industry crossed 30 billion Yuan, or about USD 4.3 billion. 70% of the total sales were accounted for by e-commerce giants, such as Tmall and Taobao, as reported at Pet Fair Asia 2020. Key market players leveraged this opportunity to strengthen their market presence. In February 2019, Boehringer Ingelheim, for instance, launched the first-of-its-kind flagship store by a multinational animal health company on Tmall for pet parasiticides. The store was launched to provide customers with a reliable and convenient online purchasing channel for the company's full range of pet parasiticides.

China Companion Animal Health Market Report Highlights

The companion animal medicine segment accounted for the highest share of the market in 2020 owing to the increased awareness about pet health and the high prevalence of diseases in pets

Dogs represented the largest segment by animal type for both companion animal medicine as well as diagnostics markets in 2020

By indication, non-infectious diseases dominated the China pet medicine as well as diagnostics markets in 2020

The growth can be credited to the high awareness about animal health & diseases and increased pet expenditure & pet humanization

Global trends, such as the One Health initiative, are expected to further propel awareness about animal health and boost the demand for medicines and diagnostics products for pets

In June 2020, the World Bank Group approved a loan of USD 300 million to help strengthen select national and provincial systems in China to lower the risk of

zoonoses and other emerging health threats as part of the Emerging Infectious Diseases Prevention, Preparedness and Response Project

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation and Scope
 - 1.1.1 Segment scope
 - 1.1.2 Regional scope
 - 1.1.3 Estimates and forecast timeline
- 1.2 Research Methodology
- 1.3 Information procurement
 - 1.3.1 Purchased database
 - 1.3.2 GVR's internal database
 - 1.3.3 Secondary sources
 - 1.3.4 Primary research
 - 1.3.5 Details of primary research
- 1.4 Information or Data Analysis
 - 1.4.1 Data analysis models
- 1.5 Market Formulation & Validation
- 1.6 Model Details
- 1.7 List of Secondary Sources
- 1.8 Objectives

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 China Companion Animal Health Market Summary

CHAPTER 3 CHINA COMPANION ANIMAL HEALTH MARKET VARIABLES, TRENDS & SCOPE

- 3.1 Market Lineage Outlook
 - 3.1.1. Parent Market Outlook
 - 3.1.2. Related/Ancillary Market Outlook
- 3.2. Penetration & Growth Prospect Mapping, 2020
- 3.3 China Companion Animal Health Market Dynamics
 - 3.3.1 Market driver analysis
 - 3.3.2 Market restraint analysis
- 3.4 China Companion Animal Health Market Analysis Tools: Porter's
 - 3.4.1 Supplier Power
 - 3.4.2. Buyer Power

- 3.4.3. Substitution Threat
- 3.4.4. Threat of New Entrants
- 3.4.5. Competitive Rivalry
- 3.5 China Companion Animal Health Industry Analysis - PEST (Political & Legal, Economic, Social, and Technological)
 - 3.5.1 Political/Legal Landscape
 - 3.5.2 Economic Landscape
 - 3.5.3 Social Landscape
 - 3.5.4 Technology Landscape
- 3.6. Unmet Needs in Companion Animal Health Market
- 3.7. Pet Drug Development Analysis
- 3.8. Pipeline analysis
- 3.9. Access Path of Pet Medicine Market (U.S., Europe, APAC)
 - 3.9.1. Regulatory Scenario for Drug Approval
 - 3.9.2. Market Entry Strategies
 - 3.9.2.1. Opportunity Analysis
 - 3.9.2.2. Trends in the Pet Medicine Market
 - 3.9.2.3. List of Major 5 Competitors Regulatory Landscape

CHAPTER 4 COVID-19 IMPACT ANALYSIS

- 4.1 COVID-19 Disease Prevalence
- 4.2 Current and Future Impact Analysis
- 4.3 Impact of COVID-19 on Market Players

CHAPTER 5 CHINA COMPANION ANIMAL HEALTH MARKET: SEGMENT ANALYSIS, BY TYPE, 2016 - 2028 (USD MILLION)

- 5.1 Type Market Share Analysis, 2020 & 2028
- 5.2 China Companion Animal Health Market, by Type, 2016 to 2028
- 5.3 Companion Animal Medicine
 - 5.3.1 Companion Animal Medicine market, 2016 - 2028 (USD Million)
- 5.4 Companion Animal Diagnostics
 - 5.4.1 Companion Animal Diagnostics market, 2016 - 2028 (USD Million)

CHAPTER 6 CHINA COMPANION ANIMAL MEDICINE MARKET: SEGMENT ANALYSIS, BY ANIMAL TYPE, 2016 - 2028 (USD MILLION)

- 6.1 Animal Type Market Share Analysis, 2020 & 2028

6.2 China Companion Animal Medicine market, by Animal Type, 2016 to 2028

6.3 Dogs

6.3.1 Dogs market, 2016 - 2028 (USD Million)

6.4 Equine

6.4.1 Equine market, 2016 - 2028 (USD Million)

6.5 Cats

6.5.1 Cats market, 2016 - 2028 (USD Million)

6.6 Others

6.6.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 7 CHINA COMPANION ANIMAL MEDICINE MARKET: SEGMENT ANALYSIS, BY INDICATION, 2016 - 2028 (USD MILLION)

7.1 Indication Market Share Analysis, 2020 & 2028

7.2 China Companion Animal Medicine Market, by Indication, 2016 to 2028

7.3 Infectious Diseases

7.3.1 Infectious Diseases market, 2016 - 2028 (USD Million)

7.4 Non-Infectious Diseases

7.4.1 Non-Infectious Diseases market, 2016 - 2028 (USD million)

7.5 General Ailments

7.5.1 General Ailments market, 2016 - 2028 (USD Million)

7.6 Others

7.6.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 8 CHINA COMPANION ANIMAL MEDICINE MARKET: SEGMENT ANALYSIS, BY PRODUCT, 2016 - 2028 (USD MILLION)

8.1 Product Market Share Analysis, 2020 & 2028

8.2 China Companion Animal Medicine Market, by Product, 2016 to 2028

8.3 Vaccines

8.3.1 Vaccines market, 2016 - 2028 (USD Million)

8.4 Pharmaceuticals

8.4.1 Pharmaceuticals market, 2016 - 2028 (USD Million)

8.5 Feed Additives

8.5.1 Feed Additives market, 2016 - 2028 (USD Million)

CHAPTER 9 CHINA COMPANION ANIMAL DIAGNOSTICS MARKET: SEGMENT ANALYSIS, BY ANIMAL TYPE, 2016 - 2028 (USD MILLION)

- 9.1 Animal Type Market Share Analysis, 2020 & 2028
- 9.2 China Companion Animal Diagnostics Market, by Animal Type, 2016 to 2028
- 9.3 Dogs
 - 9.3.1 Dogs market, 2016 - 2028 (USD Million)
- 9.4 Equine
 - 9.4.1 Equine market, 2016 - 2028 (USD Million)
- 9.5 Cats
 - 9.5.1 Cats market, 2016 - 2028 (USD Million)
- 9.6 Others
 - 9.6.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 10 CHINA COMPANION ANIMAL DIAGNOSTICS MARKET: SEGMENT ANALYSIS, BY INDICATION, 2016 - 2028 (USD MILLION)

- 10.1 Indication Market Share Analysis, 2020 & 2028
- 10.2 China Companion Animal Diagnostics Market, by Indication, 2016 to 2028
- 10.3 Infectious Diseases
 - 10.3.1 Infectious Diseases market, 2016 - 2028 (USD Million)
- 10.4 Non-Infectious Diseases
 - 10.4.1 Non-Infectious Diseases market, 2016 - 2028 (USD million)
- 10.5 General Ailments
 - 10.5.1 General Ailments market, 2016 - 2028 (USD Million)
- 10.6 Others
 - 10.6.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 11 CHINA COMPANION ANIMAL DIAGNOSTICS MARKET: SEGMENT ANALYSIS, BY DIAGNOSIS METHOD, 2016 - 2028 (USD MILLION)

- 11.1 Diagnosis Method Market Share Analysis, 2020 & 2028
- 11.2 China Companion Animal Diagnostics Market, by Diagnosis Method, 2016 to 2028
- 11.3 Analytical Services
 - 11.3.1 Analytical Services market, 2016 - 2028 (USD Million)
- 11.4 Diagnostic Imaging
 - 11.4.1 Diagnostic Imaging market, 2016 - 2028 (USD Million)
- 11.5 Bacteriology
 - 11.5.1 Bacteriology market, 2016 - 2028 (USD Million)
- 11.6 Pathology
 - 11.6.1 Pathology market, 2016 - 2028 (USD Million)
- 11.7 Molecular Diagnostics

- 11.7.1 Molecular Diagnostics market, 2016 - 2028 (USD Million)
- 11.8 Immunoassays
 - 11.8.1 Immunoassays market, 2016 - 2028 (USD Million)
- 11.9 Parasitology
 - 11.9.1 Parasitology market, 2016 - 2028 (USD Million)
- 11.10 Serology
 - 11.10.1 Serology market, 2016 - 2028 (USD Million)
- 11.11 Virology
 - 11.11.1 Virology market, 2016 - 2028 (USD Million)

CHAPTER 12 CHINA COMPANION ANIMAL HEALTH MARKET - COMPETITIVE ANALYSIS

- 12.1 Market Participant Categorization
 - 12.1.1. Company Market Position Analysis
 - 12.1.2. Synergy Analysis: Major Deals & Strategic Alliances
- 12.2. List of Major Players in China Pet Medicine Market
- 12.3 List of Major Players in China Pet Diagnostics Market
- 12.4 List of Key Small Molecule Drugs
- 12.5 List of Blockbuster Pet Drugs

CHAPTER 13 CHINA COMPANION ANIMAL HEALTH MARKET - COMPANY PROFILES

- 13.1 Boehringer Ingelheim International GmbH
 - 13.1.1 Company overview
 - 13.1.2 Financial performance
 - 13.1.3 Product benchmarking
 - 13.1.4 Strategic initiatives
- 13.2 Elanco
 - 13.2.1 Company overview
 - 13.2.2 Financial performance
 - 13.2.3 Product benchmarking
 - 13.2.4 Strategic initiatives
- 13.3 Merck & Co., Inc.
 - 13.3.1 Company overview
 - 13.3.2 Financial performance
 - 13.3.3 Product benchmarking
 - 13.3.4 Strategic initiatives

13.4 Zoetis

- 13.4.1 Company overview
- 13.4.2 Financial performance
- 13.4.3 Product benchmarking
- 13.4.4 Strategic initiatives

13.5 Ceva

- 13.5.1 Company overview
- 13.5.2 Financial performance
- 13.5.3 Product benchmarking
- 13.5.4 Strategic initiatives

13.6 Virbac

- 13.6.1 Company overview
- 13.6.2 Financial performance
- 13.6.3 Product benchmarking
- 13.6.4 Strategic initiatives

13.7 Bimeda, Inc.

- 13.7.1 Company overview
- 13.7.2 Financial performance
- 13.7.3 Product benchmarking
- 13.7.4 Strategic initiatives

13.8 IDEXX Laboratories

- 13.8.1 Company overview
- 13.8.2 Financial performance
- 13.8.3 Product benchmarking
- 13.8.4 Strategic initiatives

13.9 Thermo Fisher Scientific

- 13.9.1 Company overview
- 13.9.2 Financial performance
- 13.9.3 Product benchmarking
- 13.9.4 Strategic initiatives

13.10 Randox Laboratories

- 13.10.1 Company overview
- 13.10.2 Financial performance
- 13.10.3 Product benchmarking
- 13.10.4 Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of Major Players in China Pet Medicine Market

Table 3 List of Major Players in China Pet Diagnostics Market

Table 4 List of blockbuster pet drugs

Table 5 Elanco Patent-Off-Dates Analysis for Key Veterinary Pharmaceuticals

Table 6 Zoetis Patent-Off-Dates Analysis for Key Veterinary Pharmaceuticals

Table 7 List of Key Small Molecule Drugs for companion animals

Table 8 Product Pipeline Analysis

Table 9 Gross value of key patents, licenses, and Marketing authorizations (Virbac)

Table 10 Dechra Pharmaceuticals Product Pipeline Analysis

Table 11 Kindred Biosciences, Inc. Product Pipeline Snapshot

Table 12 List of five major competitors in the U.S.

Table 13 List of national competent authorities in the EEA for veterinary medicines

Table 14 List of five major competitors in Europe

Table 15 China Companion Animal Health market, by type, 2016 - 2028 (USD Million)

Table 16 China Companion Animal Medicine market, by animal type, 2016 - 2028 (USD Million)

Table 17 China Companion Animal Medicine market, by indication, 2016 - 2028 (USD Million)

Table 18 China Companion Animal Medicine market, by product, 2016 - 2028 (USD Million)

Table 19 China Companion Animal Diagnostics market, by animal type, 2016 - 2028 (USD Million)

Table 20 China Companion Animal Diagnostics market, by indication, 2016 - 2028 (USD Million)

Table 21 China Companion Animal Diagnostics market, by diagnosis method, 2016 - 2028 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Data triangulation techniques
- Fig. 3 Primary research pattern
- Fig. 4 Market research approaches
- Fig. 5 Value - chain - based sizing & forecasting
- Fig. 6 QFD modeling for market share assessment
- Fig. 7 Market formulation & validation
- Fig. 8 Commodity flow analysis
- Fig. 9 China Companion Animal Medicine Market Snapshot (USD Million)
- Fig. 10 China Companion Animal Diagnostics Market Snapshot (USD Million)
- Fig. 11 China Companion Animal Medicine market: Animal Type movement analysis
- Fig. 12 China Companion Animal Medicine Market: Animal Type Dashboard
- Fig. 13 Dogs Medicine market, 2016 - 2028 (USD Million)
- Fig. 14 Equine Medicine market, 2016 - 2028 (USD Million)
- Fig. 15 Estimated pet cat population in China, 2017 to 2020
- Fig. 16 Cats Medicine market, 2016 - 2028 (USD Million)
- Fig. 17 Others Medicine market, 2016 - 2028 (USD Million)
- Fig. 18 China Companion Animal Medicine market: Indication movement analysis
- Fig. 19 China Companion Animal Medicine Market: Indication Dashboard
- Fig. 20 Infectious Disease Medicine market, 2016 - 2028 (USD Million)
- Fig. 21 Non - Infectious Disease Medicine market, 2016 - 2028 (USD Million)
- Fig. 22 General Ailments Medicine market, 2016 - 2028 (USD Million)
- Fig. 23 Other Indications Medicine market, 2016 - 2028 (USD Million)
- Fig. 24 China Companion Animal Diagnostics market: Animal Type movement analysis
- Fig. 25 China Companion Animal Diagnostics Market: Animal Type Dashboard
- Fig. 26 Estimated pet dog population in China, 2017 to 2020
- Fig. 27 Dogs Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 28 Estimated horse population in China, 2017 to 2020
- Fig. 29 Equine Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 30 Cats Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 31 Others Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 32 China Companion Animal Diagnostics market: Indication movement analysis
- Fig. 33 China Companion Animal Diagnostics Market: Indication Dashboard
- Fig. 34 Infectious Diseases Diagnostics Market, 2016 - 2028 (USD Million)
- Fig. 35 Non - Infectious Diseases Diagnostics Market, 2016 - 2028 (USD Million)

- Fig. 36 General Ailments Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 37 Others diseases Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 38 China Companion Animal Diagnostics market: Diagnosis Method movement analysis
- Fig. 39 China Companion Animal Diagnostics Market: Diagnosis Method Dashboard
- Fig. 40 Analytical Services market, 2016 - 2028 (USD Million)
- Fig. 41 Diagnostic Imaging market, 2016 - 2028 (USD Million)
- Fig. 42 Bacteriology market, 2016 - 2028 (USD Million)
- Fig. 43 Pathology market, 2016 - 2028 (USD Million)
- Fig. 44 Molecular Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 45 Immunoassays market, 2016 - 2028 (USD Million)
- Fig. 46 Parasitology market, 2016 - 2028 (USD Million)
- Fig. 47 Serology market, 2016 - 2028 (USD Million)
- Fig. 48 Virology market, 2016 - 2028 (USD Million)
- Fig. 49 Main phases of veterinary drug development
- Fig. 50 China Companion Animal Health Market Snapshot (USD Million)
- Fig. 51 China Companion Animal Health market: Type movement analysis
- Fig. 52 China Companion Animal Health Market: Type Dashboard
- Fig. 53 China Companion Animal Medicine market, 2016 - 2028 (USD Million)
- Fig. 54 China Companion Animal Diagnostics market, 2016 - 2028 (USD Million)
- Fig. 55 Market participant categorization
- Fig. 56 Company market position analysis: Heat map analysis
- Fig. 57 China Companion Animal Medicine market: Product movement analysis
- Fig. 58 China Companion Animal Medicine Market: Product Dashboard
- Fig. 59 Vaccines market, 2016 - 2028 (USD Million)
- Fig. 60 Pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 61 Feed additives market, 2016 - 2028 (USD Million)

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