

Companion Animal Diagnostics Market Size, Share & Trends Analysis Report By Product (Consumables, Reagents & Kits, Equipment & Instruments), By Animal (Dogs, Cats, Horses), By Testing Category, By End Use, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Summary

The global companion animal diagnostics market size was estimated at USD 7.06 billion in 2025 and is projected to reach USD 14.41 billion by 2033, growing at a CAGR of 9.27% from 2026 to 2033. The market is experiencing growth driven by rising pet ownership, increasing spending on advanced veterinary care, and growing awareness of early disease detection.

Key Market Trends & Insights

North America companion animal diagnostics market held the largest revenue share of 37.91% in 2025. The U.S. companion animal diagnostics market is dominated with the largest revenue share in 2025. By product, the consumables, reagents & kits segment held the largest share of 64.96% in the market in 2025. By animal type, the dog segment is the largest in the market in 2025. Based on the testing category, the clinical chemistry segment held the largest market share in 2025.

Technological advancements such as point-of-care testing, molecular diagnostics, and AI-based imaging are further accelerating adoption across veterinary clinics worldwide. Moreover, in September 2024, Zoetis introduced the Vetscan OptiCell, an innovative, AI-

powered, cartridge-based hematology analyzer designed to provide laboratory-grade complete blood count (CBC) results directly at the point of care. This next-generation diagnostic tool enhances clinical accuracy, streamline workflow efficiency, and features a compact, user-friendly design tailored for veterinary practices. The device is set to make its public debut at the London Vet Show in November 2024.

This cutting-edge innovation is poised to significantly drive growth in the companion animal diagnostics market. By enabling rapid, reliable, and on-site blood analysis, Vetscan OptiCell empowers veterinarians to make faster and more informed treatment decisions. The integration of AI not only boosts diagnostic precision but also reduces the need for outsourced lab services, thereby lowering turnaround time and operational costs. As veterinary clinics and hospitals increasingly seek advanced, easy-to-use diagnostic tools that deliver immediate results, demand for such point-of-care solutions is expected to rise, contributing to broader market expansion. Additionally, the launch strengthens Zoetis' leadership position in veterinary diagnostics, encouraging further innovation and investment in the sector.

Global Companion Animal Diagnostics Market Report Segmentation

This report forecasts revenue growth at global, regional, and country levels and provides an analysis of the latest industry trends in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the companion animal diagnostics market report based on product, animal, testing category, end use, and region.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Consumables, Reagents & Kits

Equipment & Instruments

Animal Outlook (Revenue, USD Million, 2021 - 2033)

Dogs

Cats

Horses

Other Companion Animals

Testing Category Outlook (Revenue, USD Million, 2021 - 2033)

Clinical Chemistry

Microbiology

Parasitology

Histopathology

Cytopathology

Hematology

Immunology & Serology

Imaging

Molecular Diagnostics

Other Categories

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Reference Laboratories

Veterinary Hospitals and Clinics

Home care settings

Region Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

Japan

China

India

Australia

Thailand

South Korea

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

UAE

Saudi Arabia

Kuwait

Qatar

Oman

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