

Europe Veterinary Pharmaceuticals Market Size, Share & Trends Analysis Report By Animal Type, By Product, By Mode Of Administration, By End-use, By Country, And Segment Forecasts, 2021 - 2028

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Abstracts

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Europe Veterinary Pharmaceuticals Market Growth & Trends

The Europe veterinary pharmaceuticals market size is expected to reach USD 9.0 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 6.8% from 2021 to 2028. The key factors anticipated to fuel the market growth include increasing demand for companion animal products, pet expenditure, the prevalence of diseases in companion as well as livestock animals, and initiatives by the market players. For instance, in September 2020, Boehringer Ingelheim collaborated with the Fraunhofer Institute for Molecular Biology and Applied Ecology IME to develop sustainable veterinary antiparasitics that are safe and effective.

The COVID-19 pandemic significantly impacted the market leading to bottlenecks in the supply chain and reduced sales for several companies. Other impacts on the market include reduced R&D activities, low demand, and operational hurdles due to changing policies and restrictions. However, soon governments, regulatory bodies, and companies began implementing measures to help the economy and businesses recover. These measures included the easing of restrictions, monetary stimulus and policy changes, conditional exemptions, and other initiatives. As on-site GMP inspection visits were disrupted due to COVID-19, the EMA extended the validity of GMP certificates till the end of 2021 without any further action from the holder. These included manufacturing or import sites of active substances as well as finished products

located in the EEA region.

In addition, to ensure an uninterrupted supply of veterinary medicines in the EU Member States, product information and labeling regulations were relaxed. For instance, during the pandemic and within the boundaries of Article 61(1) of Directive 2001/82/EC, member states may allow exemptions for labeling and packaging requirements for veterinary products such as not translating labels into the official language and so on.

The rising pet population and increasing expenditure on pets have led to a surge in demand for companion animal products, such as pet foods, pharmaceuticals, and veterinary services. This trend is estimated to continue over the forecast period. For instance, a 2020 report by FEDIAF estimated the annual sales of pet food products at about EUR 21.8 billion. Across the European region, the rise in single-person or small households, along with the rising geriatric population, is also expected to contribute to the growing pet population. In addition, the COVID-19 pandemic has catalyzed market growth with a surge in pet adoption. In January 2021, Deutsche Welle— a German media company reported an exponential rise in pet ownership in the country.

Competition in the European market for veterinary medicines is expected to remain high during the forecast period. The market is highly fragmented owing to the presence of several small and large players. This results in high competition among small players to sustain their market position. Moreover, companies are increasingly adopting various strategies, such as mergers & acquisitions, regional expansion, and product launches, to grow in the market. For instance, in August 2021, Elanco accelerated its expansion strategy in the pet health industry through the acquisition of Kindred Biosciences. This complemented the company's Innovation, Portfolio, & Productivity (IPP) strategy and added three potential dermatology blockbusters estimated to be launched by 2025, to its lineup.

Europe Veterinary Pharmaceuticals Market Report Highlights

The market is expected to remain innovation-led with frequent acquisitions and strategic alliances

By product, the anti-infectives segment dominated the market in 2020. This can be attributed to the rising incidence of pathogenic infections in pets due to bacteria, viruses, or fungi

The need to reduce the incidence of parasitic infections to secure food sources

by safeguarding the health of livestock animals is also estimated to propel market growth in the coming years

The growing pet market is anticipated to fuel demand for companion animal pharmaceuticals targeting various pathogens and conditions. The rising concerns over zoonoses, especially since the COVID-19 pandemic, have increased concerns among pet parents regarding their pet's health

Market players are investing in R&D activities and developing new as well as existing products for better animal health outcomes

For instance, in 2019, Dechra pharmaceuticals launched 15 products from its Le Vet pipeline. Additionally, Norbrook has launched 5 R&D projects during 2020, with plans to develop 10 more products in the next 2 years

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market Segmentation and Scope
 - 1.1.1 Segment scope
 - 1.1.2 Country 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 Europe Veterinary Pharmaceuticals Market Summary

CHAPTER 3 EUROPE VETERINARY PHARMACEUTICALS 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 Europe Veterinary Pharmaceuticals Market Dynamics
 - 3.3.1 Market driver analysis
 - 3.3.2 Market restraint analysis
 - 3.3.3. Market opportunity analysis
 - 3.3.4. Market challenge analysis
- 3.4 Europe Veterinary Pharmaceuticals Market Analysis Tools: Porters

- 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 Europe Veterinary Pharmaceuticals 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. Value Chain Analysis
- 3.7. Cost Structure Analysis
- 3.8. SWOT Analysis
- 3.9. User Perspective Analysis
 - 3.9.1. Consumer Behavior Analysis
 - 3.9.2. Pet Animal Owner Profiles
 - 3.9.3. Market Influencer Analysis
- 3.10. Regulatory Landscape
- 3.11. Patent-Off-Dates Analysis for Major Veterinary Pharmaceuticals
- 3.12. Product Pipeline Analysis

CHAPTER 4 COVID-19 IMPACT ANALYSIS

- 4.1 COVID-19 Disease Prevalence Analysis
- 4.2. Regulatory requirements/changes due to COVID-19
- 4.3. Strategies implemented by companies

CHAPTER 5 EUROPE VETERINARY PHARMACEUTICALS MARKET: SEGMENT ANALYSIS, BY ANIMAL TYPE, 2016 - 2028 (USD MILLION)

- 5.1 Animal Type Market Share Analysis, 2020 & 2028
- 5.2 Europe Veterinary Pharmaceuticals market, by Animal Type, 2016 to 2028
- 5.3 Companion Animals
 - 5.3.1 Companion Animals market, 2016 - 2028 (USD Million)
 - 5.3.2. Dogs
 - 5.3.2.1 Dogs market, 2016 - 2028 (USD Million)
 - 5.3.3 Cats
 - 5.3.3.1 Cats market, 2016 - 2028 (USD Million)

5.3.4 Horses

5.3.4.1 Horses market, 2016 - 2028 (USD Million)

5.3.5 Others (Small mammals, Birds)

5.3.5.1 Others (Small mammals, Birds) market, 2016 - 2028 (USD Million)

5.4 Livestock Animals

5.4.1 Livestock Animals market, 2016 - 2028 (USD Million)

5.4.2 Pigs

5.4.2.1 Pigs market, 2016 - 2028 (USD Million)

5.4.3 Cattle

5.4.3.1 Cattle market, 2016 - 2028 (USD Million)

5.4.4 Sheep & Goats

5.4.4.1 Sheep & Goats market, 2016 - 2028 (USD Million)

5.4.5 Others

5.4.5.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 6 EUROPE VETERINARY PHARMACEUTICALS MARKET: SEGMENT ANALYSIS, BY PRODUCT, 2016 - 2028 (USD MILLION)

6.1 Product Market Share Analysis, 2020 & 2028

6.2 Europe Veterinary Pharmaceuticals market, by Product, 2016 to 2028

6.3 Parasiticides

6.3.1 Parasiticides market, 2016 - 2028 (USD Million)

6.4 Anti-infectives

6.4.1 Anti-infectives market, 2016 - 2028 (USD Million)

6.5 Anti-inflammatory

6.5.1 Anti-inflammatory market, 2016 - 2028 (USD Million)

6.6 Analgesics

6.6.1 Analgesics market, 2016 - 2028 (USD Million)

6.7 Others

6.7.1 Others market, 2016 - 2028 (USD Million)

CHAPTER 7 EUROPE VETERINARY PHARMACEUTICALS MARKET: SEGMENT ANALYSIS, BY MODE OF ADMINISTRATION, 2016 - 2028 (USD MILLION)

7.1 Mode of Administration Market Share Analysis, 2020 & 2028

7.2 Europe Veterinary Pharmaceuticals Market, by Mode of Administration, 2016 to 2028

7.3 Oral

7.3.1 Oral market, 2016 - 2028 (USD Million)

7.4 Parenteral

7.4.1 Parenteral market, 2016 - 2028 (USD million)

z 7.5 Topical

7.5.1 Topical market, 2016 - 2028 (USD million)

7.6 Others

7.6.1 Others market, 2016 - 2028 (USD million)

CHAPTER 8 EUROPE VETERINARY PHARMACEUTICALS MARKET: SEGMENT ANALYSIS, BY DISTRIBUTION CHANNEL, 2016 - 2028 (USD MILLION)

8.1 Distribution Channel Market Share Analysis, 2020 & 2028

8.2 Europe Veterinary Pharmaceuticals Market, by Distribution Channel, 2016 to 2028

8.3 Pharmacies & retail stores

8.3.1 Pharmacies & retail stores market, 2016 - 2028 (USD Million)

8.4 Digital or e-commerce stores

8.4.1 Digital or e-commerce stores market, 2016 - 2028 (USD million)

8.5 Veterinary Hospitals & Clinics

8.5.1 Veterinary Hospitals & Clinics market, 2016 - 2028 (USD Million)

CHAPTER 9 EUROPE VETERINARY PHARMACEUTICALS MARKET: COUNTRY MARKET ANALYSIS 2016 - 2028 (USD MILLION)

9.1 Country Movement Analysis, 2020 & 2028

9.2 Country Market Snapshot

9.3 Europe

9.3.1 Europe Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.2 U.K.

9.3.2.1 U.K. Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.3 Germany

9.3.3.1 Germany Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.5.4 France

9.3.4.1 France Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.5 Italy

9.3.5.1 Italy Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.6 Spain

9.3.6.1 Spain Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.7 Netherlands

9.3.7.1 Netherlands Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.8 Poland

9.3.8.1 Poland Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.9 Hungary

9.3.9.1 Hungary Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.10 Denmark

9.3.10.1 Denmark Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.11 Sweden

9.3.11.1 Sweden Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

9.3.12 Portugal

9.3.12.1 Portugal Veterinary Pharmaceuticals Market, 2016 - 2028 (USD Million)

CHAPTER 10 EUROPE VETERINARY PHARMACEUTICALS MARKET - COMPETITIVE ANALYSIS

10.1 Market Participant Categorization

10.1.1. Company Market Share Analysis

10.1.2. Synergy Analysis: Major Deals & Strategic Alliances

10.1.3. Market Leaders

10.1.4. Innovators

10.2. List of Key Companies

10.3. List of Blockbuster Drugs

10.4. Detailed list of Major Veterinary Pharmaceuticals, by Country

CHAPTER 11 EUROPE VETERINARY PHARMACEUTICALS MARKET - COMPANY PROFILES

11.1 MSD

11.1.1 Company overview

11.1.2 Financial Performance

11.1.3 Product benchmarking

11.1.4 Strategic initiatives

11.2 Ceva

11.2.1 Company overview

11.2.2 Financial performance

11.2.3 Product benchmarking

11.2.4 Strategic initiatives

11.3 Vetoquinol S.A.

11.3.1 Company overview

11.3.2 Financial performance

11.3.3 Product benchmarking

- 11.3.4 Strategic initiatives
- 11.4 Zoetis
 - 11.4.1 Company overview
 - 11.4.2 Financial performance
 - 11.4.3 Product benchmarking
 - 11.4.4 Strategic initiatives
- 11.5 Boehringer Ingelheim International GmbH
 - 11.5.1 Company overview
 - 11.5.2 Financial performance
 - 11.5.3 Product benchmarking
 - 11.5.4 Strategic initiatives
- 11.6 Elanco
 - 11.6.1 Company overview
 - 11.6.2 Financial performance
 - 11.6.3 Product benchmarking
 - 11.6.4 Strategic initiatives
- 11.7 Virbac
 - 11.7.1 Company overview
 - 11.7.2 Financial performance
 - 11.7.3 Product benchmarking
 - 11.7.4 Strategic initiatives
- 11.8 Calier
 - 11.8.1 Company overview
 - 11.8.2 Financial performance
 - 11.8.3 Product benchmarking
 - 11.8.4 Strategic initiatives
- 11.9 Bimeda, Inc.
 - 11.9.1 Company overview
 - 11.9.2 Financial performance
 - 11.9.3 Product benchmarking
 - 11.9.4 Strategic initiatives
- 11.10 Prodivet pharmaceuticals sa/nv
 - 11.10.1 Company overview
 - 11.10.2 Financial performance
 - 11.10.3 Product benchmarking
 - 11.10.4 Strategic initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of Key companies

Table 3 Europe Veterinary Pharmaceuticals market, by country, 2016 - 2028 (USD Million)

Table 4 Europe Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 5 Europe Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 6 Europe Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 7 Europe Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 8 U.K. Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 9 U.K. Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 10 U.K. Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 11 U.K. Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 12 Germany Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 13 Germany Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 14 Germany Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 15 Germany Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 16 France Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 17 France Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 18 France Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 19 France Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 20 Italy Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 21 Italy Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 22 Italy Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 23 Italy Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 24 Spain Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 25 Spain Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 26 Spain Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 27 Spain Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 28 Netherlands Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 29 Netherlands Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 30 Netherlands Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 31 Netherlands Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 32 Poland Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 33 Poland Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 34 Poland Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 35 Poland Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 36 Hungary Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 37 Hungary Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 38 Hungary Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 39 Hungary Veterinary Pharmaceuticals market, by distribution channel, 2016 -

2028 (USD Million)

Table 40 Denmark Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 41 Denmark Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 42 Denmark Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 43 Denmark Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 44 Sweden Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 45 Sweden Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 46 Sweden Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 47 Sweden Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 48 Portugal Veterinary Pharmaceuticals market, by animal type, 2016 - 2028 (USD Million)

Table 49 Portugal Veterinary Pharmaceuticals market, by product, 2016 - 2028 (USD Million)

Table 50 Portugal Veterinary Pharmaceuticals market, by mode of administration, 2016 - 2028 (USD Million)

Table 51 Portugal Veterinary Pharmaceuticals market, by distribution channel, 2016 - 2028 (USD Million)

Table 52 List of national competent authorities in the EEA for veterinary medicines

Table 53 Elanco Patent-Off-Dates Analysis for Key Veterinary Pharmaceuticals

Table 54 Zoetis Patent-Off-Dates Analysis for Key Veterinary Pharmaceuticals

Table 55 Product Pipeline Analysis

Table 56 Gross value of key patents, licenses, and Marketing authorizations (Virbac)

Table 57 Dechra Pharmaceuticals Product Pipeline Analysis

Table 57 Kindred Biosciences, Inc. Product Pipeline Snapshot

Table 59 List of Mergers & Acquisitions

Table 60 List of blockbuster drugs, by major companies

Table 61 Detailed list of major veterinary pharmaceuticals, by country

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 workflow analysis
- Fig. 9 Parent market outlook
- Fig. 10 Ancillary market outlook
- Fig. 11 Europe veterinary pharmaceuticals market snapshot, 2020 (USD Million)
- Fig. 12 Value chain analysis
- Fig. 13 Drug development process for veterinary pharmaceuticals
- Fig. 14 Consumer behavior analysis
- Fig. 15 Pet population in Europe, 2020
- Fig. 16 Factors influencing veterinary pharmaceuticals market (%)
- Fig. 17 Factors influencing U.K. market (%)
- Fig. 18 Factors influencing Germany market (%)
- Fig. 19 Factors influencing France market (%)
- Fig. 20 Factors influencing Italy market (%)
- Fig. 21 Factors influencing Spain market (%)
- Fig. 22 Factors influencing Poland market (%)
- Fig. 23 Factors influencing Netherlands market (%)
- Fig. 24 Factors influencing Hungary market (%)
- Fig. 25 Factors influencing Denmark market (%)
- Fig. 26 Factors influencing Sweden market (%)
- Fig. 27 Factors influencing Portugal market (%)
- Fig. 28 Company Market Share Analysis, 2020
- Fig. 29 COVID-19 cumulative confirmed cases: August 2020 to August 2021, EU5
- Fig. 30 Europe Veterinary pharmaceuticals market: Product share analysis, 2020 & 2028
- Fig. 31 Europe Veterinary pharmaceuticals Product dashboard
- Fig. 32 Europe veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 33 Europe parasiticides market, 2016 - 2028 (USD Million)
- Fig. 34 Europe anti-infectives market, 2016 - 2028 (USD Million)

- Fig. 35 Europe anti-inflammatory market, 2016 - 2028 (USD Million)
- Fig. 36 Europe analgesics market, 2016 - 2028 (USD Million)
- Fig. 37 Europe others market, 2016 - 2028 (USD Million)
- Fig. 38 Europe veterinary pharmaceuticals Country outlook, 2020 & 2028
- Fig. 39 U.K. Veterinary pharmaceuticals market by countries, 2016 - 2028 (USD Million)
- Fig. 40 Germany pharmaceuticals medicine market, 2016 - 2028 (USD Million)
- Fig. 41 France pharmaceuticals medicine market, 2016 - 2028 (USD Million)
- Fig. 42 Italy veterinary pharmaceuticals market by countries, 2016 - 2028 (USD Million)
- Fig. 43 Spain veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 44 Sweden veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 45 Denmark veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 46 Netherlands pharmaceuticals medicine market, 2016 - 2028 (USD Million)
- Fig. 47 Poland veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 48 Portugal veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 49 Hungary veterinary pharmaceuticals market, 2016 - 2028 (USD Million)
- Fig. 50 Penetration & growth prospect mapping, 2020
- Fig. 51 Europe veterinary pharmaceuticals market dynamics analysis
- Fig. 52 Europe veterinary pharmaceuticals market driver analysis
- Fig. 53 Europe veterinary pharmaceuticals market restraint analysis
- Fig. 54 Market participant categorization
- Fig. 55 Europe Veterinary pharmaceuticals market: Animal type share analysis, 2020 & 2028
- Fig. 56 Europe Veterinary pharmaceuticals Animal type dashboard
- Fig. 57 Companion Animals market, 2016 - 2028 (USD Million)
- Fig. 58 Dogs market, 2016 - 2028 (USD Million)
- Fig. 59 Cats market, 2016 - 2028 (USD Million)
- Fig. 60 Horses market, 2016 - 2028 (USD Million)
- Fig. 61 Others (Small mammals, Birds) market, 2016 - 2028 (USD Million)
- Fig. 62 Livestock Animals market, 2016 - 2028 (USD Million)
- Fig. 63 Pigs market, 2016 - 2028 (USD Million)
- Fig. 64 Cattle market, 2016 - 2028 (USD Million)
- Fig. 65 Sheep & Goats market, 2016 - 2028 (USD Million)
- Fig. 66 Others (Poultry, Aquatics) market, 2016 - 2028 (USD Million)
- Fig. 67 Europe Veterinary pharmaceuticals market: Mode of Administration share analysis, 2020 & 2028
- Fig. 68 Europe Veterinary pharmaceuticals: Mode of Administration dashboard
- Fig. 69 Oral market, 2016 - 2028 (USD Million)
- Fig. 70 Parenteral market, 2016 - 2028 (USD Million)
- Fig. 71 Topical market, 2016 - 2028 (USD Million)

Fig. 72 Others (Inhalation, Carrier) market, 2016 - 2028 (USD Million)

Fig. 73 Europe Veterinary pharmaceuticals market: Distribution Channel share analysis, 2020 & 2028

Fig. 74 Europe Veterinary pharmaceuticals: Distribution Channel dashboard

Fig. 75 Veterinary Hospitals & clinics market, 2016 - 2028 (USD Million)

Fig. 76 Pharmacies & retail stores market, 2016 - 2028 (USD Million)

Fig. 77 Digital or e-commerce stores market, 2016 - 2028 (USD Million)

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