

Veterinary Infectious Disease Diagnostics Market Size, Share & Trends Analysis Report By Animal (Companion, Livestock), By Technology (Immunodiagnostics, Molecular Diagnostics), By Product, By Infection, By End Use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Veterinary Infectious Disease Diagnostics Market Growth & Trends

The global veterinary infectious disease diagnostics market size is expected to reach USD 4.05 billion by 2030, with a projected CAGR of 8.93% from 2025 to 2030, according to a new report by Grand View Research, Inc. Key drivers of market growth include rising animal healthcare spending, an increasing prevalence of infectious diseases among animals, continuous advancements in diagnostic technologies, and a growing rate of medicalization in veterinary care. The increasing incidence of animal infectious diseases, including zoonotic infections, has underscored the importance of accurate and timely diagnostics. Veterinary diagnostic products play a vital role in detecting and managing these diseases, facilitating early treatment and helping prevent further transmission.

According to a May 2025 article by PoultryMed, a systematic review published in Open Forum Infectious Diseases examined the global epidemiology of avian influenza virus infections in cats over the period from 2004 to 2024. The study highlights the vulnerability of cats to AIV and their potential role in facilitating viral adaptation and cross-species transmission to humans, making surveillance crucial for both public and

animal health. The review documented 607 feline AIV cases, including 302 fatalities, across 18 countries and 12 cat species. Most cases involved domestic cats, with a surge in reported infections during 2023 and 2024 largely attributed to the emergence of the H5N1 clade 2.3.4.4b. Of these cases, 92.3% were classified as highly pathogenic avian influenza (HPAI), while 7.7% were low-pathogenic strains. Notably, HPAI accounted for 99.7% of PCR-confirmed feline deaths.

This growing incidence of AIV in felines, particularly the rise in highly pathogenic strains, underscores the urgent need for robust veterinary infectious disease diagnostics. As domestic cats increasingly emerge as intermediate hosts with zoonotic potential, early and accurate diagnostic tools such as PCR assays and rapid test kits become essential for timely disease detection, containment, and prevention of interspecies transmission. Consequently, this trend is expected to drive significant growth in the demand for advanced veterinary diagnostics, particularly in companion animal health and zoonotic disease surveillance.

Moreover, according to the FAO, livestock plays a vital role in the food supply of developing countries, with the production of livestock products growing rapidly. Over the past 20 years, cereal production in these countries has increased by 78%, fish production by 113%, meat production by 127%, and egg production by 331%. The most significant growth in meat production has been observed in poultry and pigs. Thus, rising global demand for meat and fish has intensified livestock and aquaculture production, increasing the risk of infectious disease outbreaks. This drives the need for veterinary diagnostics to ensure animal health, food safety, and compliance with trade regulations.

Veterinary Infectious Disease Diagnostics Market Report Highlights

The consumables, reagents, and kits segment led the market in 2024 in terms of revenue share, driven by their critical role in enabling accurate and efficient testing for a broad spectrum of animal diseases.

The companion animal segment captured the largest revenue share in 2024, primarily due to the growing adoption of pet insurance, rising rates of pet ownership, and increasing spending on pet care.

The immunodiagnostics segment led the market in 2024, contributing to over 49.00% of the total revenue share.

The bacterial infection segment held the largest revenue share of over 40.0% in 2024, driven by the high prevalence of these infections in both companion and livestock animals and the critical need for rapid, accurate diagnosis to prevent disease outbreaks.

Veterinary hospitals and clinics led the market, as they serve as primary care centers for animal health, providing prompt access to diagnostic equipment and experienced veterinary professionals.

North America held the largest revenue share of over 38% in the market in 2024, while the Asia Pacific region is projected to experience the fastest growth rate.

Companies Mentioned

IDEXX Laboratories Inc.
Zoetis Services LLC.
Thermo Fisher Scientific, Inc.
Virbac
bioMérieux SA
IDvet
Neogen Corporation
Agrolabo S.p.A.
Bio-Rad Laboratories, Inc
Antech Diagnostics, Inc.

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