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Veterinary Oncology Diagnostics Market Size, Share & Trends Analysis Report By Animal Type (Canine, Feline), By Test Type, By Cancer Type, By End-use, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Veterinary Oncology Diagnostics Market Growth & Trends

The global veterinary oncology diagnostics market is expected t%li%reach USD 3.45 billion by 2030, registering a CAGR of 8.4% from 2025 t%li%2030, according t%li%a new report by Grand View Research, Inc. The market is primarily driven by growing animal population and ownership rates, increased expenditure on animals, shifting focus on preventative animal healthcare, advances in veterinary cancer diagnostic testing, and rising R&D investment in animal health diagnostics t%li%launch innovative products. For instance, in December 2024, Pet Preferred Diagnostics introduced a groundbreaking early cancer diagnostic test for dogs and cats that detects 11 specific onconeural antibodies linked t%li%21 types of tumors and 14 neurological diseases. This highly sensitive serological test can identify malignancy, often before clinical signs appear, enabling early treatment. It is the only test available in veterinary medicine that differentiates various tumors and neurological conditions, offering a non-invasive, affordable, and quick solution with a 24-hour turnaround.

Additionally, the development of advanced veterinary cancer diagnostic tests, such as the world's first and only at-home cancer screening test by Oncotect, is creating lucrative opportunities in the veterinary oncology diagnostics market. This innovative canine cancer screening test enables early detection, improving treatment outcomes and offering peace of mind t%li%pet owners. Oncotect, which detects the four most

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prevalent types of canine cancer, can be used at home or in-clinic, making it user-friendly and accessible. The rise in at-home testing solutions, coupled with clinical data supporting its accuracy, is expanding the market for veterinary oncology diagnostics, particularly by increasing accessibility for pet parents.

Furthermore, the increasing prevalence of cancer in pets is significantly driving the growth of the veterinary oncology diagnostics market. As per The Veterinary Cancer Society, Cancer is the top reason of death in 47% of canines, particularly those over 10 years old, and in 32% of felines. Around 1 in 4 dogs will experience abnormal tissue growth, or neoplasia, during their lifetime. With nearly 100 types of cancer affecting pets, a diagnosis can be overwhelming, yet advances in veterinary care have improved treatment success rates for both dogs and cats. Similarly, cancer is the leading cause of death in cats and dogs, affecting one in four dogs and one in five cats in Australia, according t%li%a May 2024 study by the Australian Research Data Commons (ARDC). In the U.S., about 6 million pet dogs are expected t%li%be diagnosed with cancer in 2024, creating a unique opportunity t%li%improve cancer diagnosis for both pets and humans, as reported by The Cancer Letter Inc. Additionally, the American Veterinary Association states that one in four dogs will develop neoplasia at some point, and about half of dogs over the age of 10 will develop cancer.

Veterinary Oncology Diagnostics Market Report Highlights

By test type, the biopsy segment dominated the market with a share of 32.08% in 2024. However, the genome testing segment is expected t%li%grow at the fastest CAGR of 9.48% during the forecast period due t%li%technological advancements in veterinary cancer diagnostic test kits.

In terms of animal type, the canine segment attributed t%li%the largest market share in 2024 due t%li%the increase in the dog cancer population and the availability of a huge number of products for canine cancer diagnosis. The feline segment is projected t%li%grow at the fastest rate from 2025 t%li%2030, owing t%li%the rising population of cats worldwide and the apparent rise in the number of associated diseases.

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In terms of cancer type, the skin cancers segment accounted for the highest market share in 2024 and is expected t%li%grow at the fastest CAGR of 8.56% owing t%li%the rising prevalence of squamous cell carcinoma and skin tumors in cats and dogs.

By end use, the veterinary hospitals and clinics segment held the highest share of the market in 2024 owing t%li%the increasing demand for diagnostics and readily accessible advanced veterinary cancer diagnostic technologies in hospitals. This segment is estimated t%li%grow at the fastest CAGR in the coming years.

By region, North America had the largest share, 53.9%, of the market in 2024 and is anticipated t%li%grow the fastest, at 8.6%, in the coming years.

Advances in innovative liquid biopsy and advanced multi-cancer diagnostic technology have led t%li%the development of more accurate, user-friendly, and cost-effective veterinary oncology diagnostic test kits. Such advancements are expected t%li%drive market growth.

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