

The 2023 Report on Veterinary Reference Laboratories: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

In this report we define the sales of veterinary reference laboratories as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Animal Health Diagnostic Center (Cornell University), Antech Diagnostics, Boehringer Ingelheim, COLORADO STATE UNIVERSITY (VETERINARY DIAGNOSTIC Laboratories), Cornell University College of Veterinary Medicine, FRIEDRICH-LOEFFLER-INSTITUT (FLI), GD, Gezondheidsdienst Voor Dieren,, Greencross, Gribbles Veterinary, IDEXX, IOWA STATE UNIVERSITY (VETERINARY DIAGNOSTIC Laboratory), LABOKLIN GmbH, Mars, NATIONAL VETERINARY SERVICES LABORATORY USDA-APHIS, NEOGEN Corporation, Phoenix Lab, Plant Health Care, Protatek International, Sanofi, SHV,, Stichting Beheer, SYNLAB International, TEXAS A&M VETERINARY MEDICAL Diagnostic Laboratory, THE PIRBRIGHT Institute, UNIVERSITY OF MINNESOTA (VETERINARY DIAGNOSTIC Laboratory), USDA,, VCA, INC. (A PART OF MARS PETCARE), VETNOSTICS, Virbac, Washington Animal Disease Diagnostic Lab (WADDL)., Wisconsin Veterinary Diagnostic Laboratory, WSU Veterinary Clinical Pathology Laboratory, and Zoetis. In

addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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