

World Veterinary Health Products (Animal Pharmaceuticals, Vaccines, OTC and Performance Enhancers)

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Abstracts

The multi-billion veterinary health products market, though smaller in opportunity as compared with the human health sector, offers significant return on investment, primarily driven by lower risk and faster product development cycles. The veterinary health products market has remained resilient over the economic downturns of the past 2 decades.

This report, *Veterinary Health Products*, takes a look at veterinary health products for both companion (pet) animals, and production animals (livestock and poultry) and the opportunity for existing players and new entrants in three segments:

Pharmaceuticals

Veterinary OTC Products

Performance Enhancers

Vaccines

For each segment, the report includes demographic information, market forecasts to 2014, major products in the industry, trends affecting revenues, and competitive activity.

The veterinary health industry is engaged in providing antibiotics, vaccines, parasiticides and other medicants for livestock and pet animals, improving animal productivity, production efficiency, and the welfare of livestock and pets.

This report profiles the following key companies in this industry:

Alpharma Animal Health

Adisseo France S.A.S.

BASF International

Bayer Healthcare

Boehringer Ingelheim GmbH

DSM Nutritional Products, Inc.

Elanco Animal Health

Fort Dodge Animal Health

Heska Corporation

Intervet Schering Plough Animal Health

Merial Animal Health Ltd.

Novartis Animal Health Inc.

Virbac SA

Pfizer Animal Health

This report was constructed with secondary research into annual reports, government health data, trade and medical journals, supplemented with phone and email interviews with executives and experts in the industry. Interviews were used to test assumptions and fix forecasts in the report.

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