

Global Pet Viral Diagnostic Test Kits Market Growth 2026-2032

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Abstracts

The global Pet Viral Diagnostic Test Kits market size is predicted to grow from US\$ 445 million in 2025 to US\$ 625 million in 2032; it is expected to grow at a CAGR of 5.0% from 2026 to 2032.

Pet Viral Diagnostic Test Kits are in vitro diagnostic products used to detect viral infections in companion animals such as dogs and cats. These kits typically use lateral flow immunoassay, fluorescence immunoassay, ELISA, PCR, or qPCR technologies to screen or confirm common viral pathogens, including canine parvovirus, canine distemper virus, canine coronavirus, feline panleukopenia virus, feline calicivirus, feline herpesvirus, feline leukemia virus, and feline immunodeficiency virus. The products usually consist of test strips, test cards, reaction tubes, buffers, microplates, nucleic acid extraction reagents, or amplification reagents, and are widely used in veterinary hospitals, clinics, reference laboratories, animal shelters, and breeding facilities for early disease identification, clinical diagnosis, and infection control. The global Pet Virus Diagnostic Kit market can be estimated based on annual test volume and average selling price. Assuming annual demand of around 50 million tests and an average ex-factory or channel-level price of USD 6?12 per unit. Lateral-flow rapid test kits account for the majority of test volume, while PCR/qPCR, ELISA, and multiplex diagnostic kits contribute higher ASPs and incremental revenue growth.

The upstream supply chain of Pet Viral Diagnostic Test Kits includes antigens, antibodies, enzymes, primers and probes, nucleic acid extraction materials, nitrocellulose membranes, colloidal gold particles, fluorescent microspheres, plastic cassettes, reaction tubes, packaging materials, and components for diagnostic instruments. The stability, specificity, and batch-to-batch consistency of core raw materials directly affect product sensitivity and accuracy. Midstream players are

veterinary diagnostic reagent manufacturers responsible for pathogen selection, antibody development, reagent formulation, process scale-up, quality control, and regulatory registration. Downstream customers mainly include veterinary hospitals, clinics, reference laboratories, animal shelters, and breeding institutions, with products reaching the market through direct sales, distributors, veterinary consumable channels, e-commerce platforms, and branded diagnostic systems.

United States market for Pet Viral Diagnostic Test Kits is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Pet Viral Diagnostic Test Kits is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Pet Viral Diagnostic Test Kits is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Pet Viral Diagnostic Test Kits players cover IDEXX Laboratories, Zoetis Diagnostics, Antech, Virbac Diagnostics, BIONOTE, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Pet Viral Diagnostic Test Kits Industry Forecast" looks at past sales and reviews total world Pet Viral Diagnostic Test Kits sales in 2025, providing a comprehensive analysis by region and market sector of projected Pet Viral Diagnostic Test Kits sales for 2026 through 2032. With Pet Viral Diagnostic Test Kits sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Pet Viral Diagnostic Test Kits industry.

This Insight Report provides a comprehensive analysis of the global Pet Viral Diagnostic Test Kits landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Pet Viral Diagnostic Test Kits portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pet Viral Diagnostic Test Kits market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Viral Diagnostic Test Kits and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging

pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Pet Viral Diagnostic Test Kits.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Viral Diagnostic Test Kits market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Lateral Flow Rapid Test Kits

Fluorescence Immunoassay / ELISA Kits

PCR/qPCR and Molecular Diagnostic Kits

Multiplex Diagnostic Kits

Segmentation by Target of Testing:

Canine Virus Diagnostic Kits

Feline Virus Diagnostic Kits

Companion Animal Virus Diagnostic Kits

Segmentation by Product Combination Form:

Single-Target Virus Test Kits

Dual or Triple Combination Test Kits

Multiplex Pathogen Panel Kits

Instrument-Based Quantitative Kits

Segmentation by Application:

Veterinary Hospitals and Clinics

Veterinary Reference Laboratories

Animal Shelters, Breeding and Rescue Centers

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

IDEXX Laboratories

Zoetis Diagnostics

Antech

Virbac Diagnostics

BIONOTE

MEGACOR Diagnostik

Biogal Galed Labs

BioSellal

Urano Diagnostics

Fassisi

RapiGEN

BioGuard

Ring Biotechnology

Tianlong Science and Technology

Qingdao Hightop Biotech

Hangzhou Evegen Biotech

Hangzhou Frenovo Biotech

Hangzhou AllTest Biotech

Key Questions Addressed in this Report

What is the 10-year outlook for the global Pet Viral Diagnostic Test Kits market?

What factors are driving Pet Viral Diagnostic Test Kits market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Pet Viral Diagnostic Test Kits market opportunities vary by end market size?

How does Pet Viral Diagnostic Test Kits break out by Type, by Application?

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