

Global Pet Virus Diagnostic Kit Market Growth 2026-2032

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Abstracts

The global Pet Virus Diagnostic Kit 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 Virus Diagnostic 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 Virus Diagnostic 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.

The Pet Virus Diagnostic Kit market is supported by the upgrading of pet healthcare consumption, rising veterinary visit rates, increasing awareness of canine and feline infectious disease screening, and the growing adoption of point-of-care testing in veterinary clinics. Demand is relatively resilient and recurring. Lateral flow rapid test kits currently dominate the market due to their ease of use, fast turnaround time, and relatively low cost, making them suitable for routine screening and primary veterinary clinics. Meanwhile, as pet healthcare moves toward more precise diagnostics, PCR, qPCR, fluorescence immunoassay, and multiplex testing products are gaining penetration. In the future, market competition is expected to shift from pure price competition toward a broader contest in diagnostic accuracy, product portfolio depth, channel coverage, brand trust, and instrument-reagent integration.

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

This Insight Report provides a comprehensive analysis of the global Pet Virus Diagnostic Kit 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 Virus Diagnostic Kit portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Pet Virus Diagnostic Kit market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Pet Virus Diagnostic Kit 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 Virus Diagnostic Kit.

This report presents a comprehensive overview, market shares, and growth opportunities of Pet Virus Diagnostic Kit 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 Virus Diagnostic Kit market?

What factors are driving Pet Virus Diagnostic Kit market growth, globally and by region?

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

How do Pet Virus Diagnostic Kit market opportunities vary by end market size?

How does Pet Virus Diagnostic Kit break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Pet Virus Diagnostic Kit Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Pet Virus Diagnostic Kit by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Pet Virus Diagnostic Kit by Country/Region, 2021, 2025 & 2032
- 2.2 Pet Virus Diagnostic Kit Segment by Type
 - 2.2.1 Lateral Flow Rapid Test Kits
 - 2.2.2 Fluorescence Immunoassay / ELISA Kits
 - 2.2.3 PCR/qPCR and Molecular Diagnostic Kits
 - 2.2.4 Multiplex Diagnostic Kits
 - 2.2.5 Pet Virus Diagnostic Kit Sales by Type
 - 2.2.5.1 Global Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)
 - 2.2.5.2 Global Pet Virus Diagnostic Kit Revenue and Market Share by Type (2021-2026)
 - 2.2.5.3 Global Pet Virus Diagnostic Kit Sale Price by Type (2021-2026)
- 2.3 Pet Virus Diagnostic Kit Segment by Target of Testing
 - 2.3.1 Canine Virus Diagnostic Kits
 - 2.3.2 Feline Virus Diagnostic Kits
 - 2.3.3 Companion Animal Virus Diagnostic Kits
 - 2.3.4 Pet Virus Diagnostic Kit Sales by Target of Testing
 - 2.3.4.1 Global Pet Virus Diagnostic Kit Sales Market Share by Target of Testing (2021-2026)
 - 2.3.4.2 Global Pet Virus Diagnostic Kit Revenue and Market Share by Target of

Testing (2021-2026)

2.3.4.3 Global Pet Virus Diagnostic Kit Sale Price by Target of Testing (2021-2026)

2.4 Pet Virus Diagnostic Kit Segment by Product Combination Form

2.4.1 Single-Target Virus Test Kits

2.4.2 Dual or Triple Combination Test Kits

2.4.3 Multiplex Pathogen Panel Kits

2.4.4 Instrument-Based Quantitative Kits

2.4.5 Pet Virus Diagnostic Kit Sales by Product Combination Form

2.4.5.1 Global Pet Virus Diagnostic Kit Sales Market Share by Product Combination Form (2021-2026)

2.4.5.2 Global Pet Virus Diagnostic Kit Revenue and Market Share by Product Combination Form (2021-2026)

2.4.5.3 Global Pet Virus Diagnostic Kit Sale Price by Product Combination Form (2021-2026)

2.5 Pet Virus Diagnostic Kit Segment by Application

2.5.1 Veterinary Hospitals and Clinics

2.5.2 Veterinary Reference Laboratories

2.5.3 Animal Shelters, Breeding and Rescue Centers

2.5.4 Others

2.5.5 Pet Virus Diagnostic Kit Sales by Application

2.5.5.1 Global Pet Virus Diagnostic Kit Sale Market Share by Application (2021-2026)

2.5.5.2 Global Pet Virus Diagnostic Kit Revenue and Market Share by Application (2021-2026)

2.5.5.3 Global Pet Virus Diagnostic Kit Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Pet Virus Diagnostic Kit Breakdown Data by Company

3.1.1 Global Pet Virus Diagnostic Kit Annual Sales by Company (2021-2026)

3.1.2 Global Pet Virus Diagnostic Kit Sales Market Share by Company (2021-2026)

3.2 Global Pet Virus Diagnostic Kit Annual Revenue by Company (2021-2026)

3.2.1 Global Pet Virus Diagnostic Kit Revenue by Company (2021-2026)

3.2.2 Global Pet Virus Diagnostic Kit Revenue Market Share by Company (2021-2026)

3.3 Global Pet Virus Diagnostic Kit Sale Price by Company

3.4 Key Manufacturers Pet Virus Diagnostic Kit Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Pet Virus Diagnostic Kit Product Location Distribution

3.4.2 Players Pet Virus Diagnostic Kit Products Offered

3.5 Market Concentration Rate Analysis

- 3.5.1 Competition Landscape Analysis
- 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR PET VIRUS DIAGNOSTIC KIT BY GEOGRAPHIC REGION

- 4.1 World Historic Pet Virus Diagnostic Kit Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Pet Virus Diagnostic Kit Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Pet Virus Diagnostic Kit Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Pet Virus Diagnostic Kit Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Pet Virus Diagnostic Kit Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Pet Virus Diagnostic Kit Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Pet Virus Diagnostic Kit Sales Growth
- 4.4 APAC Pet Virus Diagnostic Kit Sales Growth
- 4.5 Europe Pet Virus Diagnostic Kit Sales Growth
- 4.6 Middle East & Africa Pet Virus Diagnostic Kit Sales Growth

5 AMERICAS

- 5.1 Americas Pet Virus Diagnostic Kit Sales by Country
 - 5.1.1 Americas Pet Virus Diagnostic Kit Sales by Country (2021-2026)
 - 5.1.2 Americas Pet Virus Diagnostic Kit Revenue by Country (2021-2026)
- 5.2 Americas Pet Virus Diagnostic Kit Sales by Type (2021-2026)
- 5.3 Americas Pet Virus Diagnostic Kit Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Pet Virus Diagnostic Kit Sales by Region
 - 6.1.1 APAC Pet Virus Diagnostic Kit Sales by Region (2021-2026)
 - 6.1.2 APAC Pet Virus Diagnostic Kit Revenue by Region (2021-2026)
- 6.2 APAC Pet Virus Diagnostic Kit Sales by Type (2021-2026)

6.3 APAC Pet Virus Diagnostic Kit Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Pet Virus Diagnostic Kit by Country

7.1.1 Europe Pet Virus Diagnostic Kit Sales by Country (2021-2026)

7.1.2 Europe Pet Virus Diagnostic Kit Revenue by Country (2021-2026)

7.2 Europe Pet Virus Diagnostic Kit Sales by Type (2021-2026)

7.3 Europe Pet Virus Diagnostic Kit Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Pet Virus Diagnostic Kit by Country

8.1.1 Middle East & Africa Pet Virus Diagnostic Kit Sales by Country (2021-2026)

8.1.2 Middle East & Africa Pet Virus Diagnostic Kit Revenue by Country (2021-2026)

8.2 Middle East & Africa Pet Virus Diagnostic Kit Sales by Type (2021-2026)

8.3 Middle East & Africa Pet Virus Diagnostic Kit Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Pet Virus Diagnostic Kit

10.3 Manufacturing Process Analysis of Pet Virus Diagnostic Kit

10.4 Industry Chain Structure of Pet Virus Diagnostic Kit

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Pet Virus Diagnostic Kit Distributors

11.3 Pet Virus Diagnostic Kit Customer

12 WORLD FORECAST REVIEW FOR PET VIRUS DIAGNOSTIC KIT BY GEOGRAPHIC REGION

12.1 Global Pet Virus Diagnostic Kit Market Size Forecast by Region

12.1.1 Global Pet Virus Diagnostic Kit Forecast by Region (2027-2032)

12.1.2 Global Pet Virus Diagnostic Kit Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Pet Virus Diagnostic Kit Forecast by Type (2027-2032)

12.7 Global Pet Virus Diagnostic Kit Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 IDEXX Laboratories

13.1.1 IDEXX Laboratories Company Information

13.1.2 IDEXX Laboratories Pet Virus Diagnostic Kit Product Portfolios and Specifications

13.1.3 IDEXX Laboratories Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.1.4 IDEXX Laboratories Main Business Overview
- 13.1.5 IDEXX Laboratories Latest Developments
- 13.2 Zoetis Diagnostics
 - 13.2.1 Zoetis Diagnostics Company Information
 - 13.2.2 Zoetis Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.2.3 Zoetis Diagnostics Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 Zoetis Diagnostics Main Business Overview
 - 13.2.5 Zoetis Diagnostics Latest Developments
- 13.3 Antech
 - 13.3.1 Antech Company Information
 - 13.3.2 Antech Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.3.3 Antech Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 Antech Main Business Overview
 - 13.3.5 Antech Latest Developments
- 13.4 Virbac Diagnostics
 - 13.4.1 Virbac Diagnostics Company Information
 - 13.4.2 Virbac Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.4.3 Virbac Diagnostics Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Virbac Diagnostics Main Business Overview
 - 13.4.5 Virbac Diagnostics Latest Developments
- 13.5 BIONOTE
 - 13.5.1 BIONOTE Company Information
 - 13.5.2 BIONOTE Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.5.3 BIONOTE Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 BIONOTE Main Business Overview
 - 13.5.5 BIONOTE Latest Developments
- 13.6 MEGACOR Diagnostik
 - 13.6.1 MEGACOR Diagnostik Company Information
 - 13.6.2 MEGACOR Diagnostik Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.6.3 MEGACOR Diagnostik Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 MEGACOR Diagnostik Main Business Overview

- 13.6.5 MEGACOR Diagnostik Latest Developments
- 13.7 Biogal Galed Labs
 - 13.7.1 Biogal Galed Labs Company Information
 - 13.7.2 Biogal Galed Labs Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.7.3 Biogal Galed Labs Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 Biogal Galed Labs Main Business Overview
 - 13.7.5 Biogal Galed Labs Latest Developments
- 13.8 BioSella
 - 13.8.1 BioSella Company Information
 - 13.8.2 BioSella Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.8.3 BioSella Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 BioSella Main Business Overview
 - 13.8.5 BioSella Latest Developments
- 13.9 Urano Diagnostics
 - 13.9.1 Urano Diagnostics Company Information
 - 13.9.2 Urano Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.9.3 Urano Diagnostics Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.9.4 Urano Diagnostics Main Business Overview
 - 13.9.5 Urano Diagnostics Latest Developments
- 13.10 Fassisi
 - 13.10.1 Fassisi Company Information
 - 13.10.2 Fassisi Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.10.3 Fassisi Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Fassisi Main Business Overview
 - 13.10.5 Fassisi Latest Developments
- 13.11 RapiGEN
 - 13.11.1 RapiGEN Company Information
 - 13.11.2 RapiGEN Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.11.3 RapiGEN Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 RapiGEN Main Business Overview
 - 13.11.5 RapiGEN Latest Developments
- 13.12 BioGuard

- 13.12.1 BioGuard Company Information
- 13.12.2 BioGuard Pet Virus Diagnostic Kit Product Portfolios and Specifications
- 13.12.3 BioGuard Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.12.4 BioGuard Main Business Overview
- 13.12.5 BioGuard Latest Developments
- 13.13 Ring Biotechnology
 - 13.13.1 Ring Biotechnology Company Information
 - 13.13.2 Ring Biotechnology Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.13.3 Ring Biotechnology Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.13.4 Ring Biotechnology Main Business Overview
 - 13.13.5 Ring Biotechnology Latest Developments
- 13.14 Tianlong Science and Technology
 - 13.14.1 Tianlong Science and Technology Company Information
 - 13.14.2 Tianlong Science and Technology Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.14.3 Tianlong Science and Technology Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.14.4 Tianlong Science and Technology Main Business Overview
 - 13.14.5 Tianlong Science and Technology Latest Developments
- 13.15 Qingdao Hightop Biotech
 - 13.15.1 Qingdao Hightop Biotech Company Information
 - 13.15.2 Qingdao Hightop Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.15.3 Qingdao Hightop Biotech Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.15.4 Qingdao Hightop Biotech Main Business Overview
 - 13.15.5 Qingdao Hightop Biotech Latest Developments
- 13.16 Hangzhou Evegen Biotech
 - 13.16.1 Hangzhou Evegen Biotech Company Information
 - 13.16.2 Hangzhou Evegen Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.16.3 Hangzhou Evegen Biotech Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.16.4 Hangzhou Evegen Biotech Main Business Overview
 - 13.16.5 Hangzhou Evegen Biotech Latest Developments
- 13.17 Hangzhou Frenovo Biotech

- 13.17.1 Hangzhou Frenovo Biotech Company Information
- 13.17.2 Hangzhou Frenovo Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications
- 13.17.3 Hangzhou Frenovo Biotech Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.17.4 Hangzhou Frenovo Biotech Main Business Overview
- 13.17.5 Hangzhou Frenovo Biotech Latest Developments
- 13.18 Hangzhou AllTest Biotech
 - 13.18.1 Hangzhou AllTest Biotech Company Information
 - 13.18.2 Hangzhou AllTest Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications
 - 13.18.3 Hangzhou AllTest Biotech Pet Virus Diagnostic Kit Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.18.4 Hangzhou AllTest Biotech Main Business Overview
 - 13.18.5 Hangzhou AllTest Biotech Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Pet Virus Diagnostic Kit Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Pet Virus Diagnostic Kit Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Lateral Flow Rapid Test Kits

Table 4. Major Players of Fluorescence Immunoassay / ELISA Kits

Table 5. Major Players of PCR/qPCR and Molecular Diagnostic Kits

Table 6. Major Players of Multiplex Diagnostic Kits

Table 7. Global Pet Virus Diagnostic Kit Sales by Type (2021-2026) & (K Units)

Table 8. Global Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)

Table 9. Global Pet Virus Diagnostic Kit Revenue by Type (2021-2026) & (\$ million)

Table 10. Global Pet Virus Diagnostic Kit Revenue Market Share by Type (2021-2026)

Table 11. Global Pet Virus Diagnostic Kit Sale Price by Type (2021-2026) & (US\$/Unit)

Table 12. Major Players of Canine Virus Diagnostic Kits

Table 13. Major Players of Feline Virus Diagnostic Kits

Table 14. Major Players of Companion Animal Virus Diagnostic Kits

Table 15. Global Pet Virus Diagnostic Kit Sales by Target of Testing (2021-2026) & (K Units)

Table 16. Global Pet Virus Diagnostic Kit Sales Market Share by Target of Testing (2021-2026)

Table 17. Global Pet Virus Diagnostic Kit Revenue by Target of Testing (2021-2026) & (\$ million)

Table 18. Global Pet Virus Diagnostic Kit Revenue Market Share by Target of Testing (2021-2026)

Table 19. Global Pet Virus Diagnostic Kit Sale Price by Target of Testing (2021-2026) & (US\$/Unit)

Table 20. Major Players of Single-Target Virus Test Kits

Table 21. Major Players of Dual or Triple Combination Test Kits

Table 22. Major Players of Multiplex Pathogen Panel Kits

Table 23. Major Players of Instrument-Based Quantitative Kits

Table 24. Global Pet Virus Diagnostic Kit Sales by Product Combination Form (2021-2026) & (K Units)

Table 25. Global Pet Virus Diagnostic Kit Sales Market Share by Product Combination Form (2021-2026)

Table 26. Global Pet Virus Diagnostic Kit Revenue by Product Combination Form

(2021-2026) & (\$ million)

Table 27. Global Pet Virus Diagnostic Kit Revenue Market Share by Product Combination Form (2021-2026)

Table 28. Global Pet Virus Diagnostic Kit Sale Price by Product Combination Form (2021-2026) & (US\$/Unit)

Table 29. Global Pet Virus Diagnostic Kit Sale by Application (2021-2026) & (K Units)

Table 30. Global Pet Virus Diagnostic Kit Sale Market Share by Application (2021-2026)

Table 31. Global Pet Virus Diagnostic Kit Revenue by Application (2021-2026) & (\$ million)

Table 32. Global Pet Virus Diagnostic Kit Revenue Market Share by Application (2021-2026)

Table 33. Global Pet Virus Diagnostic Kit Sale Price by Application (2021-2026) & (US\$/Unit)

Table 34. Global Pet Virus Diagnostic Kit Sales by Company (2021-2026) & (K Units)

Table 35. Global Pet Virus Diagnostic Kit Sales Market Share by Company (2021-2026)

Table 36. Global Pet Virus Diagnostic Kit Revenue by Company (2021-2026) & (\$ millions)

Table 37. Global Pet Virus Diagnostic Kit Revenue Market Share by Company (2021-2026)

Table 38. Global Pet Virus Diagnostic Kit Sale Price by Company (2021-2026) & (US\$/Unit)

Table 39. Key Manufacturers Pet Virus Diagnostic Kit Producing Area Distribution and Sales Area

Table 40. Players Pet Virus Diagnostic Kit Products Offered

Table 41. Pet Virus Diagnostic Kit Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 42. New Products and Potential Entrants

Table 43. Market M&A Activity & Strategy

Table 44. Global Pet Virus Diagnostic Kit Sales by Geographic Region (2021-2026) & (K Units)

Table 45. Global Pet Virus Diagnostic Kit Sales Market Share Geographic Region (2021-2026)

Table 46. Global Pet Virus Diagnostic Kit Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 47. Global Pet Virus Diagnostic Kit Revenue Market Share by Geographic Region (2021-2026)

Table 48. Global Pet Virus Diagnostic Kit Sales by Country/Region (2021-2026) & (K Units)

Table 49. Global Pet Virus Diagnostic Kit Sales Market Share by Country/Region

(2021-2026)

Table 50. Global Pet Virus Diagnostic Kit Revenue by Country/Region (2021-2026) & (\$ millions)

Table 51. Global Pet Virus Diagnostic Kit Revenue Market Share by Country/Region (2021-2026)

Table 52. Americas Pet Virus Diagnostic Kit Sales by Country (2021-2026) & (K Units)

Table 53. Americas Pet Virus Diagnostic Kit Sales Market Share by Country (2021-2026)

Table 54. Americas Pet Virus Diagnostic Kit Revenue by Country (2021-2026) & (\$ millions)

Table 55. Americas Pet Virus Diagnostic Kit Sales by Type (2021-2026) & (K Units)

Table 56. Americas Pet Virus Diagnostic Kit Sales by Application (2021-2026) & (K Units)

Table 57. APAC Pet Virus Diagnostic Kit Sales by Region (2021-2026) & (K Units)

Table 58. APAC Pet Virus Diagnostic Kit Sales Market Share by Region (2021-2026)

Table 59. APAC Pet Virus Diagnostic Kit Revenue by Region (2021-2026) & (\$ millions)

Table 60. APAC Pet Virus Diagnostic Kit Sales by Type (2021-2026) & (K Units)

Table 61. APAC Pet Virus Diagnostic Kit Sales by Application (2021-2026) & (K Units)

Table 62. Europe Pet Virus Diagnostic Kit Sales by Country (2021-2026) & (K Units)

Table 63. Europe Pet Virus Diagnostic Kit Revenue by Country (2021-2026) & (\$ millions)

Table 64. Europe Pet Virus Diagnostic Kit Sales by Type (2021-2026) & (K Units)

Table 65. Europe Pet Virus Diagnostic Kit Sales by Application (2021-2026) & (K Units)

Table 66. Middle East & Africa Pet Virus Diagnostic Kit Sales by Country (2021-2026) & (K Units)

Table 67. Middle East & Africa Pet Virus Diagnostic Kit Revenue Market Share by Country (2021-2026)

Table 68. Middle East & Africa Pet Virus Diagnostic Kit Sales by Type (2021-2026) & (K Units)

Table 69. Middle East & Africa Pet Virus Diagnostic Kit Sales by Application (2021-2026) & (K Units)

Table 70. Key Market Drivers & Growth Opportunities of Pet Virus Diagnostic Kit

Table 71. Key Market Challenges & Risks of Pet Virus Diagnostic Kit

Table 72. Key Industry Trends of Pet Virus Diagnostic Kit

Table 73. Pet Virus Diagnostic Kit Raw Material

Table 74. Key Suppliers of Raw Materials

Table 75. Pet Virus Diagnostic Kit Distributors List

Table 76. Pet Virus Diagnostic Kit Customer List

Table 77. Global Pet Virus Diagnostic Kit Sales Forecast by Region (2027-2032) & (K

Units)

Table 78. Global Pet Virus Diagnostic Kit Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 79. Americas Pet Virus Diagnostic Kit Sales Forecast by Country (2027-2032) & (K Units)

Table 80. Americas Pet Virus Diagnostic Kit Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 81. APAC Pet Virus Diagnostic Kit Sales Forecast by Region (2027-2032) & (K Units)

Table 82. APAC Pet Virus Diagnostic Kit Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 83. Europe Pet Virus Diagnostic Kit Sales Forecast by Country (2027-2032) & (K Units)

Table 84. Europe Pet Virus Diagnostic Kit Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Middle East & Africa Pet Virus Diagnostic Kit Sales Forecast by Country (2027-2032) & (K Units)

Table 86. Middle East & Africa Pet Virus Diagnostic Kit Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 87. Global Pet Virus Diagnostic Kit Sales Forecast by Type (2027-2032) & (K Units)

Table 88. Global Pet Virus Diagnostic Kit Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 89. Global Pet Virus Diagnostic Kit Sales Forecast by Application (2027-2032) & (K Units)

Table 90. Global Pet Virus Diagnostic Kit Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 91. IDEXX Laboratories Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 92. IDEXX Laboratories Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 93. IDEXX Laboratories Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 94. IDEXX Laboratories Main Business

Table 95. IDEXX Laboratories Latest Developments

Table 96. Zoetis Diagnostics Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 97. Zoetis Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 98. Zoetis Diagnostics Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 99. Zoetis Diagnostics Main Business

Table 100. Zoetis Diagnostics Latest Developments

Table 101. Antech Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 102. Antech Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 103. Antech Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 104. Antech Main Business

Table 105. Antech Latest Developments

Table 106. Virbac Diagnostics Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 107. Virbac Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 108. Virbac Diagnostics Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 109. Virbac Diagnostics Main Business

Table 110. Virbac Diagnostics Latest Developments

Table 111. BIONOTE Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 112. BIONOTE Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 113. BIONOTE Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 114. BIONOTE Main Business

Table 115. BIONOTE Latest Developments

Table 116. MEGACOR Diagnostik Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 117. MEGACOR Diagnostik Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 118. MEGACOR Diagnostik Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 119. MEGACOR Diagnostik Main Business

Table 120. MEGACOR Diagnostik Latest Developments

Table 121. Biogal Galed Labs Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 122. Biogal Galed Labs Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 123. Biogal Galed Labs Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$

Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 124. Biogal Galed Labs Main Business

Table 125. Biogal Galed Labs Latest Developments

Table 126. BioSella Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 127. BioSella Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 128. BioSella Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 129. BioSella Main Business

Table 130. BioSella Latest Developments

Table 131. Urano Diagnostics Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 132. Urano Diagnostics Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 133. Urano Diagnostics Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 134. Urano Diagnostics Main Business

Table 135. Urano Diagnostics Latest Developments

Table 136. Fassisi Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 137. Fassisi Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 138. Fassisi Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 139. Fassisi Main Business

Table 140. Fassisi Latest Developments

Table 141. RapiGEN Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 142. RapiGEN Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 143. RapiGEN Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 144. RapiGEN Main Business

Table 145. RapiGEN Latest Developments

Table 146. BioGuard Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 147. BioGuard Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 148. BioGuard Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 149. BioGuard Main Business

Table 150. BioGuard Latest Developments

Table 151. Ring Biotechnology Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 152. Ring Biotechnology Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 153. Ring Biotechnology Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 154. Ring Biotechnology Main Business

Table 155. Ring Biotechnology Latest Developments

Table 156. Tianlong Science and Technology Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 157. Tianlong Science and Technology Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 158. Tianlong Science and Technology Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 159. Tianlong Science and Technology Main Business

Table 160. Tianlong Science and Technology Latest Developments

Table 161. Qingdao Hightop Biotech Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 162. Qingdao Hightop Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 163. Qingdao Hightop Biotech Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 164. Qingdao Hightop Biotech Main Business

Table 165. Qingdao Hightop Biotech Latest Developments

Table 166. Hangzhou Evegen Biotech Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 167. Hangzhou Evegen Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 168. Hangzhou Evegen Biotech Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 169. Hangzhou Evegen Biotech Main Business

Table 170. Hangzhou Evegen Biotech Latest Developments

Table 171. Hangzhou Frenovo Biotech Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 172. Hangzhou Frenovo Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 173. Hangzhou Frenovo Biotech Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 174. Hangzhou Frenovo Biotech Main Business

Table 175. Hangzhou Frenovo Biotech Latest Developments

Table 176. Hangzhou AllTest Biotech Basic Information, Pet Virus Diagnostic Kit Manufacturing Base, Sales Area and Its Competitors

Table 177. Hangzhou AllTest Biotech Pet Virus Diagnostic Kit Product Portfolios and Specifications

Table 178. Hangzhou AllTest Biotech Pet Virus Diagnostic Kit Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 179. Hangzhou AllTest Biotech Main Business

Table 180. Hangzhou AllTest Biotech Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Pet Virus Diagnostic Kit
- Figure 2. Pet Virus Diagnostic Kit Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Pet Virus Diagnostic Kit Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Pet Virus Diagnostic Kit Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Pet Virus Diagnostic Kit Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Pet Virus Diagnostic Kit Sales Market Share by Country/Region (2025)
- Figure 10. Pet Virus Diagnostic Kit Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Lateral Flow Rapid Test Kits
- Figure 12. Product Picture of Fluorescence Immunoassay / ELISA Kits
- Figure 13. Product Picture of PCR/qPCR and Molecular Diagnostic Kits
- Figure 14. Product Picture of Multiplex Diagnostic Kits
- Figure 15. Global Pet Virus Diagnostic Kit Sales Market Share by Type in 2026
- Figure 16. Global Pet Virus Diagnostic Kit Revenue Market Share by Type (2021-2026)
- Figure 17. Product Picture of Canine Virus Diagnostic Kits
- Figure 18. Product Picture of Feline Virus Diagnostic Kits
- Figure 19. Product Picture of Companion Animal Virus Diagnostic Kits
- Figure 20. Global Pet Virus Diagnostic Kit Sales Market Share by Target of Testing in 2026
- Figure 21. Global Pet Virus Diagnostic Kit Revenue Market Share by Target of Testing (2021-2026)
- Figure 22. Product Picture of Single-Target Virus Test Kits
- Figure 23. Product Picture of Dual or Triple Combination Test Kits
- Figure 24. Product Picture of Multiplex Pathogen Panel Kits
- Figure 25. Product Picture of Instrument-Based Quantitative Kits
- Figure 26. Global Pet Virus Diagnostic Kit Sales Market Share by Product Combination Form in 2026
- Figure 27. Global Pet Virus Diagnostic Kit Revenue Market Share by Product Combination Form (2021-2026)
- Figure 28. Pet Virus Diagnostic Kit Consumed in Veterinary Hospitals and Clinics
- Figure 29. Global Pet Virus Diagnostic Kit Market: Veterinary Hospitals and Clinics

(2021-2026) & (K Units)

Figure 30. Pet Virus Diagnostic Kit Consumed in Veterinary Reference Laboratories

Figure 31. Global Pet Virus Diagnostic Kit Market: Veterinary Reference Laboratories (2021-2026) & (K Units)

Figure 32. Pet Virus Diagnostic Kit Consumed in Animal Shelters, Breeding and Rescue Centers

Figure 33. Global Pet Virus Diagnostic Kit Market: Animal Shelters, Breeding and Rescue Centers (2021-2026) & (K Units)

Figure 34. Pet Virus Diagnostic Kit Consumed in Others

Figure 35. Global Pet Virus Diagnostic Kit Market: Others (2021-2026) & (K Units)

Figure 36. Global Pet Virus Diagnostic Kit Sale Market Share by Application (2025)

Figure 37. Global Pet Virus Diagnostic Kit Revenue Market Share by Application in 2025

Figure 38. Pet Virus Diagnostic Kit Sales by Company in 2025 (K Units)

Figure 39. Global Pet Virus Diagnostic Kit Sales Market Share by Company in 2025

Figure 40. Pet Virus Diagnostic Kit Revenue by Company in 2025 (\$ millions)

Figure 41. Global Pet Virus Diagnostic Kit Revenue Market Share by Company in 2025

Figure 42. Global Pet Virus Diagnostic Kit Sales Market Share by Geographic Region (2021-2026)

Figure 43. Global Pet Virus Diagnostic Kit Revenue Market Share by Geographic Region in 2025

Figure 44. Americas Pet Virus Diagnostic Kit Sales 2021-2026 (K Units)

Figure 45. Americas Pet Virus Diagnostic Kit Revenue 2021-2026 (\$ millions)

Figure 46. APAC Pet Virus Diagnostic Kit Sales 2021-2026 (K Units)

Figure 47. APAC Pet Virus Diagnostic Kit Revenue 2021-2026 (\$ millions)

Figure 48. Europe Pet Virus Diagnostic Kit Sales 2021-2026 (K Units)

Figure 49. Europe Pet Virus Diagnostic Kit Revenue 2021-2026 (\$ millions)

Figure 50. Middle East & Africa Pet Virus Diagnostic Kit Sales 2021-2026 (K Units)

Figure 51. Middle East & Africa Pet Virus Diagnostic Kit Revenue 2021-2026 (\$ millions)

Figure 52. Americas Pet Virus Diagnostic Kit Sales Market Share by Country in 2025

Figure 53. Americas Pet Virus Diagnostic Kit Revenue Market Share by Country (2021-2026)

Figure 54. Americas Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)

Figure 55. Americas Pet Virus Diagnostic Kit Sales Market Share by Application (2021-2026)

Figure 56. United States Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 57. Canada Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 58. Mexico Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 59. Brazil Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 60. APAC Pet Virus Diagnostic Kit Sales Market Share by Region in 2025

Figure 61. APAC Pet Virus Diagnostic Kit Revenue Market Share by Region (2021-2026)

Figure 62. APAC Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)

Figure 63. APAC Pet Virus Diagnostic Kit Sales Market Share by Application (2021-2026)

Figure 64. China Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 65. Japan Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 66. South Korea Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 67. Southeast Asia Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 68. India Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 69. Australia Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 70. China Taiwan Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 71. Europe Pet Virus Diagnostic Kit Sales Market Share by Country in 2025

Figure 72. Europe Pet Virus Diagnostic Kit Revenue Market Share by Country (2021-2026)

Figure 73. Europe Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)

Figure 74. Europe Pet Virus Diagnostic Kit Sales Market Share by Application (2021-2026)

Figure 75. Germany Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 76. France Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 77. UK Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 78. Italy Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 79. Russia Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 80. Middle East & Africa Pet Virus Diagnostic Kit Sales Market Share by Country (2021-2026)

Figure 81. Middle East & Africa Pet Virus Diagnostic Kit Sales Market Share by Type (2021-2026)

Figure 82. Middle East & Africa Pet Virus Diagnostic Kit Sales Market Share by Application (2021-2026)

Figure 83. Egypt Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 84. South Africa Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 85. Israel Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 86. Turkey Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$ millions)

Figure 87. GCC Countries Pet Virus Diagnostic Kit Revenue Growth 2021-2026 (\$

millions)

Figure 88. Manufacturing Cost Structure Analysis of Pet Virus Diagnostic Kit in 2026

Figure 89. Manufacturing Process Analysis of Pet Virus Diagnostic Kit

Figure 90. Industry Chain Structure of Pet Virus Diagnostic Kit

Figure 91. Channels of Distribution

Figure 92. Global Pet Virus Diagnostic Kit Sales Market Forecast by Region
(2027-2032)

Figure 93. Global Pet Virus Diagnostic Kit Revenue Market Share Forecast by Region
(2027-2032)

Figure 94. Global Pet Virus Diagnostic Kit Sales Market Share Forecast by Type
(2027-2032)

Figure 95. Global Pet Virus Diagnostic Kit Revenue Market Share Forecast by Type
(2027-2032)

Figure 96. Global Pet Virus Diagnostic Kit Sales Market Share Forecast by Application
(2027-2032)

Figure 97. Global Pet Virus Diagnostic Kit Revenue Market Share Forecast by
Application (2027-2032)

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