

Udder Health Market Size, Share & Trends by Product (Pharmaceuticals (Antibiotics, Intramammary Infusions), Devices (Milk Quality Analysers), Supplements)), Veterinary Care Settings (Dairy Farms, Veterinary Hospitals & Clinics), Animal Type - Global Forecast to 2029

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Abstracts

The global udder health market is projected to reach USD 1.6 billion by 2029 from USD 1.2 billion in 2024 at a CAGR of 5.9%. The competitive landscape includes the analysis of the key growth strategies adopted by major players between January 2020 and May 2024. Players in the global udder health market have employed various strategies to expand their global footprint and increase their market shares such as agreements, divestitures, expansions, and acquisitions.

“The Devices segment accounted the second-largest market share in the udder health market.”

In the udder health market, the Devices segment holds the second-largest share because of the growing use of equipment like teat sprayers, teat dip applicators, milk quality analyzers, and mastitis detectors. These devices play a crucial role in maintaining the health of dairy cow udders by preventing infections and ensuring milk quality. Farmers increasingly adopt these tools to improve dairy production efficiency and animal welfare standards. The rise in demand is fueled by advancements in technology that enhance the accuracy and effectiveness of these devices, making them indispensable in modern dairy farm operations.

“Dairy farms segment of the udder health market is expected to witness the fastest

CAGR.”

By veterinary care setting type, the dairy farms segment has witnessed the fastest growth rate in the udder health market. This is largely because small and medium-scale dairy farms are gradually switching from manual milking to mechanized milking systems. This transition helps improve udder health by reducing the risk of infections like mastitis, ensuring more consistent and hygienic milking processes. As a result, these farms are better able to produce high-quality milk, which drives the segment's rapid growth.

“The Dairy cattle segment of the udder health market accounted for the largest market share.”

Based on animal type, the dairy cattle segment accounted for the largest market share in the udder health market because of growing demand for milk and milk products. Dairy cattles are crucial for milk production, making their udder health vital for consistent supply. Farmers focus on keeping their cows healthy to ensure high-quality milk production, which drives the market for udder health products and services. This segment's dominance reflects the industry's emphasis on maintaining cow health to meet the rising global demand for milk and dairy products.

“Clinical mastitis segment of the udder health market is expected to witness the fastest CAGR.”

By disease type, the clinical mastitis has experienced the fastest CAGR, in the udder health market, due to rising cases of mastitis and other related issue. The increasing prevalence of this disease has driven demand for effective treatments and management solutions within the market. As dairy farms strive to maintain herd health and productivity, there's a growing emphasis on products and practices that can prevent and treat mastitis effectively, contributing to the segment's rapid growth in the udder health industry.

“North America to have the second largest market share in the udder health market during the forecast period.”

North America holds the second largest share in the udder health market. This is mainly because farmers in this region have higher incomes, allowing them to invest more in the health and care of their dairy cows. As their earnings grow, they can afford better products and services to maintain the udder health of their livestock. This increase in

spending power boosts the market, making North America a significant player in this sector.

A breakdown of the primary participants (supply side) for the udder health market referred to for this report is provided below:

By Company Type: Tier 1–35%, Tier 2–25%, and Tier 3–40%

By Designation: C-level–45%, Director Level–25%, and Others–30%

By Region: North America–36%, Europe–26%, Asia Pacific–21%, Latin America-10%, and Middle East & Africa_ 7%

A breakdown of the primary participants (demand side) for the udder health market referred to for the report is provided below:

By Veterinary Care Setting Type: Dairy Farms-65%, Veterinary Hospitals and Clinics-35%

By Designation: Farm Owners-55%, Veterinarians-45%

By Region: North America–34%, Europe–27%, Asia Pacific–23%, Latin America-9%, and Middle East & Africa-7%

Key Market Players:

The prominent players in the udder health market include Vetoquinol S.A. (France), Zoetis Inc. (US), Merck & Co., Inc. (US), Virbac (France), Ecolab (US), Boehringer Ingelheim GmbH (Germany), Elanco Animal Health Incorporated (US), DeLaval (Sweden), Orffa (Netherlands), AHV International (Netherlands), Boumatic LLC (US), GEA Group Aktiengesellschaft (Germany), G Shepherd Animal Health (UK), Ceva Sante Animale (France), Albert Kerbl GmbH (Germany), Ambic Equipment Limited (England), Lely (Netherlands), Zenex Animal Health India Private Limited (India), Draminski S.A. (Poland), Ring Biotechnology Co Ltd. (China), Nicosia Biolabs International Private Limited (India), Blackmango Herb (India), Koru Diagnostics Ltd. (New Zealand), Mastaplex (New Zealand), and AR Brown Co., Ltd. (Japan).

Research Coverage:

The market analysis examines the udder health market in numerous segments. It seeks to estimate the market size and growth potential across many segments, including product, veterinary care setting, animal type, disease type and geography. The study also includes a detailed competitive analysis of the market's top competitors, as well as company profiles, significant insights about their product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The study will assist industry leaders/new entrants in this market by providing information on the closest approximations of the udder health market and its segments. This research will assist stakeholders understand the competitive landscape, obtaining insights to better position their firms, and developing appropriate go-to-market strategies. The study will also assist stakeholders in understanding the market pulse and obtaining information on major market drivers, constraints, opportunities, and challenges.

This report provides insights into the following pointers:

Analysis of key Drivers: Drivers (Increasing Demand of Milk and Dairy Products, Increasing number of veterinary practitioner in developed economies, Increasing Incidence of Mastitis and Other Udder Health Disorders, Technological Advancements in Udder Health Monitoring), Restrains (Lack of Awareness and Education Among Small-Scale Dairy Farmers), Opportunities (Gradual transitions of small and medium-scale dairy farms from manual milking to mechanized milking solutions, Increasing per capita income of farmers in developing countries), Challenges (Regulatory control on livestock industry to reduce outbreak of diseases) influencing the growth of the udder health market.

Market Penetration: Comprehensive information on the product portfolios of the leading companies in the udder health market. The report breaks down the market by product type, veterinary care setting types, animal types, disease types and region.

Product Enhancement/Innovation: Detailed information about forthcoming trends and product launches in the udder health market.

Market Development: Comprehensive data on attractive rising markets broken down by product category, veterinary care setting types, animal types, disease types and region.

Market Diversification: Comprehensive information on new products, expanding geographies, current advancements, and investments in the udder health market.

Competitive Assessment: In-depth analysis of market share, growth strategies, product and service offerings, and capabilities of the main udder health products manufacturers.

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