

# **Veterinary Diagnostic Market by Product (Instrument, Consumable), Technology (Immuno (ELISA, RIA, Lateral flow), Molecular (PCR, Microarray), Hematology, Imaging), Distribution Channel, End User, Unmet Need, Buying Criteria - Global Forecast to 2029**

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## **Abstracts**

The veterinary diagnostics market is valued at an estimated USD 3.3 billion in 2023 and is projected to reach USD 5.0 billion by 2029, at a CAGR of 7.1% during the forecast period. The veterinary diagnostics market is influenced mainly by the rise in animals such as dogs and cats, increase in the insurance for companion animals, global animal healthcare expenditure, increased adoption and awareness about animal health in emerging economies, rise in parasitic infections in animals, etc.

“The instruments segment is projected to have the highest growth in this market.”

Veterinary diagnostic instruments mainly include diagnostic test analyzers and portable analyzers. These analyzers measure the physiologically significant substances present in body fluids (blood, serum, plasma, and urine) and feces of animals. Diagnostic test analyzers include clinical chemistry analyzers, glucose monitors, blood gas-electrolyte analyzers, urine analyzers, hematology analyzers, lateral flow strip readers, and immunodiagnostic analyzers. Major market players offer analyzers separately, along with reagent clips, cartridges, panels, and kits used in disease diagnosis. Increasing technological advancement and the incorporation of AI tools in instruments are factors influencing its growth.

“Clinical Biochemistry segment accounted for the largest share after

immunodiagnostics in the technology segment.”

Clinical biochemistry accounted for the second largest share in the technology market. It is an important technology used for screening infectious and metabolic disorders in small animals. Diseases and disorders evaluated using this technology can range from studying kidney function, diabetes, electrolyte & hormone evaluation, and liver function to systemic inflammation caused by infectious agents such as bacteria, viruses, and parasites. Clinical biochemistry analyzers are more widely adopted in veterinary diagnostics laboratories, which leads to a higher share in the veterinary diagnostics market. Large number of cases of glucose testing. Clinical testing, and electrolyte testing have influenced the market.

“Asia Pacific market to witness the highest growth during the forecast period.”

During the forecast period, APAC is anticipated to grow at the fastest rate. The major factors promoting the growth of the veterinary diagnostics market in this region are awareness about animal health, growing per capita income, government initiative for increasing adoption of pets, rise in production of livestock products, especially by China and India, and increase in diseases among animals.

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

a

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

By Designation: C-level Executives: 23%, Directors: 30%, and Others: 47%

By Region: North America: 33%, Europe: 20%, Asia Pacific: 28%, Latin America: 13%; Middle East and Africa: 59%;

The prominent players operating in the veterinary diagnostics market are IDEXX Laboratories, Inc. (US), Zoetis, Inc. (US), Thermo Fisher Scientific Inc. (US), bioMérieux SA (France), Heska Corporation (US), NEOGEN Corporation (US), Bio-Rad Laboratories Inc. (US), Virbac (France), FUJIFILM Holdings Corporation (Japan), Shenzhen Mindray Animal Medical Technology Co. Ltd. (China), INDICAL BIOSCIENCE GmbH (Germany), BioNote, Inc. (South Korea), Biogal Galed Labs

(Israel), Agrolabo S.p.A. (Italy), Innovative Diagnostics (France), Randox Laboratories Ltd. (Ireland), BioChek (Netherlands), Fassisi GmbH (Germany), Alvedia (France), SKYER, Inc. (South Korea), Shenzhen Bioeasy Biotechnology Co., Ltd. (China), Gold Standard Diagnostics (Germany), Precision Biosensor Inc. (South Korea), Antech Diagnostics Inc. (US), and EUROIMMUN Medizinische Labordiagnostika AG (Germany).

#### Research Coverage:

The market study covers the veterinary diagnostics market across various segments. It aims to estimate the market size and the growth potential of this market across different segments by product, application, technology, distribution channel, animal type, end-user, and region. The study also includes an in-depth competitive analysis of the key players in the market, along with their company profiles, key observations related to their product and business offerings, recent developments, and key market strategies.

#### Reasons to Buy the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall veterinary diagnostics market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report provides insights into the following pointers:

Analysis of key drivers (Rise in companion animals, growing demand for products derived from animals, increased zoonotic disease cases, increase in pet insurance, increase in disease control and disease prevention measures), restraints (Rising pet cost care and high cost of diagnostic tests), opportunities (untapped emerging market) and challenges (lack of animal health awareness, and shortage of veterinary practitioners) influencing the growth of the veterinary diagnostics market

Market Penetration: Comprehensive information on product portfolios offered by the top players in the global veterinary diagnostics market. The report analyzes this market by type of product, application, technology, animal type, distribution

channel, end-user, and region.

**Product Enhancement/Innovation:** Detailed insights on upcoming trends and product launches in the global veterinary diagnostics market.

**Market Development:** Comprehensive information on the lucrative emerging markets by type of product, application, technology, animal type, distribution channel, end-user, and region.

**Market Diversification:** Exhaustive information about new products and services, growing geographies, recent developments, and investments in the global veterinary diagnostics market.

**Competitive Assessment:** In-depth assessment of market shares, growth strategies, product and service offerings, and capabilities of leading players in the global veterinary diagnostics market.

## Contents

### "1 INTRODUCTION

#### 1.1 STUDY OBJECTIVES

#### 1.2 MARKET DEFINITION

##### 1.2.1 INCLUSIONS AND EXCLUSIONS

#### 1.3 MARKET SCOPE

##### 1.3.1 MARKETS COVERED

##### 1.3.2 YEARS CONSIDERED

##### 1.3.3 CURRENCY CONSIDERED

#### 1.4 STAKEHOLDERS

#### 1.5 SUMMARY OF CHANGES

##### 1.5.1 RECESSION IMPACT

### 2 RESEARCH METHODOLOGY

#### 2.1 RESEARCH DATA

##### FIGURE 1 RESEARCH DESIGN

##### 2.1.1 SECONDARY DATA

##### 2.1.1.1 Key data from secondary sources

##### 2.1.2 PRIMARY DATA

##### FIGURE 2 PRIMARY SOURCES

##### 2.1.2.1 Key data from primary sources

##### 2.1.2.2 Key industry insights

##### FIGURE 3 BREAKDOWN OF PRIMARY INTERVIEWS: BY COMPANY TYPE, DESIGNATION, AND REGION

##### FIGURE 4 BREAKDOWN OF PRIMARY INTERVIEWS: SUPPLY-SIDE AND DEMAND-SIDE PARTICIPANTS

#### 2.2 MARKET SIZE ESTIMATION

##### FIGURE 5 SUPPLY-SIDE MARKET SIZE ESTIMATION: REVENUE SHARE ANALYSIS

##### FIGURE 6 REVENUE SHARE ANALYSIS ILLUSTRATION: IDEXX LABORATORIES, INC.

##### FIGURE 7 SUPPLY-SIDE ANALYSIS OF TOP COMPANIES: VETERINARY DIAGNOSTICS MARKET (2022)

##### FIGURE 8 CAGR PROJECTIONS FROM ANALYSIS OF DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES OF VETERINARY DIAGNOSTICS MARKET (2023-2029)

FIGURE 9 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS

FIGURE 10 TOP-DOWN APPROACH

2.3 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 11 MARKET DATA TRIANGULATION METHODOLOGY

2.4 MARKET SHARE ANALYSIS

2.5 ASSUMPTIONS

2.6 LIMITATIONS

2.7 RISK ASSESSMENT

TABLE 1 RISK ASSESSMENT: VETERINARY DIAGNOSTICS MARKET

2.8 RECESSION IMPACT ANALYSIS

### **3 EXECUTIVE SUMMARY**

FIGURE 12 VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2023 VS. 2029  
(USD MILLION)

FIGURE 13 VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2023 VS.  
2029 (USD MILLION)

FIGURE 14 VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2023 VS.  
2029 (USD MILLION)

FIGURE 15 VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2023 VS.  
2029 (USD MILLION)

FIGURE 16 VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL,  
2023 VS. 2029 (USD MILLION)

FIGURE 17 VETERINARY DIAGNOSTICS MARKET, BY END USER, 2023 VS. 2029  
(USD MILLION)

FIGURE 18 GEOGRAPHICAL SNAPSHOT OF VETERINARY DIAGNOSTICS  
MARKET

### **4 PREMIUM INSIGHTS**

4.1 VETERINARY DIAGNOSTICS MARKET OVERVIEW

FIGURE 19 GROWING PREVALENCE OF ZOO NOTIC DISEASES TO DRIVE  
MARKET GROWTH

4.2 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY END USER AND  
COUNTRY (2022)

FIGURE 20 VETERINARY REFERENCE LABORATORIES ACCOUNTED FOR  
LARGEST SHARE OF APAC MARKET IN 2022

4.3 VETERINARY DIAGNOSTICS MARKET: GEOGRAPHIC GROWTH  
OPPORTUNITIES

FIGURE 21 CHINA TO REGISTER HIGHEST GROWTH OVER FORECAST PERIOD

4.4 VETERINARY DIAGNOSTICS MARKET: DEVELOPED MARKETS VS.

EMERGING ECONOMIES

FIGURE 22 EMERGING ECONOMIES TO REGISTER HIGHER GROWTH RATES

OVER FORECAST PERIOD

## 5 MARKET OVERVIEW

### 5.1 MARKET DYNAMICS

FIGURE 23 VETERINARY DIAGNOSTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

#### 5.1.1 DRIVERS

5.1.1.1 Growth in companion animal population

TABLE 2 NUMBER OF US HOUSEHOLDS THAT OWN A PET, BY ANIMAL TYPE (MILLIONS)

TABLE 3 PET POPULATION, BY ANIMAL, 2014 2022 (MILLION)

5.1.1.2 Rising demand for animal-derived food products

FIGURE 24 MAJOR PRODUCERS OF COW MILK WORLDWIDE IN 2022, BY COUNTRY (MILLION METRIC TONS)

TABLE 4 PAST AND PROJECTED TRENDS IN CONSUMPTION OF MEAT AND MILK IN DEVELOPED AND DEVELOPING COUNTRIES

TABLE 5 ASIA: COUNTRY-LEVEL CONSUMPTION OF ANIMAL-DERIVED FOOD PRODUCTS, 2000 VS. 2030 (THOUSAND METRIC TONS)

TABLE 6 ASIA: COUNTRY-LEVEL PRODUCTION OF ANIMAL-DERIVED FOOD PRODUCTS, 2000 VS. 2030 (THOUSAND METRIC TONS)

5.1.1.3 Increasing incidence of transboundary and zoonotic diseases

TABLE 7 ANIMAL DISEASE OUTBREAKS IN ASIA PACIFIC COUNTRIES (2009 2023)

5.1.1.4 Rising demand for pet insurance and growing animal health expenditure

TABLE 8 US: AVERAGE ANNUAL PREMIUMS PAID (2020 2022)

FIGURE 25 US VS CANADA: GROSS WRITTEN PREMIUMS FOR DOGS, 2020 2022 (IN USD MILLION)

FIGURE 26 US VS CANADA: GROSS WRITTEN PREMIUMS FOR CATS, 2020 2022 (IN USD MILLION)

FIGURE 27 US: PET INDUSTRY EXPENDITURE, 2010 2022

TABLE 9 US: BREAKDOWN OF PET INDUSTRY EXPENDITURE, 2020 2022 (USD BILLION)

TABLE 10 NORTH AMERICA: PET HEALTH INSURANCE MARKET, 2012 2022 (USD MILLION)

5.1.1.5 Growing number of veterinary practitioners and rising income levels in



developed economies

TABLE 11 NUMBER OF VETERINARIANS AND PARAVETERINARIANS IN DEVELOPED COUNTRIES, 2012-2020

5.1.1.6 Increasing disease control and prevention measures

5.1.2 RESTRAINTS

5.1.2.1 Rising pet care costs

FIGURE 28 US: BASIC ANNUAL EXPENSES FOR DOGS AND CATS, 2022

5.1.2.2 High cost of veterinary diagnostic tests

5.1.3 OPPORTUNITIES

5.1.3.1 Untapped emerging markets

5.1.4 CHALLENGES

5.1.4.1 Lack of animal healthcare awareness in emerging countries

5.1.4.2 Shortage of veterinary practitioners in emerging economies

TABLE 12 NUMBER OF VETERINARY PROFESSIONALS, BY COUNTRY, 2005 VS 2014 VS 2018

5.2 INDUSTRY TRENDS

5.2.1 ADOPTION OF MULTIPLE TEST PANELS

TABLE 13 MULTIPLE TESTING PANELS VS. SINGLE TESTING PANELS

5.2.2 OUTSOURCING OF VETERINARY DIAGNOSTIC TESTING SERVICES

5.2.3 GROWING CONSOLIDATION IN VETERINARY DIAGNOSTICS INDUSTRY

TABLE 14 MAJOR ACQUISITIONS IN ANIMAL HEALTH DIAGNOSTICS INDUSTRY

5.2.4 GROWING SCALE OF VETERINARY BUSINESSES

5.3 DISEASE TRENDS

5.3.1 LIVESTOCK

5.3.1.1 Avian Influenza

5.3.1.2 African Swine Fever

5.3.1.3 Bovine Babesiosis

5.3.1.4 Peste des Petits Ruminants

5.3.1.5 West Nile Virus

5.3.2 COMPANION ANIMALS

5.3.2.1 Zoonotic diseases

TABLE 15 COMMON ZOONOTIC DISEASES SPREAD BY COMPANION ANIMALS

5.3.2.2 Obesity & diabetes

5.4 TECHNOLOGY ANALYSIS

5.4.1 KEY TECHNOLOGIES

5.4.1.1 Portable instruments for POC diagnostic services

TABLE 16 POC PORTABLE VETERINARY DIAGNOSTIC INSTRUMENTS AND MANUFACTURERS

5.4.2 ADJACENT TECHNOLOGIES



5.4.2.1 Rapid and sensitive veterinary diagnostic kits

5.4.3 COMPLEMENTARY TECHNOLOGIES

5.5 PRICING ANALYSIS

TABLE 17 REGIONAL PRICING ANALYSIS OF VETERINARY ANALYZERS, 2022 (USD)

5.5.1 AVERAGE SELLING PRICES OF KEY PLAYERS, BY APPLICATION

TABLE 18 AVERAGE SELLING PRICES OF KEY PLAYERS FOR TOP 3 APPLICATIONS (USD)

5.5.2 AVERAGE SELLING PRICE TRENDS, BY REGION

5.6 VALUE CHAIN ANALYSIS

FIGURE 29 VETERINARY DIAGNOSTICS MARKET: VALUE CHAIN ANALYSIS

5.7 ECOSYSTEM/MARKET MAP

FIGURE 30 VETERINARY DIAGNOSTICS MARKET: ECOSYSTEM MARKET MAP

5.8 PORTER S FIVE FORCES ANALYSIS

TABLE 19 VETERINARY DIAGNOSTICS MARKET: PORTER S FIVE FORCES ANALYSIS

5.8.1 THREAT OF NEW ENTRANTS

5.8.2 THREAT OF SUBSTITUTES

5.8.3 BARGAINING POWER OF SUPPLIERS

5.8.4 BARGAINING POWER OF BUYERS

5.8.5 INTENSITY OF COMPETITIVE RIVALRY

5.9 SUPPLY CHAIN ANALYSIS

FIGURE 31 VETERINARY DIAGNOSTICS MARKET: SUPPLY CHAIN ANALYSIS

5.10 TARIFF AND REGULATORY LANDSCAPE

5.10.1 REGULATORY ANALYSIS

5.10.1.1 US

5.10.1.2 Europe

5.10.1.3 Rest of the world

5.10.2 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2.1 North America

TABLE 20 NORTH AMERICA: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2.2 Europe

TABLE 21 EUROPE: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

5.10.2.3 Rest of the world

TABLE 22 REST OF THE WORLD: LIST OF REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS

## 5.11 PATENT ANALYSIS

### 5.11.1 PATENT PUBLICATION TRENDS FOR VETERINARY DIAGNOSTICS

FIGURE 32 PATENT PUBLICATION TRENDS (JANUARY 2013-OCTOBER 2023)

### 5.11.2 JURISDICTION AND TOP APPLICANT ANALYSIS

FIGURE 33 TOP APPLICANTS AND OWNERS (COMPANIES/INSTITUTIONS) FOR VETERINARY DIAGNOSTICS PATENTS (JANUARY 2013 OCTOBER 2023)

FIGURE 34 TOP APPLICANT COUNTRIES/REGIONS FOR VETERINARY DIAGNOSTICS PATENTS (JANUARY 2013 OCTOBER 2023)

## 5.12 KEY CONFERENCES AND EVENTS (2023 2025)

TABLE 23 VETERINARY DIAGNOSTICS MARKET: DETAILED LIST OF CONFERENCES AND EVENTS

## 5.13 KEY STAKEHOLDERS AND BUYING CRITERIA

### 5.13.1 KEY STAKEHOLDERS IN BUYING PROCESS

FIGURE 35 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR VETERINARY DIAGNOSTICS

TABLE 24 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR VETERINARY DIAGNOSTICS

### 5.13.2 BUYING CRITERIA

FIGURE 36 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

TABLE 25 KEY BUYING CRITERIA FOR TOP THREE APPLICATIONS

## 5.14 TRADE ANALYSIS

TABLE 26 TOP EXPORTERS OF VETERINARY DIAGNOSTIC CONSUMABLES (REAGENTS; COMPOSITE DIAGNOSTIC OR LABORATORY), 2022

## 5.15 CASE STUDIES

TABLE 27 INCREASE IN PATIENT VISITS AND DIAGNOSTIC PROCEDURES

TABLE 28 UNMET CUSTOMER NEEDS IN LIVESTOCK DIAGNOSTICS MARKET

TABLE 29 OPPORTUNITY ASSESSMENT IN HIGH-END AUTOMATED IMMUNOASSAY ANALYZERS IN COMPANION ANIMAL IMMUNODIAGNOSTICS

TABLE 30 IDENTIFICATION OF INTESTINAL PARASITE

## 5.16 ADJACENT MARKETS

FIGURE 37 VETERINARY DIAGNOSTICS MARKET: ADJACENT MARKETS

## 5.17 END-USER PERSPECTIVE & UNMET NEEDS

## 5.18 AI INTEGRATION IN VETERINARY DIAGNOSTICS

# 6 VETERINARY DIAGNOSTICS MARKET, BY PRODUCT

## 6.1 INTRODUCTION

TABLE 31 VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

## 6.2 CONSUMABLES

### 6.2.1 CONSUMABLES TO HOLD LARGEST SHARE OF PRODUCTS MARKET

TABLE 32 KEY VETERINARY DIAGNOSTIC CONSUMABLES, BY COMPANY (2022)

TABLE 33 VETERINARY DIAGNOSTIC CONSUMABLES MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

## 6.3 INSTRUMENTS

### 6.3.1 INCREASING DEMAND FOR POC ANALYZERS TO DRIVE MARKET

TABLE 34 KEY VETERINARY DIAGNOSTIC INSTRUMENTS, BY COMPANY (2022)

TABLE 35 VETERINARY DIAGNOSTIC INSTRUMENTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

## 7 VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY

### 7.1 INTRODUCTION

TABLE 36 VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

### 7.2 IMMUNODIAGNOSTICS

TABLE 37 KEY VETERINARY IMMUNODIAGNOSTIC PRODUCTS, BY COMPANY

TABLE 38 VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 39 VETERINARY IMMUNODIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.1 LATERAL FLOW ASSAYS

TABLE 40 LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 41 LATERAL FLOW ASSAYS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

##### 7.2.1.1 Lateral flow rapid tests

###### 7.2.1.1.1 Lateral flow rapid tests to dominate market

TABLE 42 LATERAL FLOW RAPID TESTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

##### 7.2.1.2 Lateral flow strip readers

###### 7.2.1.2.1 Rising need for readers to determine analyte quantity to drive adoption

TABLE 43 LATERAL FLOW STRIP READERS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.2 ELISA

##### 7.2.2.1 Cost-effectiveness and ease of use to drive demand

TABLE 44 ELISA MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.3 ALLERGEN-SPECIFIC IMMUNODIAGNOSTIC TESTS

7.2.3.1 Increasing incidence of allergies in companion animals to drive market growth  
TABLE 45 ALLERGEN-SPECIFIC IMMUNODIAGNOSTIC TESTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.4 IMMUNOASSAY ANALYZERS

7.2.4.1 Growing use of immunoassay analyzers for livestock to propel market  
TABLE 46 IMMUNOASSAY ANALYZERS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.5 RADIOIMMUNOASSAYS

7.2.5.1 Growing importance, high sensitivity & specificity to drive market  
TABLE 47 RADIOIMMUNOASSAYS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.2.6 OTHER IMMUNODIAGNOSTIC PRODUCTS

TABLE 48 OTHER IMMUNODIAGNOSTIC PRODUCTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

### 7.3 CLINICAL BIOCHEMISTRY

TABLE 49 KEY VETERINARY CLINICAL BIOCHEMISTRY PRODUCTS, BY COMPANY

TABLE 50 VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 51 VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.1 CLINICAL CHEMISTRY ANALYSIS

TABLE 52 CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 53 CLINICAL CHEMISTRY ANALYSIS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

##### 7.3.1.1 Clinical chemistry reagent clips & cartridges

7.3.1.1.1 Rising number of screening tests performed to drive market

TABLE 54 CLINICAL CHEMISTRY REAGENT CLIPS & CARTRIDGES MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

##### 7.3.1.2 Clinical chemistry analyzers

7.3.1.2.1 Increasing installations of clinical chemistry analyzers to propel growth

TABLE 55 CLINICAL CHEMISTRY ANALYZERS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.2 GLUCOSE MONITORING

TABLE 56 GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 57 GLUCOSE MONITORING MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.2.1 Blood glucose strips

7.3.2.1.1 Growing demand for blood glucose strips in home care settings to drive market

TABLE 58 BLOOD GLUCOSE STRIPS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.2.2 Glucose monitors

7.3.2.2.1 Growing incidence of diabetes in pet animals to drive adoption of glucose monitors

TABLE 59 GLUCOSE MONITORS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.2.3 Urine glucose strips

7.3.2.3.1 Growing risk of DKA in animals to drive market

TABLE 60 URINE GLUCOSE STRIPS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

### 7.3.3 BLOOD GAS & ELECTROLYTE ANALYSIS

TABLE 61 BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 62 BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.3.1 Blood gas & electrolyte reagent clips & cartridges

7.3.3.1.1 Easy availability of animal species-specific preloaded reagent clips to boost market growth

TABLE 63 BLOOD GAS & ELECTROLYTE REAGENT CLIPS & CARTRIDGES MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.3.3.2 Blood gas & electrolyte analyzers

7.3.3.2.1 Growing adoption of analyzers to determine oxygen and carbon dioxide levels in blood to drive market

TABLE 64 BLOOD GAS & ELECTROLYTE ANALYZERS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

### 7.4 MOLECULAR DIAGNOSTICS

TABLE 65 VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 66 VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.4.1 PCR TESTS

7.4.1.1 Increased laboratory usage of PCR in proteomics and genomics to support growth

TABLE 67 PCR TESTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.4.2 MICROARRAYS

7.4.2.1 Growing applications of biochips in identifying infectious diseases to propel market

TABLE 68 MICROARRAYS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.4.3 NUCLEIC ACID SEQUENCING

7.4.3.1 Increased application of nucleic acid sequencing in diagnosis to drive market

TABLE 69 NUCLEIC ACID SEQUENCING MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.4.4 OTHER MOLECULAR DIAGNOSTIC PRODUCTS

TABLE 70 OTHER MOLECULAR DIAGNOSTIC PRODUCTS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

### 7.5 URINALYSIS

TABLE 71 KEY VETERINARY URINALYSIS PRODUCTS, BY COMPANY

TABLE 72 VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 73 VETERINARY URINALYSIS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.5.1 URINALYSIS CLIPS & CARTRIDGES/PANELS

7.5.1.1 Growing use of clips and cartridges in urine analyzers to detect electrolytes to drive market

TABLE 74 URINALYSIS CLIPS & CARTRIDGES/PANELS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.5.2 URINE ANALYZERS

7.5.2.1 Development of easy-to-use urine analyzers for POC testing to drive market

TABLE 75 URINE ANALYZERS MARKET, BY COUNTRY, 2021 2029 USD MILLION)

#### 7.5.3 URINE TEST STRIPS

7.5.3.1 Rising occurrence of kidney diseases in cats and dogs to support market

TABLE 76 URINE TEST STRIPS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

### 7.6 HEMATOLOGY

TABLE 77 KEY VETERINARY HEMATOLOGY PRODUCTS, BY COMPANY

TABLE 78 VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 79 VETERINARY HEMATOLOGY MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.6.1 HEMATOLOGY CARTRIDGES

7.6.1.1 Extensive use of hematology cartridges along with hematology analyzers for complete blood analysis to fuel growth

TABLE 80 HEMATOLOGY CARTRIDGES MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### 7.6.2 HEMATOLOGY ANALYZERS



7.6.2.1 High usage of hematology analyzers by veterinary hospitals & clinics to support growth

TABLE 81 HEMATOLOGY ANALYZERS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

## 7.7 OTHER TECHNOLOGIES

TABLE 82 OTHER VETERINARY DIAGNOSTIC TECHNOLOGIES MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

## 8 VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE

### 8.1 INTRODUCTION

TABLE 83 VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

### 8.2 COMPANION ANIMALS

TABLE 84 VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 85 VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 86 VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.2.1 DOGS

8.2.1.1 High insurance coverage for dogs to drive market

TABLE 87 CANINE POPULATION, BY COUNTRY, 2014 2022 (MILLION)

TABLE 88 VETERINARY DIAGNOSTICS MARKET FOR DOGS, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.2.2 CATS

8.2.2.1 Growing pet cat population to support growth

TABLE 89 FELINE POPULATION, BY COUNTRY, 2012 2020 (MILLION)

TABLE 90 VETERINARY DIAGNOSTICS MARKET FOR CATS, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.2.3 HORSES

8.2.3.1 Growing equine health awareness to drive market

FIGURE 38 US: NUMBER OF PRIVATE EQUINE CLINICAL PRACTICES, 2009 2022

TABLE 91 VETERINARY DIAGNOSTICS MARKET FOR HORSES, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.2.4 OTHER COMPANION ANIMALS

TABLE 92 VETERINARY DIAGNOSTICS MARKET FOR OTHER COMPANION ANIMALS, BY COUNTRY, 2021 2029 (USD MILLION)

### 8.3 LIVESTOCK



TABLE 93 VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 94 VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 95 VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.3.1 CATTLE

8.3.1.1 Growing consumption of meat to support market growth

FIGURE 39 MEAT PRODUCTION, BY TYPE, 2021 2022 (MILLION TONS)

FIGURE 40 MILK PRODUCTION, BY REGION, 2021 2022 (MILLION TONS)

TABLE 96 VETERINARY DIAGNOSTICS MARKET FOR CATTLE, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.3.2 PIGS

8.3.2.1 Growing incidence of infectious diseases to drive market

FIGURE 41 ANNUAL PER CAPITA MEAT CONSUMPTION PROJECTIONS, EMERGING ECONOMIES VS. DEVELOPED COUNTRIES, 2020 2030

TABLE 97 VETERINARY DIAGNOSTICS MARKET FOR PIGS, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.3.3 POULTRY

8.3.3.1 Increasing demand for poultry meat to contribute to market growth

TABLE 98 VETERINARY DIAGNOSTICS MARKET FOR POULTRY, BY COUNTRY, 2021 2029 (USD MILLION)

#### 8.3.4 OTHER LIVESTOCK

TABLE 99 VETERINARY DIAGNOSTICS MARKET FOR OTHER LIVESTOCK, BY COUNTRY, 2021 2029 (USD MILLION)

## 9 VETERINARY DIAGNOSTICS MARKET, BY APPLICATION

### 9.1 INTRODUCTION

TABLE 100 VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

### 9.2 INFECTIOUS DISEASES

TABLE 101 VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 102 VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY COUNTRY, 2021 2029 (USD MILLION)

#### 9.2.1 BACTERIAL INFECTIONS

9.2.1.1 Bacterial infections to hold largest share of infectious disease diagnostics

TABLE 103 VETERINARY DIAGNOSTICS MARKET FOR BACTERIAL INFECTIONS,

**BY COUNTRY, 2021 2029 (USD MILLION)****9.2.2 VIRAL INFECTIONS**

9.2.2.1 High mutation rate to ensure continued demand for diagnostics

**TABLE 104 VETERINARY DIAGNOSTICS MARKET FOR VIRAL INFECTIONS, BY COUNTRY, 2021 2029 (USD MILLION)****9.2.3 PARASITIC INFECTIONS**

9.2.3.1 High prevalence of parasitic infections to propel demand

**TABLE 105 VETERINARY DIAGNOSTICS MARKET FOR PARASITIC INFECTIONS, BY COUNTRY, 2021 2029 (USD MILLION)****9.2.4 OTHER INFECTIONS****TABLE 106 VETERINARY DIAGNOSTICS MARKET FOR OTHER INFECTIONS, BY COUNTRY, 2021 2029 (USD MILLION)****9.3 ENDOCRINOLOGY**

9.3.1 GROWING RISK OF DIABETES TO SUPPORT DEMAND

**TABLE 107 VETERINARY DIAGNOSTICS MARKET FOR ENDOCRINOLOGY, BY COUNTRY, 2021 2029 (USD MILLION)****9.4 CARDIOLOGY**

9.4.1 RISING INCIDENCE OF CARDIAC DISEASES IN DOGS TO DRIVE MARKET

**TABLE 108 VETERINARY DIAGNOSTICS MARKET FOR CARDIOLOGY, BY COUNTRY, 2021 2029 (USD MILLION)****9.5 ONCOLOGY**

9.5.1 HIGH INCIDENCE OF CANINE CANCER TO DRIVE MARKET

**TABLE 109 VETERINARY DIAGNOSTICS MARKET FOR ONCOLOGY, BY COUNTRY, 2021 2029 (USD MILLION)****9.6 OTHER APPLICATIONS****TABLE 110 VETERINARY DIAGNOSTICS MARKET FOR OTHER APPLICATIONS, BY COUNTRY, 2021 2029 (USD MILLION)****10 VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL****10.1 INTRODUCTION****TABLE 111 VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)****10.2 DIRECT SALES**

10.2.1 DIRECT SALES TO HOLD LARGEST MARKET SHARE

**TABLE 112 VETERINARY DIAGNOSTICS MARKET FOR DIRECT SALES, BY COUNTRY, 2021 2029 (USD MILLION)****10.3 WHOLESALERS & DISTRIBUTORS**

10.3.1 GROWING VOLUME OF INTERNATIONAL SALES TO SUPPORT SEGMENT

## GROWTH

TABLE 113 VETERINARY DIAGNOSTICS MARKET FOR WHOLESALERS & DISTRIBUTORS, BY COUNTRY, 2021 2029 (USD MILLION)

### 10.4 ONLINE SALES PLATFORMS

#### 10.4.1 ONLINE SALES TO SEE HIGHEST GROWTH

TABLE 114 VETERINARY DIAGNOSTICS MARKET FOR ONLINE SALES PLATFORMS, BY COUNTRY, 2021 2029 (USD MILLION)

## 11 VETERINARY DIAGNOSTICS MARKET, BY END USER

### 11.1 INTRODUCTION

TABLE 115 VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

### 11.2 VETERINARY REFERENCE LABORATORIES

11.2.1 LARGE VOLUME OF SAMPLES RECEIVED BY VETERINARY REFERENCE LABORATORIES TO DRIVE MARKET GROWTH

TABLE 116 VETERINARY DIAGNOSTICS MARKET FOR VETERINARY REFERENCE LABORATORIES, BY COUNTRY, 2021 2029 (USD MILLION)

### 11.3 VETERINARY HOSPITALS & CLINICS

11.3.1 GROWING PET OWNERSHIP AND SPENDING ON PET CARE TO PROPEL MARKET

FIGURE 42 US: VETERINARIAN CLINICAL PRACTICES, BY TYPE, 2022

TABLE 117 VETERINARY DIAGNOSTICS MARKET FOR VETERINARY HOSPITALS & CLINICS, BY COUNTRY, 2021 2029 (USD MILLION)

### 11.4 POC/IN-HOUSE TESTING

11.4.1 EASE OF USE, COST-EFFECTIVENESS, AND SWIFT RESULTS OFFERED BY POINT-OF-CARE TESTS TO DRIVE DEMAND

TABLE 118 VETERINARY DIAGNOSTICS MARKET FOR POC/IN-HOUSE TESTING, BY COUNTRY, 2021 2029 (USD MILLION)

### 11.5 VETERINARY RESEARCH INSTITUTES & UNIVERSITIES

11.5.1 INCREASING COLLABORATIONS BETWEEN PRIVATE COMPANIES AND VETERINARY RESEARCH INSTITUTES TO SUPPORT GROWTH

TABLE 119 VETERINARY DIAGNOSTICS MARKET FOR VETERINARY RESEARCH INSTITUTES & UNIVERSITIES, BY COUNTRY, 2021 2029 (USD MILLION)

## 12 VETERINARY DIAGNOSTICS MARKET, BY REGION

### 12.1 INTRODUCTION

TABLE 120 VETERINARY DIAGNOSTICS MARKET, BY REGION, 2021 2029 (USD

MILLION)

## 12.2 NORTH AMERICA

### FIGURE 43 NORTH AMERICA: PROJECTED GROWTH IN NUMBER OF VETERINARIANS

#### 12.2.1 NORTH AMERICA: RECESSION IMPACT

### FIGURE 44 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET SNAPSHOT

#### TABLE 121 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

#### TABLE 122 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 123 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

#### TABLE 124 NORTH AMERICA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 125 NORTH AMERICA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 126 NORTH AMERICA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

#### TABLE 127 NORTH AMERICA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 128 NORTH AMERICA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 129 NORTH AMERICA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 130 NORTH AMERICA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 131 NORTH AMERICA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 132 NORTH AMERICA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

#### TABLE 133 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

#### TABLE 134 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

#### TABLE 135 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

#### TABLE 136 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

#### TABLE 137 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET FOR

INFECTIOUS DISEASES, BY TYPE, 2021-2029 (USD MILLION)

TABLE 138 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021-2029 (USD MILLION)

TABLE 139 NORTH AMERICA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021-2029 (USD MILLION)

#### 12.2.2 US

12.2.2.1 US to dominate North American market during forecast period

FIGURE 45 US: POPULATION OF DOGS, 2012-2022 (MILLION)

FIGURE 46 US: EXPENDITURE ON VET VISITS, 2013-2021

TABLE 140 HEALTHCARE EXPENDITURE ON COMPANION ANIMALS, 2018 VS. 2020 VS 2021

FIGURE 47 US: VETERINARIAN INCOME LEVELS, 2017-2022

FIGURE 48 US: NUMBER OF VETERINARIANS, 2016-2021

TABLE 141 US: FOOD-PRODUCING ANIMAL POPULATION, 2001-2019 (MILLION)

TABLE 142 US: NUMBER OF VETERINARIANS IN PRIVATE CLINICAL PRACTICES, 2014-2020

TABLE 143 US: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 144 US: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021-2029 (USD MILLION)

TABLE 145 US: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 146 US: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 147 US: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021-2029 (USD MILLION)

TABLE 148 US: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 149 US: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 150 US: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 151 US: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 152 US: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 153 US: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 154 US: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021

2029 (USD MILLION)

TABLE 155 US: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 156 US: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 157 US: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 158 US: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 159 US: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 160 US: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

### 12.2.3 CANADA

12.2.3.1 Growing pet adoption in Canada to drive market growth

FIGURE 49 CANADA: COMPANION ANIMAL POPULATION, 2020 2022 (MILLION)

TABLE 161 CANADA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 162 CANADA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 163 CANADA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 164 CANADA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 165 CANADA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 166 CANADA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 167 CANADA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 168 CANADA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 169 CANADA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 170 CANADA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 171 CANADA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 172 CANADA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE,



2021 2029 (USD MILLION)

TABLE 173 CANADA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 174 CANADA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 175 CANADA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 176 CANADA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 177 CANADA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 178 CANADA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

## 12.3 EUROPE

TABLE 179 EUROPE: COMPANION POPULATION, 2022 (MILLION)

### 12.3.1 EUROPE: RECESSION IMPACT

TABLE 180 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

TABLE 181 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 182 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 183 EUROPE: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 184 EUROPE: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 185 EUROPE: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 186 EUROPE: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 187 EUROPE: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 188 EUROPE: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 189 EUROPE: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 190 EUROPE: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 191 EUROPE: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021



2029 (USD MILLION)

TABLE 192 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 193 EUROPE: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 194 EUROPE: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 195 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 196 EUROPE: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 197 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 198 EUROPE: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

### 12.3.2 GERMANY

#### 12.3.2.1 Rising awareness of zoonotic diseases to drive market growth

TABLE 199 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 200 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 201 GERMANY: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 202 GERMANY: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 203 GERMANY: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 204 GERMANY: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 205 GERMANY: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 206 GERMANY: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 207 GERMANY: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 208 GERMANY: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 209 GERMANY: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 210 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 211 GERMANY: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 212 GERMANY: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 213 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 214 GERMANY: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 215 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 216 GERMANY: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

### 12.3.3 UK

#### 12.3.3.1 Increasing pet ownership to drive market

TABLE 217 UK: HOUSEHOLDS WITH PETS (2022)

TABLE 218 UK: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 219 UK: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 220 UK: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 221 UK: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 222 UK: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 223 UK: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 224 UK: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 225 UK: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 226 UK: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 227 UK: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 228 UK: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 229 UK: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 230 UK: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 231 UK: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 232 UK: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 233 UK: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 234 UK: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 235 UK: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.3.4 FRANCE

12.3.4.1 Willingness of pet owners to spend on pet health to drive market

TABLE 236 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 237 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 238 FRANCE: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 239 FRANCE: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 240 FRANCE: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 241 FRANCE: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 242 FRANCE: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 243 FRANCE: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 244 FRANCE: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 245 FRANCE: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 246 FRANCE: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 247 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE,

2021 2029 (USD MILLION)

TABLE 248 FRANCE: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 249 FRANCE: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 250 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 251 FRANCE: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 252 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 253 FRANCE: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.3.5 ITALY

12.3.5.1 Rising awareness about pet healthcare to propel market growth

TABLE 254 ITALY: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 255 ITALY: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 256 ITALY: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 257 ITALY: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 258 ITALY: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 259 ITALY: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 260 ITALY: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 261 ITALY: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 262 ITALY: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 263 ITALY: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 264 ITALY: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 265 ITALY: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 266 ITALY: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 267 ITALY: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 268 ITALY: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 269 ITALY: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 270 ITALY: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 271 ITALY: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.3.6 SPAIN

12.3.6.1 Growing demand for pig and poultry products to aid adoption of veterinary diagnostic products

TABLE 272 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 273 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 274 SPAIN: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 275 SPAIN: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 276 SPAIN: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 277 SPAIN: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 278 SPAIN: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 279 SPAIN: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 280 SPAIN: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 281 SPAIN: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 282 SPAIN: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 283 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 284 SPAIN: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 285 SPAIN: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 286 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 287 SPAIN: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 288 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 289 SPAIN: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.3.7 REST OF EUROPE

TABLE 290 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 291 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 292 REST OF EUROPE: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 293 REST OF EUROPE: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 294 REST OF EUROPE: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 295 REST OF EUROPE: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 296 REST OF EUROPE: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 297 REST OF EUROPE: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 298 REST OF EUROPE: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 299 REST OF EUROPE: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 300 REST OF EUROPE: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 301 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 302 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)



TABLE 303 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 304 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 305 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 306 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 307 REST OF EUROPE: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

## 12.4 ASIA PACIFIC

### 12.4.1 ASIA PACIFIC: RECESSION IMPACT

FIGURE 50 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET SNAPSHOT

TABLE 308 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

TABLE 309 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 310 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 311 ASIA PACIFIC: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 312 ASIA PACIFIC: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 313 ASIA PACIFIC: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 314 ASIA PACIFIC: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 315 ASIA PACIFIC: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 316 ASIA PACIFIC: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 317 ASIA PACIFIC: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 318 ASIA PACIFIC: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 319 ASIA PACIFIC: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 320 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)



TABLE 321 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 322 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 323 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 324 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 325 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 326 ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.2 CHINA

12.4.2.1 Large pool of food-producing animals in China to drive market

TABLE 327 CHINA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 328 CHINA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 329 CHINA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 330 CHINA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 331 CHINA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 332 CHINA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 333 CHINA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 334 CHINA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 335 CHINA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 336 CHINA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 337 CHINA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 338 CHINA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 339 CHINA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION

ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 340 CHINA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 341 CHINA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 342 CHINA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 343 CHINA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 344 CHINA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.3 JAPAN

12.4.3.1 Rising awareness about zoonotic diseases and increased pet expenditure to support adoption

FIGURE 51 JAPAN: FOOD, SNACK, AND MEDICAL EXPENDITURE FOR CATS AND DOGS (USD)

TABLE 345 NUMBER OF DOMESTICATED DOGS AND CATS IN JAPAN, 2012 2020 (THOUSAND)

TABLE 346 PRODUCTION, CONSUMPTION, IMPORT, AND EXPORT OF ANIMAL-DERIVED FOOD PRODUCTS IN JAPAN, 2000 VS. 2030 (THOUSAND METRIC TONS)

TABLE 347 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 348 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 349 JAPAN: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 350 JAPAN: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 351 JAPAN: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 352 JAPAN: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 353 JAPAN: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 354 JAPAN: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 355 JAPAN: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 356 JAPAN: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 357 JAPAN: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 358 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 359 JAPAN: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 360 JAPAN: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 361 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 362 JAPAN: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 363 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 364 JAPAN: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.4 INDIA

12.4.4.1 Growing demand for livestock products to support market growth

TABLE 365 INDIA: PRODUCTION AND CONSUMPTION OF ANIMAL-DERIVED FOOD PRODUCTS, 2000 VS. 2030 (THOUSAND METRIC TONS)

TABLE 366 INDIA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 367 INDIA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 368 INDIA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 369 INDIA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 370 INDIA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 371 INDIA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 372 INDIA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 373 INDIA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 374 INDIA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY

PRODUCT, 2021 2029 (USD MILLION)

TABLE 375 INDIA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 376 INDIA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 377 INDIA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 378 INDIA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 379 INDIA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 380 INDIA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 381 INDIA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 382 INDIA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 383 INDIA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.5 AUSTRALIA

12.4.5.1 Increase in pet ownership will support market growth

TABLE 384 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 385 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 386 AUSTRALIA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 387 AUSTRALIA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 388 AUSTRALIA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 389 AUSTRALIA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 390 AUSTRALIA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 391 AUSTRALIA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 392 AUSTRALIA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 393 AUSTRALIA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 394 AUSTRALIA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 395 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 396 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 397 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 398 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 399 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 400 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 401 AUSTRALIA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.6 SOUTH KOREA

##### 12.4.6.1 Growing companion animal population to drive market

TABLE 402 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 403 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 404 SOUTH KOREA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 405 SOUTH KOREA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 406 SOUTH KOREA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 407 SOUTH KOREA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 408 SOUTH KOREA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 409 SOUTH KOREA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 410 SOUTH KOREA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 411 SOUTH KOREA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT,

2021 2029 (USD MILLION)

TABLE 412 SOUTH KOREA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 413 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 414 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 415 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 416 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 417 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 418 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 419 SOUTH KOREA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.4.7 REST OF ASIA PACIFIC

TABLE 420 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 421 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 422 REST OF ASIA PACIFIC: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 423 REST OF ASIA PACIFIC: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 424 REST OF ASIA PACIFIC: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 425 REST OF ASIA PACIFIC: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 426 REST OF ASIA PACIFIC: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 427 REST OF ASIA PACIFIC: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 428 REST OF ASIA PACIFIC: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 429 REST OF ASIA PACIFIC: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 430 REST OF ASIA PACIFIC: VETERINARY URINALYSIS MARKET, BY



PRODUCT, 2021 2029 (USD MILLION)

TABLE 431 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 432 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 433 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 434 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 435 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 436 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 437 REST OF ASIA PACIFIC: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

## 12.5 LATIN AMERICA

TABLE 438 LATIN AMERICA: LIVESTOCK POPULATION, BY COUNTRY, 2010 2022 (MILLION)

### 12.5.1 LATIN AMERICA: RECESSION IMPACT

TABLE 439 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY COUNTRY, 2021 2029 (USD MILLION)

TABLE 440 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 441 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 442 LATIN AMERICA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 443 LATIN AMERICA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 444 LATIN AMERICA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 445 LATIN AMERICA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 446 LATIN AMERICA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 447 LATIN AMERICA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 448 LATIN AMERICA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)



TABLE 449 LATIN AMERICA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 450 LATIN AMERICA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 451 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 452 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 453 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 454 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 455 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 456 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 457 LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.5.2 BRAZIL

12.5.2.1 Well-established and rapidly growing livestock industry in Brazil to promote growth

TABLE 458 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 459 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 460 BRAZIL: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 461 BRAZIL: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 462 BRAZIL: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 463 BRAZIL: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 464 BRAZIL: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 465 BRAZIL: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 466 BRAZIL: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 467 BRAZIL: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 468 BRAZIL: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 469 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 470 BRAZIL: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 471 BRAZIL: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 472 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 473 BRAZIL: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 474 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 475 BRAZIL: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

### 12.5.3 MEXICO

12.5.3.1 Mexico to retain second-largest share in Latin America till 2029

TABLE 476 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 477 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 478 MEXICO: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 479 MEXICO: VETERINARY LATERAL FLOW ASSAYS MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 480 MEXICO: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 481 MEXICO: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 482 MEXICO: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 483 MEXICO: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 484 MEXICO: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 485 MEXICO: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY

PRODUCT, 2021 2029 (USD MILLION)

TABLE 486 MEXICO: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 487 MEXICO: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 488 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 489 MEXICO: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 490 MEXICO: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 491 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 492 MEXICO: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 493 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 494 MEXICO: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

#### 12.5.4 REST OF LATIN AMERICA

TABLE 495 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 496 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 497 REST OF LATIN AMERICA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 498 REST OF LATIN AMERICA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 499 REST OF LATIN AMERICA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 500 REST OF LATIN AMERICA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 501 REST OF LATIN AMERICA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 502 REST OF LATIN AMERICA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 503 REST OF LATIN AMERICA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 504 REST OF LATIN AMERICA: VETERINARY HEMATOLOGY MARKET, BY

PRODUCT, 2021 2029 (USD MILLION)

TABLE 505 REST OF LATIN AMERICA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 506 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021 2029 (USD MILLION)

TABLE 507 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021 2029 (USD MILLION)

TABLE 508 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021 2029 (USD MILLION)

TABLE 509 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021 2029 (USD MILLION)

TABLE 510 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021 2029 (USD MILLION)

TABLE 511 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021 2029 (USD MILLION)

TABLE 512 REST OF LATIN AMERICA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021 2029 (USD MILLION)

## 12.6 MIDDLE EAST & AFRICA

12.6.1 LOW PORK PRODUCTION AND CONSUMPTION IN MIDDLE EASTERN COUNTRIES DUE TO RELIGIOUS CUSTOMS TO LIMIT GROWTH

12.6.2 MIDDLE EAST & AFRICA: RECESSION IMPACT

TABLE 513 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 514 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY TECHNOLOGY, 2021 2029 (USD MILLION)

TABLE 515 MIDDLE EAST & AFRICA: VETERINARY IMMUNODIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 516 MIDDLE EAST & AFRICA: VETERINARY LATERAL FLOW ASSAYS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 517 MIDDLE EAST & AFRICA: VETERINARY CLINICAL BIOCHEMISTRY MARKET, BY TYPE, 2021 2029 (USD MILLION)

TABLE 518 MIDDLE EAST & AFRICA: CLINICAL CHEMISTRY ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 519 MIDDLE EAST & AFRICA: GLUCOSE MONITORING MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 520 MIDDLE EAST & AFRICA: BLOOD GAS & ELECTROLYTE ANALYSIS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 521 MIDDLE EAST & AFRICA: VETERINARY MOLECULAR DIAGNOSTICS MARKET, BY PRODUCT, 2021 2029 (USD MILLION)

TABLE 522 MIDDLE EAST & AFRICA: VETERINARY HEMATOLOGY MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 523 MIDDLE EAST & AFRICA: VETERINARY URINALYSIS MARKET, BY PRODUCT, 2021-2029 (USD MILLION)

TABLE 524 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY ANIMAL TYPE, 2021-2029 (USD MILLION)

TABLE 525 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET FOR COMPANION ANIMALS, BY TYPE, 2021-2029 (USD MILLION)

TABLE 526 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET FOR LIVESTOCK, BY TYPE, 2021-2029 (USD MILLION)

TABLE 527 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY APPLICATION, 2021-2029 (USD MILLION)

TABLE 528 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET FOR INFECTIOUS DISEASES, BY TYPE, 2021-2029 (USD MILLION)

TABLE 529 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY DISTRIBUTION CHANNEL, 2021-2029 (USD MILLION)

TABLE 530 MIDDLE EAST & AFRICA: VETERINARY DIAGNOSTICS MARKET, BY END USER, 2021-2029 (USD MILLION)

## **13 COMPETITIVE LANDSCAPE**

### **13.1 OVERVIEW**

### **13.2 KEY PLAYER STRATEGIES/RIGHT TO WIN**

### **13.3 REVENUE ANALYSIS**

FIGURE 52 REVENUE ANALYSIS FOR KEY COMPANIES IN PAST FIVE YEARS

### **13.4 MARKET SHARE ANALYSIS**

FIGURE 53 VETERINARY DIAGNOSTICS MARKET: MARKET SHARE ANALYSIS, 2022

### **13.5 COMPANY EVALUATION MATRIX**

#### **13.5.1 STARS**

#### **13.5.2 EMERGING LEADERS**

#### **13.5.3 PERVASIVE PLAYERS**

#### **13.5.4 PARTICIPANTS**

FIGURE 54 VETERINARY DIAGNOSTICS MARKET: COMPANY EVALUATION MATRIX, 2022

#### **13.5.5 COMPANY FOOTPRINT**

TABLE 531 PRODUCT FOOTPRINT

TABLE 532 TECHNOLOGY FOOTPRINT

TABLE 533 END-USER FOOTPRINT

TABLE 534 REGION FOOTPRINT

TABLE 535 COMPANY FOOTPRINT

13.6 START-UP/SME EVALUATION MATRIX

13.6.1 PROGRESSIVE COMPANIES

13.6.2 DYNAMIC COMPANIES

13.6.3 STARTING BLOCKS

13.6.4 RESPONSIVE COMPANIES

FIGURE 55 VETERINARY DIAGNOSTICS MARKET: START-UP/SME EVALUATION MATRIX (2022)

13.6.5 COMPETITIVE BENCHMARKING

13.7 COMPETITIVE SCENARIO

13.7.1 PRODUCT LAUNCHES

TABLE 536 PRODUCT LAUNCHES

13.7.2 DEALS

TABLE 537 DEALS

13.7.3 OTHER DEVELOPMENTS

TABLE 538 OTHER DEVELOPMENTS

## **14 COMPANY PROFILES**

14.1 KEY PLAYERS

(Business Overview, Products Offered, Recent Developments, and MnM View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and Competitive Threats))\*

14.1.1 IDEXX LABORATORIES, INC.

TABLE 539 IDEXX LABORATORIES, INC.: COMPANY OVERVIEW

FIGURE 56 IDEXX LABORATORIES: COMPANY SNAPSHOT (2022)

14.1.2 ZOETIS, INC.

TABLE 540 ZOETIS, INC.: COMPANY OVERVIEW

FIGURE 57 ZOETIS, INC.: COMPANY SNAPSHOT (2022)

14.1.3 THERMO FISHER SCIENTIFIC, INC.

TABLE 541 THERMO FISHER SCIENTIFIC: COMPANY OVERVIEW

FIGURE 58 THERMO FISHER SCIENTIFIC: COMPANY SNAPSHOT (2022)

14.1.4 HESKA CORPORATION (MARS INCORPORATED)

TABLE 542 HESKA CORPORATION: COMPANY OVERVIEW

FIGURE 59 HESKA CORPORATION: COMPANY SNAPSHOT (2022)

14.1.5 BIOMERIEUX SA

TABLE 543 BIOMERIEUX SA: COMPANY OVERVIEW

FIGURE 60 BIOMERIEUX SA: COMPANY SNAPSHOT (2022)



#### 14.1.6 NEOGEN CORPORATION

TABLE 544 NEOGEN CORPORATION: COMPANY OVERVIEW

FIGURE 61 NEOGEN CORPORATION: COMPANY SNAPSHOT (2022)

#### 14.1.7 BIO-RAD LABORATORIES, INC.

TABLE 545 BIO-RAD LABORATORIES, INC.: COMPANY OVERVIEW

FIGURE 62 BIO-RAD LABORATORIES, INC.: COMPANY SNAPSHOT (2022)

#### 14.1.8 VIRBAC

TABLE 546 VIRBAC: COMPANY OVERVIEW

FIGURE 63 VIRBAC: COMPANY SNAPSHOT (2022)

#### 14.1.9 FUJIFILM HOLDINGS CORPORATION

TABLE 547 FUJIFILM HOLDINGS CORPORATION: COMPANY OVERVIEW

FIGURE 64 FUJIFILM HOLDINGS CORPORATION: COMPANY SNAPSHOT (2022)

#### 14.1.10 SHENZHEN MINDRAY ANIMAL MEDICAL TECHNOLOGY CO., LTD.

TABLE 548 SHENZHEN MINDRAY ANIMAL MEDICAL TECHNOLOGY CO., LTD.:  
COMPANY OVERVIEW

FIGURE 65 MINDRAY GROUP: COMPANY SNAPSHOT (2022)

#### 14.1.11 INDICAL BIOSCIENCE GMBH

TABLE 549 INDICAL BIOSCIENCE GMBH: COMPANY OVERVIEW

#### 14.1.12 BIONOTE INC.

TABLE 550 BIONOTE INC.: COMPANY OVERVIEW

#### 14.1.13 BIOGAL GALED LABS

TABLE 551 BIOGAL GALED LABS: COMPANY OVERVIEW

#### 14.1.14 AGROLABO S.P.A.

TABLE 552 AGROLABO S.P.A.: COMPANY OVERVIEW

#### 14.1.15 INNOVATIVE DIAGNOSTICS

TABLE 553 INNOVATIVE DIAGNOSTICS: COMPANY OVERVIEW

### 14.2 OTHER PLAYERS

#### 14.2.1 RANDOX LABORATORIES LTD.

#### 14.2.2 BIOCHEK

#### 14.2.3 FASSISI GMBH

#### 14.2.4 ALVEDIA

#### 14.2.5 SKYER, INC.

#### 14.2.6 SHENZHEN BIOEASY BIOTECHNOLOGY CO., LTD.

#### 14.2.7 PRECISION BIOSENSOR

#### 14.2.8 EUROIMMUN MEDIZINISCHE LABORDIAGNOSTIKA AG

#### 14.2.9 GOLD STANDARD DIAGNOSTICS

#### 14.2.10 ANTECH DIAGNOSTICS, INC.

\*Details on Business Overview, Products Offered, Recent Developments, and MnM  
View (Key strengths/Right to Win, Strategic Choices Made, and Weaknesses and

Competitive Threats) might not be captured in case of unlisted companies.

## **15 APPENDIX**

15.1 DISCUSSION GUIDE

15.2 KNOWLEDGESTORE: MARKETSANDMARKETS SUBSCRIPTION PORTAL

15.3 CUSTOMIZATION OPTIONS

15.4 RELATED REPORTS

15.5 AUTHOR DETAILS"

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