

# **Farm Animal Healthcare Market: Global Market Estimation, Dynamics, Regional Share, Trends, Competitor Analysis 2012 to 2016 and Forecast 2017 to 2023**

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## **Abstracts**

### Global Farm Animal Healthcare Market

Farm animals are the domesticated animals adopted for the production of milk and meat products. Generally adopted farm animals include cattle, poultry, aqua, swine, and sheep among others. The various diseases occur to farm animals include foodborne diseases, parasitic diseases; infectious diseases are due to the lack of nutrition fortified feed. Vaccines are commonly administered to the farm animals for the prevention of diseases and improve the immunity of the animals.

The global farm animal healthcare market is growing at a healthy CAGR due to increase in the adoption of farm animal. Increase in the population preferring for healthy meat and dairy products, rise in the prevalence of foodborne diseases in animals, increase in the research and development in animal health medicine, and rise in the income for pet owners might fuel the farm animal healthcare market over the forecast period. In addition, increase in the demand for the animal source protein, the rise in the awareness about farm animal health, favourable government initiations to promote animal health, an increase in the expenditure on animal welfare might bolster the farm animal healthcare market in the future. However, stringent regulatory policies for the approval of veterinary medicines such as vaccines, high cost for the diagnosis and treatment of diseases, and strict regulations for the use of antibiotics in the animal might hamper the farm animal healthcare market over the forecast period.

The farm animal healthcare market is segmented on the basis of product type, route of

administration, animal type, and distribution channel

Based on the product type, farm animal healthcare market is segmented into the following:

Medicated feed additives

Vaccines

Pharmaceuticals

Others

Based on the route of administration, farm animal healthcare market is segmented into the following:

Oral

Parenteral

Topical

Others

Based on the animal type, farm animal healthcare market is segmented into the following:

Cattle

Poultry

Aquaculture

Swine

Sheep

## Others

Based on the distribution channel, farm animal healthcare market is segmented into the following:

Veterinary Clinics

Veterinary pharmacies

Online pharmacies

Others

The farm animal healthcare market is in the developing stage with several local and international players are actively engaged in the development of veterinary vaccines, feed, and other pharmaceutical formulations to treat various diseases. Increasing the preference of healthy meat and dairy products and pet owners focus on the high production of meat and dairy products might fuel the farm animal healthcare market. Most of the companies focus on the research and development activities, product launchings, acquisitions and merging, and collaborating with competitors for increasing their product portfolio and share in the farm animal healthcare market. For instance, in November 2015, Zoetis acquired PharmaQ for the development and innovation of new vaccines in the aquaculture. In addition, in November 2014, Merck Animal Health launched Finadyne, a transdermal non-steroidal anti-inflammatory drug for cattle. Similarly, in September 2015, Ceva Sante Animale launched a vaccine in Europe to prevent *Mycoplasma hyopneumoniae* which causes respiratory disease in swine.

Geographically, farm animal healthcare market is segmented into the following regions Viz. Europe, Asia Pacific, Middle East & Africa, North America, and Latin America. North America holds a major share in farm animal healthcare market owing to increase in the research and development activities for veterinary vaccines, rise in the prevalence of various infectious diseases in farm animals, an increase in the preference for healthy meat and dairy products. In addition, favourable initiations from the government for the animal welfare, rise in the income per capita and increase in the awareness about the vaccines for farm animals also propel the farm animal healthcare market in North America region. Europe holds a key share in farm animal healthcare market, which is attributed to increasing in the prevalence of zoonotic and foodborne

diseases in animals, (according to European Food Safety Authority (EFSA), approximately 320,000 cases of zoonotic and foodborne diseases occur every year in Europe countries), rise in the research and development activities, production of large amount of aquatics such as fish and prawns majorly in Norway, Ireland, U.K., and increase the expenditure on animal welfare are the key factors bolstering the farm animal healthcare market in Europe. Asia Pacific is an emergent market owing to increase the consumption of healthy meat and dairy products, rise in the awareness about animal diseases, an increase in the income per capita might fuel the farm animal healthcare market growth.

Some of the players in farm animal healthcare market are Alltech Inc. (U.S.), Boehringer Ingelheim GmbH (Germany), Zoetis, Inc. (Pfizer) (U.S), Virbac AH Inc. (France), Elanco (Eli Lilly and Co.) (U.S.), Bayer HealthCare LLC, (Bayer AG) (Germany), Merck Animal Health (Merck & Co. Inc.) (U.S.), Dechra Pharmaceuticals (U.K.), and Ceva Sante Animale S.A. (France) to name a few.

In January 2017, Ceva Sante Animale acquired diversified portfolio of cattle and swine vaccines and multispecies non-steroidal anti-inflammatory from Boehringer Ingelheim

In March 2016, Zoetis and Merial collaborated to market the drugs and vaccines for the cattle in India

#### Report Outline:

The report provides granular level information about the market size, regional market share, and forecast from 2017-2023

The report covers in-detail insights about the competitor's overview, key findings, and their key strategies

The report outlines drivers, restraints, challenges, and trends that are currently faced by the industry

The report tracks recent innovations, key developments, and startup's details that are working in the industry

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. GLOBAL FARM ANIMAL HEALTHCARE MARKET INTRODUCTION**

2.1. Global Farm Animal Healthcare Market Market– Taxonomy

2.2. Global Farm Animal Healthcare Market Market–Definitions

2.2.1. Product Type

2.2.2. Animal Type

### **3. GLOBAL FARM ANIMAL HEALTHCARE MARKET DYNAMICS**

3.1. Drivers

3.2. Restraints

3.3. Opportunities/Unmet Needs of the Market

3.4. Trends

3.5. Global Farm Animal Healthcare Market Dynamics – Factors Impact Analysis

3.6. Global Farm Animal Healthcare Market Market– Recent Market Introductions

### **4. GLOBAL FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 – 2023**

4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

4.2. Year-over-Year (Y-o-Y) Growth Analysis (%)

4.3. Market Opportunity Analysis

### **5. GLOBAL FARM ANIMAL HEALTHCARE MARKET FORECAST, BY PRODUCT TYPE, 2012 - 2016 AND FORECAST, 2017 - 2023**

5.1. Medicated Feed Additives

5.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

5.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

5.1.3. Market Opportunity Analysis

5.2. Pharmaceuticals

5.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

5.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

5.2.3. Market Opportunity Analysis

5.3. Vaccines

- 5.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 5.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 5.3.3. Market Opportunity Analysis

#### 5.4. Others

- 5.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 5.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 5.4.3. Market Opportunity Analysis

## **6. GLOBAL FARM ANIMAL HEALTHCARE MARKET FORECAST, BY ANIMAL TYPE, 2012 - 2016 AND FORECAST, 2017 - 2023**

### 6.1. Cattle

- 6.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.1.3. Market Opportunity Analysis

### 6.2. Poultry

- 6.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.2.3. Market Opportunity Analysis

### 6.3. Aquaculture

- 6.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.3.3. Market Opportunity Analysis

### 6.4. Swine

- 6.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.4.3. Market Opportunity Analysis

### 6.5. Sheep

- 6.5.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.5.3. Market Opportunity Analysis

### 6.6. Others

- 6.6.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)
- 6.6.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)
- 6.6.3. Market Opportunity Analysis

## **7. GLOBAL FARM ANIMAL HEALTHCARE MARKET FORECAST, BY ROUTE OF ADMINISTRATION, 2012 - 2016 AND FORECAST, 2017 - 2023**

## 7.1. Oral

7.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.1.3. Market Opportunity Analysis

## 7.2. Parenteral

7.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.2.3. Market Opportunity Analysis

## 7.3. Topical

7.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.3.3. Market Opportunity Analysis

## 7.4. Others

7.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

7.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

7.4.3. Market Opportunity Analysis

## **8. GLOBAL FARM ANIMAL HEALTHCARE MARKET FORECAST, BY DISTRIBUTION CHANNEL, 2012 - 2016 AND FORECAST, 2017 - 2023**

### 8.1. Veterinary Clinics

8.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.1.3. Market Opportunity Analysis

### 8.2. Veterinary Pharmacies

8.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.2.3. Market Opportunity Analysis

### 8.3. Online Veterinary Pharmacies

8.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.3.3. Market Opportunity Analysis

### 8.4. Others

8.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

8.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

8.4.3. Market Opportunity Analysis

## **9. GLOBAL FARM ANIMAL HEALTHCARE MARKET FORECAST, BY REGION, 2012 - 2016 AND FORECAST, 2017 - 2023**

## 9.1. North America

9.1.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.1.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.1.3. Market Opportunity Analysis

## 9.2. Europe

9.2.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.2.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.2.3. Market Opportunity Analysis

## 9.3. Asia-Pacific

9.3.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.3.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.3.3. Market Opportunity Analysis

## 9.4. Latin America

9.4.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.4.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.4.3. Market Opportunity Analysis

## 9.5. Middle East and Africa

9.5.1. Market Analysis, 2012 – 2016 and Forecast, 2017 – 2023 (Revenue, USD Mn)

9.5.2. Year-over-Year (Y-o-Y) Growth Analysis (%) and Market Share Analysis (%)

9.5.3. Market Opportunity Analysis

## 9.6. Global Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Region, 2017 – 2023

# **10. NORTH AMERICA FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

10.1.1. Product Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.1.1. Medicated feed additives

10.1.1.2. Vaccines

10.1.1.3. Pharmaceuticals

10.1.1.4. Others

10.1.2. Animal Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.2.1. Cattle

10.1.2.2. Poultry

10.1.2.3. Aquaculture



10.1.2.4. Swine

10.1.2.5. Sheep

10.1.2.6. Others

10.1.3. Route of Administration Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.3.1. Oral

10.1.3.2. Parenteral

10.1.3.3. Topical

10.1.3.4. Others

10.1.4. Distribution Channel Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

10.1.4.1. Veterinary Clinics

10.1.4.2. Veterinary Pharmacies

10.1.4.3. Online Veterinary Pharmacies

10.1.4.4. Others

10.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn) Y-o-Y Growth (%) and Market Share (%)

10.1.5.1. U.S.

10.1.5.2. Canada

10.1.6. North America Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Country, 2017 – 2023

10.1.7. North America Farm Animal Healthcare Market Dynamics – Trends

## **11. EUROPE FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

11.1.1. Product Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

11.1.1.1. Medicated feed additives

11.1.1.2. Vaccines

11.1.1.3. Pharmaceuticals

11.1.1.4. Others

11.1.2. Animal Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

11.1.2.1. Cattle

11.1.2.2. Poultry

11.1.2.3. Aquaculture

11.1.2.4. Swine

11.1.2.5. Sheep

11.1.2.6. Others

11.1.3. Route of Administration Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

11.1.3.1. Oral

11.1.3.2. Parenteral

11.1.3.3. Topical

11.1.3.4. Others

11.1.4. Distribution Channel Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

11.1.4.1. Veterinary Clinics

11.1.4.2. Veterinary Pharmacies

11.1.4.3. Online Veterinary Pharmacies

11.1.4.4. Others

11.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

11.1.5.1. Germany

11.1.5.2. UK

11.1.5.3. France

11.1.5.4. Spain

11.1.5.5. Italy

11.1.5.6. Russia

11.1.5.7. Poland

11.1.5.8. Rest of Europe

11.1.6. Europe Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Country, 2017 – 2023

11.1.7. Europe Farm Animal Healthcare Market Dynamics – Trends

## **12. ASIA-PACIFIC FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

12.1.1. Product Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.1.1. Medicated feed additives

12.1.1.2. Vaccines

12.1.1.3. Pharmaceuticals

12.1.1.4. Others

12.1.2. Animal Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue

(USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.2.1. Cattle

12.1.2.2. Poultry

12.1.2.3. Aquaculture

12.1.2.4. Swine

12.1.2.5. Sheep

12.1.2.6. Others

12.1.3. Route of Administration Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.3.1. Oral

12.1.3.2. Parenteral

12.1.3.3. Topical

12.1.3.4. Others

12.1.4. Distribution Channel Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

12.1.4.1. Veterinary Clinics

12.1.4.2. Veterinary Pharmacies

12.1.4.3. Online Veterinary Pharmacies

12.1.4.4. Others

12.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn),

Y-o-Y Growth (%), and Market Share (%)

12.1.5.1. Japan

12.1.5.2. China

12.1.5.3. India

12.1.5.4. ASEAN

12.1.5.5. Australia & New Zealand

12.1.5.6. Rest of Asia-Pacific

12.1.6. Asia-Pacific Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Country, 2017 – 2023

12.1.7. Asia-Pacific Farm Animal Healthcare Market Dynamics – Trends

### **13. LATIN AMERICA FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

13.1.1. Product Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.1.1. Medicated feed additives

13.1.1.2. Vaccines

13.1.1.3. Pharmaceuticals

13.1.1.4. Others

13.1.2. Animal Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.2.1. Cattle

13.1.2.2. Poultry

13.1.2.3. Aquaculture

13.1.2.4. Swine

13.1.2.5. Sheep

13.1.2.6. Others

13.1.3. Route of Administration Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.3.1. Oral

13.1.3.2. Parenteral

13.1.3.3. Topical

13.1.3.4. Others

13.1.4. Distribution Channel Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.4.1. Veterinary Clinics

13.1.4.2. Veterinary Pharmacies

13.1.4.3. Online Veterinary Pharmacies

13.1.4.4. Others

13.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

13.1.5.1. Brazil

13.1.5.2. Mexico

13.1.5.3. Argentina

13.1.5.4. Venezuela

13.1.5.5. Rest of Latin America

13.1.6. Latin America Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Country, 2017 – 2023

13.1.7. Latin America Farm Animal Healthcare Market Dynamics – Trends

## **14. MIDDLE EAST & AFRICA FARM ANIMAL HEALTHCARE MARKET ANALYSIS, 2012 - 2016 AND FORECAST, 2017 - 2023**

14.1.1. Product Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue

(USD Mn), Y-o-Y Growth (%) and Market Share (%)

14.1.1.1. Medicated feed additives

14.1.1.2. Vaccines

14.1.1.3. Pharmaceuticals

14.1.1.4. Others

14.1.2. Animal Type Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue

(USD Mn), Y-o-Y Growth (%) and Market Share (%)

14.1.2.1. Cattle

14.1.2.2. Poultry

14.1.2.3. Aquaculture

14.1.2.4. Swine

14.1.2.5. Sheep

14.1.2.6. Others

14.1.3. Route of Administration Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

14.1.3.1. Oral

14.1.3.2. Parenteral

14.1.3.3. Topical

14.1.3.4. Others

14.1.4. Distribution Channel Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%) and Market Share (%)

14.1.4.1. Veterinary Clinics

14.1.4.2. Veterinary Pharmacies

14.1.4.3. Online Veterinary Pharmacies

14.1.4.4. Others

14.1.5. Country Analysis (2012 – 2016) and Forecast (2017 – 2023) by Revenue (USD Mn), Y-o-Y Growth (%), and Market Share (%)

14.1.5.1. Gulf Cooperation Council (GCC) Countries

14.1.5.2. Israel

14.1.5.3. South Africa

14.1.5.4. Rest of MEA

14.1.6. MEA Farm Animal Healthcare Market- Opportunity Analysis Index - By Animal Type, By Product Type, By Route of Administration, By Distribution Channel, and Country, 2017 – 2023

14.1.7. MEA Farm Animal Healthcare Market Dynamics – Trends

## **15. COMPETITION LANDSCAPE**

15.1. Strategic Dashboard of Top Market Players

## 15.2. Company Profiles (Introduction, Financial Analysis, Drug & Service Offerings, Key Developments, Strategies, and SWOT Analysis)

15.2.1. Alltech Inc. (U.S.)

15.2.2. Boehringer Ingelheim GmbH (Germany)

15.2.3. Zoetis, Inc. (Pfizer) (U.S.)

15.2.4. Virbac AH Inc. (France)

15.2.5. Elanco (Eli Lilly and Co.) (U.S.)

15.2.6. Bayer HealthCare LLC, (Bayer AG) (Germany)

15.2.7. Merck Animal Health (Merck & Co. Inc.) (U.S.)

15.2.8. Dechra Pharmaceuticals (U.K.)

15.2.9. Ceva Sante Animale S.A. (France)

## 16. RESEARCH METHODOLOGY

## 17. KEY ASSUMPTIONS AND ACRONYMS

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