

# **Companion Animal Genomics & Diagnostics Market Forecasts to 2032 – Global Analysis By Disease Type (Infectious Diseases, Chronic Diseases, Cancer & Tumor Detection, Genetic Disorders, Endocrine Disorders, and Other Disease Types), Animal Type, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Companion Animal Genomics & Diagnostics Market is accounted for \$3.4 billion in 2025 and is expected to reach \$6.2 billion by 2032 growing at a CAGR of 8.8% during the forecast period. Companion Animal Genomics & Diagnostics is a field of veterinary science focused on the genetic analysis of pets. It involves sequencing and interpreting the DNA of dogs, cats, and other companion animals. This discipline identifies breed-specific composition, inherited disease predispositions, and unique genetic traits. Diagnostic applications use this genetic information to screen for hereditary conditions, confirm diagnoses, and understand the underlying molecular causes of diseases. It provides a scientific basis for understanding an individual animal's genetic health profile.

According to the American Veterinary Medical Association, advancements in genomic sequencing and molecular diagnostics are enabling earlier disease detection and personalized treatment approaches in companion animal healthcare.

### **Market Dynamics:**

Driver:

Technological advancements in genetic testing

Technological advancements in genetic testing have revolutionized the Companion Animal Genomics & Diagnostics Market, enabling precise identification of hereditary conditions, disease predispositions, and breed verification. Innovations in DNA sequencing, biomarker analysis, and bioinformatics platforms allow veterinarians and pet owners to implement personalized healthcare strategies. These advancements enhance diagnostic accuracy, support preventive care, and facilitate early disease intervention. Integration of high-throughput sequencing, mobile reporting, and cloud-based analytics has expanded accessibility and usability, strengthening the market's adoption across urban and rural veterinary practices globally.

#### Restraint:

##### High diagnostic and sequencing costs

High diagnostic and sequencing costs remain a significant restraint in the Companion Animal Genomics & Diagnostics Market, limiting adoption among cost-sensitive pet owners. Expensive testing procedures, laboratory fees, and proprietary platform charges reduce accessibility, particularly in emerging economies. This financial barrier can impede widespread implementation despite technological readiness. Additionally, recurrent testing for certain conditions or follow-ups increases cumulative costs. Market players must balance technological sophistication with affordability to ensure sustained growth and broader adoption across diverse pet owner demographics.

#### Opportunity:

##### Partnerships with veterinary telehealth platforms

Partnerships with veterinary telehealth platforms present a substantial growth opportunity in the Companion Animal Genomics & Diagnostics Market. Integrating genetic testing with virtual veterinary consultations enables remote diagnostics, personalized treatment plans, and early disease detection for pets. Such collaborations expand reach to underserved or rural areas, increase convenience for pet owners, and enhance engagement through digital platforms. Telehealth partnerships can also support subscription-based genomic monitoring, promoting continuous health management and driving recurring revenue streams for genomics service providers.

#### Threat:

## Data privacy risks in genetic databases

Data privacy risks in genetic databases pose a notable threat to the Companion Animal Genomics & Diagnostics Market. Sensitive genomic information can be vulnerable to unauthorized access, cyberattacks, or misuse. Breaches may compromise pet owner confidentiality, undermine trust in service providers, and attract regulatory scrutiny. Maintaining secure storage, encryption protocols, and compliance with local and international data protection laws is critical. Failure to manage these risks effectively can impact adoption rates, hinder partnerships, and damage brand reputation in the competitive genomic diagnostics sector.

### **Covid-19 Impact:**

The Covid-19 pandemic influenced the Companion Animal Genomics & Diagnostics Market by accelerating demand for at-home testing and telehealth services. Pet owners increasingly sought remote solutions for preventive care and genetic screening to reduce clinic visits. Laboratory operations adapted with digital reporting, contactless sample collection, and home delivery kits. However, supply chain disruptions and delayed sample processing temporarily impacted market activity. Overall, the pandemic highlighted the importance of remote diagnostic services and digital integration, reinforcing long-term growth prospects in companion animal genomics.

The infectious diseases segment is expected to be the largest during the forecast period

The infectious diseases segment is expected to account for the largest market share during the forecast period, accounting for a substantial share of the Companion Animal Genomics & Diagnostics Market. Testing for bacterial, viral, and parasitic infections enables early detection, accurate treatment, and improved animal welfare. Veterinary clinics and diagnostic laboratories prioritize infectious disease screening due to high prevalence and potential cross-species transmission. Integration with genetic profiling enhances preventive strategies, supports vaccination planning, and ensures targeted interventions, solidifying this segment as the primary contributor to overall market revenue over the coming years.

The dogs segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dogs segment is predicted to witness the highest growth rate, propelled by increasing dog ownership, pet humanization, and rising awareness of breed-specific health conditions. Dog owners increasingly invest in genetic testing for

disease prevention, ancestry tracking, and personalized nutrition. Advances in canine genomics, coupled with growing telehealth adoption, facilitate convenient and early diagnostic interventions. High consumer engagement and repeat testing potential make the dogs segment a critical driver of revenue growth, reflecting strong adoption trends across both developed and emerging markets.

### **Region with largest share:**

During the forecast period, the Asia Pacific region is expected to hold the largest market share, attributed to rapid urbanization, rising pet adoption rates, and increasing veterinary healthcare awareness. Countries like China, Japan, and India exhibit growing interest in advanced companion animal diagnostics. Expanding telehealth infrastructure, rising disposable incomes, and increasing digital literacy further enhance market penetration. Collectively, these factors establish the region as a dominant contributor to global market revenue, supporting growth in both urban and semi-urban veterinary diagnostics segments.

### **Region with highest CAGR:**

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with advanced veterinary infrastructure, high pet ownership, and strong adoption of genomic technologies. The United States and Canada benefit from widespread telehealth platforms, veterinary network integration, and technological readiness. High consumer spending on preventive care and personalized pet health solutions further accelerates market growth. These conditions, combined with supportive regulatory frameworks and innovation-driven genomics companies, position North America as the fastest-growing regional market in companion animal genomics and diagnostics.

### **Key players in the market**

Some of the key players in Companion Animal Genomics & Diagnostics Market include Mars Petcare, Embark Veterinary, Zoetis, IDEXX Laboratories, Basepaws, Neogen, Orivet Genetic Pet Care, Paw Print Genetics, VetGen, Animal Genetics Inc., UC Davis Veterinary Genetics Laboratory, Genoscooper, EasyDNA, Heska Corporation, Genetic Veterinary Sciences, Virbac, Nestlé Purina, and Royal Canin.

### **Key Developments:**

In August 2025, Embark Veterinary announced the new 'Breed + Health Kit' with expanded screening for over 250 genetic health conditions and traits in dogs, providing breeders and owners with more comprehensive hereditary disease risk reports.

In July 2025, Zoetis launched the new Vetscan Imagyst® platform with integrated genomic analysis, designed to combine AI-powered digital cytology with genetic testing for streamlined in-clinic diagnostic workflows for companion animals.

In June 2025, IDEXX Laboratories announced the launch of its 'Make in India' initiative for the IDEXX Genetic Intelligence Panel to support the expansion of affordable, localized premium diagnostic services for pets across the region.

#### Disease Types Covered:

Infectious Diseases

Chronic Diseases

Cancer & Tumor Detection

Genetic Disorders

Endocrine Disorders

Other Disease Types

#### Animal Types Covered:

Dogs

Cats

Horses

Other Animal Types

#### Applications Covered:

Clinical Pathology

Toxicology

Bacteriology

Parasitology

Pregnancy Testing

Other Applications

End Users Covered:

Veterinary Hospitals & Clinics

Diagnostic Laboratories

Research Institutions

Point-of-Care Testing

Home Care

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

**Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

**Company Profiling**

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

**Regional Segmentation**

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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