

# **Cattle Health Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Therapeutics (Vaccine, Parasiticide, Anti-infective, Medical Feed Additive, and Other Therapeutics) and By Diagnostics (Immunodiagnostic Test, Molecular Diagnostics, Diagnostic Imaging, Clinical Chemistry, and Other Diagnostics), and By Region, Competition**

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## **Abstracts**

In 2022, the Global Cattle Health Market achieved a valuation of USD 8.01 billion, and it is poised to witness impressive growth in the forecasted period, with a projected Compound Annual Growth Rate (CAGR) of 7.48% through 2028. Cattle health encompasses the overall well-being and physical condition of cattle, domesticated ruminant animals primarily raised for purposes such as meat production (beef cattle), milk production (dairy cattle), work, or even as pets. Maintaining the health of cattle is paramount for their welfare, productivity, and the production of safe and high-quality animal products. A fundamental aspect of cattle health management involves disease prevention, achieved through vaccination programs, biosecurity measures, and herd health plans aimed at mitigating the risk of infectious diseases that can impact cattle. The early detection and diagnosis of diseases are critical for timely treatment and control, and veterinarians employ various diagnostic tools, including blood tests, fecal examinations, and physical examinations.

The increasing global population and rising per capita income levels have led to a growing demand for meat, particularly beef. This heightened demand underscores the necessity for maintaining healthy and productive cattle herds, thereby stimulating

investments in cattle health management. Disease outbreaks within cattle herds can result in severe economic consequences for cattle producers. As a result, preventive healthcare measures like vaccination and disease management strategies are imperative for minimizing losses, driving the demand for cattle health products and services.

Advancements in veterinary medicine and diagnostic technologies have substantially improved disease detection, treatment, and management in cattle. These technological innovations enhance the effectiveness of cattle health solutions and attract increased investment. Many governments and regulatory bodies have shifted their focus towards animal health and welfare and may implement programs and regulations that promote disease prevention and responsible cattle health management practices. Additionally, consumers are displaying growing concern about the safety and sustainability of meat products. Consequently, cattle producers are incentivized to invest in cattle health to ensure the production of safe, high-quality beef products that align with consumer demands.

## Key Market Drivers

### Technological Advancements

Wearable devices and sensors are increasingly used to monitor cattle health. These devices can track vital signs, such as temperature, heart rate, and activity levels, allowing farmers and veterinarians to detect early signs of illness. Data analytics and big data techniques are applied to the vast amounts of data generated on cattle farms. By analyzing this data, farmers can make more informed decisions regarding cattle health and management. Drones and satellite imagery are used for remote monitoring of pastures and cattle herds. This technology can identify issues like overgrazing or the presence of predators, helping improve herd health. Precision livestock farming involves using technology to tailor management practices to individual animals or groups based on their specific needs. This can include precise feeding regimes, medication dosages, and environmental controls. Blockchain technology is used to track the entire lifecycle of cattle, from birth to processing. This ensures transparency and traceability, which can be important for food safety and quality assurance. Genomic sequencing and genetic testing are used to identify cattle with desirable traits, such as disease resistance, improved meat quality, and higher milk production. This technology informs breeding decisions.

Advanced diagnostic tools, such as polymerase chain reaction (PCR) and enzyme-

linked immunosorbent assays (ELISAs), allow for rapid and accurate detection of diseases in cattle. These tests can identify specific pathogens or antibodies. Telemedicine platforms enable cattle farmers and veterinarians to consult with experts remotely. This is especially valuable in rural or remote areas where access to veterinary care may be limited. In dairy farming, robotic milking systems have become more common. These systems automatically milk cows and can also monitor cow health by analyzing milk composition and production rates. Advances in biotechnology have led to the development of biopharmaceuticals, such as recombinant vaccines and genetic modification techniques. These innovations have improved disease prevention and treatment in cattle. AI is used for predictive modeling in cattle health. Machine learning algorithms can analyze historical data to predict disease outbreaks, optimize feeding programs, and improve overall herd management. Technology has enabled precise nutritional monitoring of cattle. Smart feeders and sensors can ensure that cattle receive the correct nutrients, leading to better overall health and productivity. Water quality is essential for cattle health. Sensors can monitor water sources for contaminants and ensure that cattle have access to clean and safe drinking water. This factor will help in the development of Global Cattle Health Market.

### Growing Zoonotic Disease Concerns

Zoonotic diseases, such as brucellosis, Q fever, and E. coli O157:H7, can pose serious health risks to humans. Controlling these diseases in cattle helps reduce the potential for human infections, protecting public health. Zoonotic pathogens can contaminate cattle products, including beef and dairy. Ensuring the health of cattle through disease prevention and monitoring programs is critical for producing safe and pathogen-free meat and dairy products. The 'One Health' concept recognizes the interconnectedness of human, animal, and environmental health. Addressing zoonotic diseases in cattle aligns with this holistic approach, emphasizing the need for coordinated efforts to protect both human and animal health. Many countries have regulations and standards in place to prevent zoonotic diseases in cattle. Compliance with these regulations is essential for international trade and maintaining market access. Consumers are increasingly concerned about food safety and the origin of their food products. A robust cattle health management program that minimizes the risk of zoonotic diseases helps maintain consumer confidence in beef and dairy products.

Rapid detection and control of zoonotic disease outbreaks in cattle are crucial for preventing larger-scale epidemics among both cattle populations and humans. Early intervention is possible through routine health monitoring. Vaccines are essential tools for preventing zoonotic diseases in cattle, such as brucellosis. Implementing effective

vaccination programs is a key strategy for reducing zoonotic disease transmission. Farmers and cattle producers receive education and training on zoonotic disease risks and prevention measures. This knowledge empowers them to implement best practices for cattle health management. Ongoing research and disease surveillance efforts focus on zoonotic pathogens in cattle. Monitoring the prevalence and distribution of these pathogens helps identify emerging threats and informs prevention strategies. In a globalized world, zoonotic diseases can quickly cross borders. Preventing these diseases at their source, including in cattle populations, is a component of global health security efforts. Zoonotic disease concerns can lead to a reduction in antibiotic use in cattle farming. This is important for mitigating antibiotic resistance, which is a global health threat. This factor will pace up the demand of Global Cattle Health Market

### Increasing Herd Sizes

Larger herds are more challenging to monitor individually. As herd sizes increase, there is a greater need for advanced monitoring technologies and systems, such as digital health monitoring and sensors, to keep track of the health and well-being of each animal. In larger herds, the risk of disease outbreaks and the potential for rapid disease transmission can be higher. To prevent and control diseases, there is a heightened demand for early disease detection tools, such as diagnostic tests and surveillance systems. Administering vaccines and medications to larger herds can be a logistical challenge. Cattle health management programs must be efficient and well-organized to ensure that all animals receive necessary vaccinations and treatments. This drives the demand for efficient delivery systems and pharmaceuticals. Larger herds are often more vulnerable to disease introduction from external sources. Implementing biosecurity measures, such as controlled access to the farm and quarantine protocols for new animals, becomes essential to prevent disease spread. Managing larger herds can require a larger workforce. Efficient cattle health management practices and technology adoption are essential to optimize labor resources and minimize operational costs.

With larger herds, it becomes crucial to have comprehensive herd health management plans in place. These plans outline vaccination schedules, disease prevention strategies, and treatment protocols for the entire herd. Managing data related to individual animals within a large herd can be challenging. Digital record-keeping systems and data analytics tools become necessary to track and manage cattle health information effectively. Veterinarians play a critical role in managing cattle health in large herds. The demand for veterinary services, including herd health assessments and disease control strategies, increases with herd size. Preventive healthcare measures, such as vaccination and nutrition management, are essential to maintain the

health and productivity of larger herds. There is a greater emphasis on disease prevention to avoid significant production losses. The economic impact of disease outbreaks or health issues in larger herds can be substantial. Cattle producers have a strong incentive to invest in cattle health management to protect their investments and ensure profitability. As the size of the herd grows, traceability becomes increasingly important for food safety and quality assurance. Robust record-keeping systems are necessary to track the history and health status of individual animals. Larger herds may require more resources, such as feed and water. Implementing sustainable cattle health management practices, such as efficient resource utilization and waste management, is essential to minimize environmental impact. This factor will accelerate the demand of Global Cattle Health Market

## Key Market Challenges

### Disease Outbreaks

Disease outbreaks can result in substantial economic losses for cattle producers. These losses can occur due to reduced productivity, increased veterinary and treatment costs, and even the culling of infected animals to control the spread of the disease. Cattle affected by diseases may experience decreased growth rates, lower milk production (in dairy cattle), and reduced reproductive performance. These factors can lead to decreased overall herd productivity and profitability. Treating infected cattle can be costly. The need for medications, veterinary care, and isolation facilities for sick animals can strain the financial resources of cattle producers. Disease outbreaks can result in the temporary or permanent loss of market access for cattle and cattle products, both domestically and internationally. Importing countries may impose restrictions or bans on cattle and beef imports from regions affected by disease outbreaks. Disease outbreaks can disrupt global trade in cattle and cattle products. Export restrictions, quarantine measures, and trade disputes can impact market dynamics and prices. Disease outbreaks in cattle can erode consumer confidence in the safety and quality of beef and dairy products. This can lead to decreased demand and market uncertainty. In response to disease outbreaks, governments may increase regulatory oversight and surveillance of cattle health. This can result in additional compliance costs and paperwork for cattle producers. Disease outbreaks highlight the importance of biosecurity practices on cattle farms. Cattle producers may invest in improved biosecurity measures to prevent future outbreaks.

### Antibiotic Resistance

Antibiotic-resistant infections in cattle can limit the effectiveness of antibiotics commonly used for disease treatment. This means that some diseases become more challenging to manage and treat, leading to increased morbidity and mortality rates. The use of antibiotics of last resort or alternative treatments for antibiotic-resistant infections could be more expensive. This places financial burdens on cattle producers, who may need to invest more in healthcare and disease management. Antibiotic resistance in cattle can lead to the development and spread of drug-resistant pathogens. If these pathogens enter the food supply or the environment, they can pose significant public health risks, as antibiotic-resistant bacteria can potentially infect humans. In response to concerns about antibiotic resistance, regulatory authorities may impose restrictions on the use of certain antibiotics in cattle farming. This can impact treatment protocols and require cattle producers to adopt alternative healthcare strategies. Consumers are increasingly concerned about the use of antibiotics in animal agriculture. They may seek beef and dairy products labeled as antibiotic-free or produced using responsible antibiotic use practices. Meeting these consumer preferences may require changes in cattle health management. Some countries have specific regulations regarding antibiotic use in cattle farming, and compliance with these regulations is necessary for international trade. Antibiotic resistance concerns can affect market access and trade negotiations. Concerns about antibiotic resistance have led to a shift in the cattle health market towards alternative healthcare strategies. This includes the development and adoption of vaccines, probiotics, prebiotics, and other non-antibiotic-based solutions for disease prevention and management. Veterinarians play a key role in managing antibiotic use in cattle health. There may be increased scrutiny and oversight by veterinarians to ensure responsible antibiotic use and compliance with regulatory guidelines.

## Key Market Trends

### Traceability and Food Safety

Consumers are increasingly concerned about the safety and quality of the food they consume, including beef and dairy products. Traceability systems and food safety measures provide transparency and assurance to consumers, enhancing their confidence in these products. Many consumers seek products labeled with information about the origin of the meat or dairy, including details about where and how the cattle were raised. This labeling provides a level of traceability and helps consumers make informed choices. Regulatory agencies in many countries have implemented stringent requirements for traceability and food safety in cattle farming. Compliance with these regulations is essential for cattle producers to operate legally and access markets. In the event of a food safety issue or product recall, traceability systems allow for rapid



identification of affected products and the source of contamination. This helps minimize the scope and impact of recalls. Traceability systems can aid in disease surveillance and response efforts. In the event of a disease outbreak, authorities can trace the movements of cattle to identify potential sources of infection and implement control measures more effectively. Traceability systems provide transparency throughout the entire cattle supply chain, from farm to fork. This transparency helps identify and address potential bottlenecks or inefficiencies in the supply chain. Ensuring the health and well-being of cattle through robust health management practices is a fundamental aspect of food safety and quality assurance. Healthy cattle are less likely to carry zoonotic diseases or pathogens that can contaminate meat and dairy products. Genetic traceability is becoming more prevalent, allowing consumers to trace the genetic heritage of the cattle. This can be used to verify breed authenticity and ensure product quality. Some traceability systems use blockchain technology to create immutable records of cattle-related data. Blockchain ensures data integrity and security, making it difficult for information to be tampered with or altered.

## Segmental Insights

### Therapeutics Insights

In 2022, the Global Cattle Health Market was dominated by Vaccine segment in the forecast period and is predicted to continue expanding over the coming years. Vaccines are a cornerstone of preventive healthcare in cattle farming. They are crucial for protecting cattle against a wide range of diseases, including viral and bacterial infections. Vaccination helps reduce the incidence and severity of diseases, lowering mortality rates and production losses. Cattle are susceptible to various diseases, including bovine respiratory disease, brucellosis, bovine viral diarrhoea, and foot-and-mouth disease, among others. The vaccine segment offers a broad range of vaccines designed to prevent or control these diseases, making it a critical component of cattle health management. In some regions, vaccination plays a pivotal role in disease eradication programs. For example, vaccination is used to control and eventually eliminate diseases like foot-and-mouth disease in specific geographic areas.

### Diagnostics Insights

In 2022, the Global Cattle Health Market dominated by Immunodiagnostic Test segment and is predicted to continue expanding over the coming years. Immunodiagnostic tests, such as enzyme-linked immunosorbent assays (ELISAs) and rapid diagnostic tests, are highly effective in detecting various diseases in cattle. These tests can detect specific

antibodies or antigens associated with diseases, allowing for early and accurate diagnosis. Cattle producers and veterinarians often use immunodiagnostic tests as part of their preventive healthcare programs. Regular testing helps identify diseases in their early stages, enabling prompt treatment and preventing disease outbreaks within herds. Large cattle operations, including feedlots and dairy farms, rely on immunodiagnostic tests to manage the health of their herds effectively. Regular testing helps monitor the overall health status of the herd and identify any potential issues.

## Regional Insights

The North America region dominates the Global Cattle Health Market in 2022. North America, particularly the United States and Canada, has a substantial cattle population. The United States is one of the world's largest beef-producing countries. This large cattle population creates a substantial market for cattle health products and services. North America has a well-established and advanced veterinary care system. This includes many skilled veterinarians, modern veterinary clinics, and research institutions focused on cattle health. These resources contribute to the development and adoption of innovative cattle health solutions. North America has been at the forefront of adopting advanced technologies in agriculture, including cattle farming. The region has embraced digital health monitoring, data analytics, and precision livestock farming, which enhance cattle health management.

## Key Market Players

Qiagen LLC

Boehringer Ingelheim

Thermo Fisher Scientific

Elanco Animal Health

Idexx Laboratories

ID Vet

Kyoritsuuseiyaku Corporation

Merck & Co Inc.



Norbrook laboratories

Zoetis Inc.

Report Scope:

In this report, the Global Cattle health Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Cattle Health Market, By Therapeutics:

Vaccine

Parasiticide

Anti-infective

Medical Feed Additive

Other Therapeutics

Cattle Health Market, By Diagnostics:

Immunodiagnostic Test

Molecular Diagnostics

Diagnostic Imaging

Clinical Chemistry

Other Diagnostics

Global Cattle Health Market, By region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

South Korea

Australia

Japan

Europe

Germany

France

United Kingdom

Spain

Italy

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Cattle Health Market.

### Available Customizations:

Global Cattle Health Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

## Contents

### **1. PRODUCT OVERVIEW**

- 1.1. Market Definition
- 1.2. Scope of the Market
  - 1.2.1. Markets Covered
  - 1.2.2. Years Considered for Study
  - 1.2.3. Key Market Segmentations

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

### **4. IMPACT OF COVID-19 ON GLOBAL CATTLE HEALTH MARKET**

### **5. VOICE OF CUSTOMER**

### **6. GLOBAL CATTLE HEALTH MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Therapeutics (Vaccine, Parasiticide, Anti-infective, Medical Feed Additive, and Other Therapeutics)

6.2.2. By Diagnostics (Immunodiagnostic Test, Molecular Diagnostics, Diagnostic Imaging, Clinical Chemistry, and Other Diagnostics)

6.2.3. By Region

6.2.4. By Company (2022)

6.3. Market Map

## **7. ASIA PACIFIC CATTLE HEALTH MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Therapeutics

7.2.2. By Diagnostics

7.2.3. By Country

7.3. Asia Pacific: Country Analysis

7.3.1. China Cattle Health Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Therapeutics

7.3.1.2.2. By Diagnostics

7.3.2. India Cattle Health Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Therapeutics

7.3.2.2.2. By Diagnostics

7.3.3. Australia Cattle Health Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Therapeutics

7.3.3.2.2. By Diagnostics

7.3.4. Japan Cattle Health Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Therapeutics

7.3.4.2.2. By Diagnostics

### 7.3.5. South Korea Cattle health Market Outlook

#### 7.3.5.1. Market Size & Forecast

##### 7.3.5.1.1. By Value

#### 7.3.5.2. Market Share & Forecast

##### 7.3.5.2.1. By Therapeutics

##### 7.3.5.2.2. By Diagnostics

## **8. EUROPE CATTLE HEALTH MARKET OUTLOOK**

### 8.1. Market Size & Forecast

#### 8.1.1. By Value

### 8.2. Market Share & Forecast

#### 8.2.1. By Therapeutics

#### 8.2.2. By Diagnostics

#### 8.2.3. By Country

### 8.3. Europe: Country Analysis

#### 8.3.1. France Cattle health Market Outlook

##### 8.3.1.1. Market Size & Forecast

##### 8.3.1.1.1. By Value

##### 8.3.1.2. Market Share & Forecast

##### 8.3.1.2.1. By Therapeutics

##### 8.3.1.2.2. By Diagnostics

#### 8.3.2. Germany Cattle Health Market Outlook

##### 8.3.2.1. Market Size & Forecast

##### 8.3.2.1.1. By Value

##### 8.3.2.2. Market Share & Forecast

##### 8.3.2.2.1. By Therapeutics

##### 8.3.2.2.2. By Diagnostics

#### 8.3.3. Spain Cattle Health Market Outlook

##### 8.3.3.1. Market Size & Forecast

##### 8.3.3.1.1. By Value

##### 8.3.3.2. Market Share & Forecast

##### 8.3.3.2.1. By Therapeutics

##### 8.3.3.2.2. By Diagnostics

#### 8.3.4. Italy Cattle Health Market Outlook

##### 8.3.4.1. Market Size & Forecast

##### 8.3.4.1.1. By Value

##### 8.3.4.2. Market Share & Forecast

##### 8.3.4.2.1. By Therapeutics



- 8.3.4.2.2. By Diagnostics
- 8.3.5. United Kingdom Cattle Health Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Therapeutics
    - 8.3.5.2.2. By Diagnostics

## **9. NORTH AMERICA CATTLE HEALTH MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Therapeutics
  - 9.2.2. By Diagnostics
  - 9.2.3. By Country
- 9.3. North America: Country Analysis
  - 9.3.1. United States Cattle Health Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Therapeutics
      - 9.3.1.2.2. By Diagnostics
  - 9.3.2. Mexico Cattle Health Market Outlook
    - 9.3.2.1. Market Size & Forecast
      - 9.3.2.1.1. By Value
    - 9.3.2.2. Market Share & Forecast
      - 9.3.2.2.1. By Therapeutics
      - 9.3.2.2.2. By Diagnostics
  - 9.3.3. Canada Cattle Health Market Outlook
    - 9.3.3.1. Market Size & Forecast
      - 9.3.3.1.1. By Value
    - 9.3.3.2. Market Share & Forecast
      - 9.3.3.2.1. By Therapeutics
      - 9.3.3.2.2. By Diagnostics

## **10. SOUTH AMERICA CATTLE HEALTH MARKET OUTLOOK**

- 10.1. Market Size & Forecast

- 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Therapeutics
  - 10.2.2. By Diagnostics
  - 10.2.3. By Country
- 10.3. South America: Country Analysis
  - 10.3.1. Brazil Cattle Health Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Therapeutics
      - 10.3.1.2.2. By Diagnostics
  - 10.3.2. Argentina Cattle Health Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Therapeutics
      - 10.3.2.2.2. By Diagnostics
  - 10.3.3. Colombia Cattle Health Market Outlook
    - 10.3.3.1. Market Size & Forecast
      - 10.3.3.1.1. By Value
    - 10.3.3.2. Market Share & Forecast
      - 10.3.3.2.1. By Therapeutics
      - 10.3.3.2.2. By Diagnostics

## **11. MIDDLE EAST AND AFRICA CATTLE HEALTH MARKET OUTLOOK**

- 11.1. Market Size & Forecast
  - 11.1.1. By Value
- 11.2. Market Share & Forecast
  - 11.2.1. By Therapeutics
  - 11.2.2. By Diagnostics
  - 11.2.3. By Country
- 11.3. MEA: Country Analysis
  - 11.3.1. South Africa Cattle health Market Outlook
    - 11.3.1.1. Market Size & Forecast
      - 11.3.1.1.1. By Value
    - 11.3.1.2. Market Share & Forecast
      - 11.3.1.2.1. By Therapeutics

- 11.3.1.2.2. By Diagnostics
- 11.3.2. Saudi Arabia Cattle Health Market Outlook
  - 11.3.2.1. Market Size & Forecast
    - 11.3.2.1.1. By Value
  - 11.3.2.2. Market Share & Forecast
    - 11.3.2.2.1. By Therapeutics
    - 11.3.2.2.2. By Diagnostics
- 11.3.3. UAE Cattle Health Market Outlook
  - 11.3.3.1. Market Size & Forecast
    - 11.3.3.1.1. By Value
  - 11.3.3.2. Market Share & Forecast
    - 11.3.3.2.1. By Therapeutics
    - 11.3.3.2.2. By Diagnostics

## **12. MARKET DYNAMICS**

- 12.1. Drivers
- 12.2. Challenges

## **13. MARKET TRENDS & DEVELOPMENTS**

- 13.1. Recent Developments
- 13.2. Product Launches
- 13.3. Mergers & Acquisitions

## **14. GLOBAL CATTLE HEALTH MARKET: SWOT ANALYSIS**

## **15. PORTER'S FIVE FORCES ANALYSIS**

- 15.1. Competition in the Industry
- 15.2. Potential of New Entrants
- 15.3. Power of Suppliers
- 15.4. Power of Customers
- 15.5. Threat of Substitute Product

## **16. PESTLE ANALYSIS**

## **17. COMPETITIVE LANDSCAPE**

- 17.1. Business Overview
- 17.2. Company Snapshot
- 17.3. Products & Services
- 17.4. Financials (In case of listed companies)
- 17.5. Recent Developments
- 17.6. SWOT Analysis
  - 17.6.1. Qiagen LLC
  - 17.6.2. Boehringer Ingelheim
  - 17.6.3. Thermo Fisher Scientific
  - 17.6.4. Elanco Animal Health
  - 17.6.5. Idexx Laboratories
  - 17.6.6. ID Vet
  - 17.6.7. Kyoritsuseiyaku Corporation
  - 17.6.8. Merck & Co Inc.
  - 17.6.9. Norbrook laboratories
  - 17.6.10. Zoetis Inc.

## **18. STRATEGIC RECOMMENDATIONS**

## **19. ABOUT US & DISCLAIMER**

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