

# **Equine Veterinary Therapeutics Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Drugs (Anti-Inflammatory, Anti-Infective, Parasiticides, Others), By Route of Administration (Oral, Parental, Topical), By Distribution Channel (Veterinary Hospital, Veterinary Clinics, Pharmacies and drug stores, E-commerce, Other), By Region and Competition, 2019-2029F**

<https://marketpublishers.com/r/E2BA3111DFDBEN.html>

Date: June 2024

Pages: 182

Price: US\$ 4,500.00 (Single User License)

ID: E2BA3111DFDBEN

## **Abstracts**

Global Equine Veterinary Therapeutics Market was valued at USD 1109.05 million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.21% through 2029. The Global Equine Veterinary Therapeutics Market is experiencing significant growth and evolution as it addresses the diverse healthcare needs of horses. This market, driven by the expanding equine industry and the increasing awareness of equine health, encompasses a broad spectrum of therapeutic interventions tailored specifically for horses. The market's growth is underpinned by a rising demand for advanced veterinary treatments, preventive care, and a surge in equine sporting events. Therapeutics in this context include medications, vaccines, and rehabilitation services designed to manage various health conditions in horses. One key driver is the heightened emphasis on performance enhancement and preventive healthcare in the equine sector. With a growing number of horse owners and enthusiasts prioritizing the well-being and longevity of their animals, there is an increased demand for veterinary therapeutics that address not only diseases but also support overall health and performance. Moreover, the globalization of equine sporting events and competitions contributes to the expansion of the market.

Horses participating in various disciplines, such as racing, show jumping, and dressage, require specialized veterinary care to optimize their performance and ensure their welfare. This has led to the development of innovative therapeutic solutions tailored to the unique physiology and healthcare needs of horses. The market is characterized by a diverse range of products and services, including anti-infectives, anti-inflammatory drugs, vaccines, and supplements. Also, technological advancements in diagnostics and treatment modalities play a crucial role in shaping the equine veterinary therapeutics landscape. Collaborations and partnerships between pharmaceutical companies, veterinary clinics, and research institutions contribute to the market's dynamism. These collaborations foster research and development initiatives, leading to the introduction of novel therapeutic solutions and treatment protocols for equine health. While the market witnesses growth opportunities, it also faces challenges related to regulatory frameworks, economic constraints, and the unique nature of veterinary drug development. However, with an increasing focus on research and innovation, the Global Equine Veterinary Therapeutics Market is poised for continued expansion, addressing the evolving healthcare needs of the equine population worldwide.

## Key Market Drivers

### Growing Equine Industry

The Global Equine Veterinary Therapeutics Market is significantly influenced by the burgeoning growth of the equine industry worldwide. The rising popularity of equestrian sports, recreational riding, and other equine-related activities has resulted in an increased population of horses globally. As the equine industry expands, so does the demand for effective and specialized veterinary therapeutics to address the health and well-being of these animals. Horse owners and professionals within the equine sector are increasingly recognizing the importance of investing in veterinary care to maintain the health, performance, and longevity of their equine companions. The growing equine industry encompasses a spectrum of activities, including horse racing, show jumping, dressage, and leisure riding. Each of these disciplines requires unique veterinary interventions, ranging from preventive healthcare measures to therapeutic treatments for specific conditions. With a heightened awareness of the economic and emotional value associated with horses, owners are more inclined to seek advanced veterinary solutions to optimize the health and performance of their equine partners. This escalating demand for equine veterinary therapeutics is driving innovation within the market, prompting pharmaceutical companies and research institutions to develop specialized medications, diagnostics, and treatment protocols. As the equine industry continues to flourish, the Global Equine Veterinary Therapeutics Market is positioned for

sustained growth, fueled by the evolving healthcare needs of the diverse equine population around the world.

### Emphasis on Preventive Healthcare

The Global Equine Veterinary Therapeutics Market is experiencing a notable surge driven by a growing emphasis on preventive healthcare within the equine industry. Horse owners and professionals are increasingly recognizing the value of proactive measures to maintain the health and well-being of their equine companions. This shift towards preventive healthcare in the equine sector includes a focus on vaccinations, deworming, nutritional supplements, and routine veterinary check-ups. The aim is to prevent diseases, detect potential health issues early, and optimize the overall health of horses. The emphasis on preventive healthcare is propelled by a desire to enhance the longevity and performance of horses, particularly those involved in various equestrian disciplines. As the understanding of equine physiology advances, there is a growing awareness of the importance of nutrition, vaccinations, and regular health monitoring in preventing common ailments. This trend aligns with the broader movement towards responsible horse ownership and the recognition of horses as valuable and cherished companions. In response to this emphasis on prevention, the equine veterinary therapeutics market is witnessing an increased demand for vaccines, anthelmintics, and nutritional supplements tailored to the unique needs of horses. Pharmaceutical companies are developing innovative and effective preventive solutions to address the evolving healthcare preferences within the equine industry. As the awareness of preventive healthcare practices continues to grow, the Global Equine Veterinary Therapeutics Market is poised for sustained expansion, meeting the rising demand for therapeutics that contribute to the overall well-being of horses.

### Rise in Equine Sporting Events

The Global Equine Veterinary Therapeutics Market is experiencing a significant upswing propelled by the burgeoning rise in equine sporting events globally. The expansion of horse racing, show jumping, dressage, and other equestrian competitions has created a heightened demand for specialized veterinary care and therapeutics. Horses participating in these events undergo rigorous training and face unique health challenges, necessitating advanced healthcare interventions to enhance their performance and ensure their overall well-being. As the equine sporting industry continues to grow, the market for veterinary therapeutics is witnessing a surge in demand for medications, performance-enhancing supplements, and rehabilitation services tailored to the specific needs of these high-performance animals. The nature of

equine sports places exceptional demands on the health and fitness of participating horses, leading to an increased focus on injury prevention, recovery, and optimal performance. Veterinary therapeutics, ranging from anti-inflammatory drugs to regenerative medicine, play a crucial role in addressing the unique healthcare requirements of sport horses. This trend aligns with the broader recognition of horses as valuable athletes, prompting owners, trainers, and event organizers to prioritize top-tier veterinary care to ensure the welfare of the competing animals. As the popularity and economic significance of equine sporting events continue to grow, the Global Equine Veterinary Therapeutics Market is poised for sustained expansion. This trend not only reflects the evolving healthcare needs of performance horses but also underscores the market's responsiveness to the dynamic landscape of the global equine industry.

## Key Market Challenges

### Regulatory Compliance

Regulatory compliance is a critical aspect that significantly influences the dynamics of the Global Equine Veterinary Therapeutics Market. The complex and varied regulatory landscape governing veterinary pharmaceuticals poses challenges for companies operating in this market. As equine veterinary therapeutics are subject to different regulations in various regions, navigating this intricate web of compliance requirements becomes essential for market participants. The regulatory environment encompasses product registration, marketing authorization, and adherence to specific standards and guidelines set forth by regulatory bodies. In the United States, the Food and Drug Administration (FDA) oversees the approval and regulation of veterinary drugs, ensuring their safety, efficacy, and proper labeling. The European Medicines Agency (EMA) plays a similar role in the European Union, establishing regulations for veterinary medicines. However, within the EU, each member state also maintains its own regulatory framework, adding another layer of complexity for companies seeking market approval. The diverse regulatory landscape extends beyond North America and Europe, with countries in Asia-Pacific, Latin America, and other regions having their own sets of rules and requirements. Harmonization efforts, such as the International Cooperation on Harmonisation of Technical Requirements for Registration of Veterinary Medicinal Products (VICH), aim to align regulatory standards globally. Despite these efforts, challenges persist due to variations in regulatory interpretations and local nuances. Meeting regulatory compliance demands rigorous documentation of the safety and efficacy of equine veterinary therapeutics. This involves extensive preclinical and clinical studies, data submission, and adherence to good manufacturing practices (GMP). Ensuring product safety is particularly crucial, given the unique physiology of horses

and the potential impact of therapeutic interventions on their well-being. The regulatory approval process often involves rigorous scrutiny of study designs, data integrity, and the ethical treatment of animals involved in trials. Ethical considerations related to equine health and welfare are paramount, and regulatory bodies emphasize the humane treatment of animals throughout the development and testing phases. The timeframe and cost associated with obtaining regulatory approvals can be substantial. Delays in approval processes can impede the timely entry of new equine veterinary therapeutics into the market, affecting companies' revenue projections and hindering their ability to address emerging health challenges in the equine population promptly. Moreover, the complexity of regulatory requirements poses a particular challenge for small and medium-sized enterprises (SMEs) in the equine veterinary therapeutics market. SMEs may lack the resources and expertise to navigate the intricate regulatory pathways, potentially limiting their ability to bring innovative products to market.

### Limited Research Funding

Limited research funding poses a significant challenge to the Global Equine Veterinary Therapeutics Market, impeding the progress of innovative solutions and hindering the industry's ability to address emerging health issues in the equine population. In the realm of veterinary medicine, where research and development are crucial for advancing therapeutic interventions, the availability of funding plays a pivotal role in shaping the trajectory of scientific breakthroughs. The equine veterinary therapeutics market is characterized by its unique set of challenges and opportunities, necessitating targeted research to develop effective medications, vaccines, and treatment modalities tailored to the distinct physiology of horses. However, compared to more mainstream fields, such as human medicine or even companion animal therapeutics, funding dedicated to equine health research is often limited, creating a gap in knowledge and innovation. One of the primary factors contributing to the limited research funding in equine veterinary therapeutics is the comparatively smaller market size. With horses constituting a niche segment of the overall veterinary market, attracting investment and research funding can be challenging. Pharmaceutical companies and research institutions may prioritize areas with larger market potential, leaving equine health research with constrained financial support. The lack of a robust commercial market for certain equine health issues further exacerbates the funding challenge. Conditions specific to horses, such as certain infectious diseases or less common ailments, may not attract sufficient attention from funding bodies due to their limited economic impact or the perception that they affect only a small population of animals. Moreover, the cost-intensive nature of equine research poses a hurdle. Conducting clinical trials, maintaining research facilities, and ensuring the ethical treatment of research animals,

all integral components of equine health studies, require substantial financial resources. The high cost associated with equine veterinary research may discourage potential funders, limiting the scope and scale of research initiatives. Another contributing factor to the funding constraint is the lack of centralized funding bodies dedicated exclusively to equine health. Unlike some other areas of veterinary research, such as companion animal health or food animal production, equine health may not benefit from dedicated funding agencies or foundations that prioritize and allocate resources specifically for equine research. The limited collaboration between academia and industry in the equine veterinary therapeutics sector also contributes to constrained research funding. Collaborations between universities, research institutions, and pharmaceutical companies can facilitate the translation of research findings into practical applications. However, the scarcity of such collaborative initiatives in the equine sector hampers the flow of funds into critical research endeavors. To address the challenge of limited research funding, concerted efforts are required from various stakeholders. Pharmaceutical companies operating in the equine veterinary therapeutics market can play a pivotal role by allocating resources to support research initiatives, recognizing the long-term benefits of a robust evidence base for their products. Collaborations between industry and academia can foster a synergistic approach, leveraging the strengths of both sectors to advance equine health research. Government agencies and private foundations dedicated to animal health research can contribute by prioritizing equine health within their funding initiatives. Establishing targeted grant programs and fostering a supportive environment for equine research can encourage scientists and veterinarians to explore innovative solutions for equine health challenges. Also, advocacy for equine health research within the broader veterinary and animal welfare community is crucial. Raising awareness about the importance of equine health, both in terms of the animals' welfare and the economic contributions of the equine industry, can garner support from diverse funding sources. Educational institutions can also play a role in addressing the funding gap by incorporating equine health into their research priorities. By encouraging faculty and students to pursue research projects in equine veterinary therapeutics, universities contribute to expanding the knowledge base and addressing the specific healthcare needs of horses.

## Key Market Trends

### Increasing Adoption of Biologics

The Global Equine Veterinary Therapeutics Market is experiencing a noteworthy trend with the increasing adoption of biologics. Biologic products, which include monoclonal antibodies, cytokine therapies, and other advanced biological agents, have gained

prominence as innovative treatment modalities for various equine health conditions. These biologics offer targeted and specific interventions, often addressing complex diseases and disorders with a higher degree of precision. The trend reflects a shift towards personalized and advanced therapeutic approaches in equine healthcare. One notable area of adoption is in the field of regenerative medicine, where biologics like stem cell therapy and platelet-rich plasma (PRP) have demonstrated efficacy in promoting tissue repair and accelerating the healing process in horses. These regenerative therapies hold promise for addressing musculoskeletal injuries, a common concern in equine sports and activities. The use of monoclonal antibodies and cytokine therapies is also gaining traction, particularly in the management of inflammatory conditions and immune-related disorders in horses. These biologics, designed to modulate specific pathways in the immune system, offer novel and targeted solutions for conditions that may have been challenging to address with traditional pharmaceuticals. The increasing adoption of biologics in the equine veterinary therapeutics market signifies a growing understanding of the unique physiology of horses and the potential benefits of tailored, biologically derived treatments. As research and development in this domain continue to advance, biologics are likely to play an increasingly pivotal role in shaping the future of equine healthcare, offering new possibilities for improving the overall well-being and performance of horses.

### Globalization of Equine Therapeutics Market

The Global Equine Veterinary Therapeutics Market is undergoing a transformative phase marked by the globalization of its landscape. The equine industry's increasing internationalization and the global movement of horses have significantly influenced the dynamics of the therapeutics market. This trend is propelled by the growing participation of horses in various global events, such as equestrian sports competitions, breeding programs, and international trade. As horses traverse borders for racing, breeding, and leisure, there is a heightened demand for standardized and internationally recognized equine veterinary therapeutics. The globalization of the equine therapeutics market has implications for regulatory harmonization and the development of consistent treatment protocols. Regulatory frameworks are evolving to accommodate the cross-border movement of horses, necessitating alignment and collaboration between regulatory bodies worldwide. This shift facilitates a more seamless introduction of equine veterinary therapeutics in different regions, ensuring that products meet standardized safety and efficacy requirements. Moreover, the sharing of knowledge, research findings, and best practices on a global scale is fostering collaboration between veterinarians, researchers, and pharmaceutical companies. This exchange of information contributes to the development of innovative solutions that cater to the

diverse healthcare needs of horses across different geographical locations. The globalization trend not only expands market opportunities for equine veterinary therapeutics but also underscores the need for a comprehensive and interconnected approach to equine healthcare on a global scale. As the equine industry continues to transcend borders, the Global Equine Veterinary Therapeutics Market is poised to benefit from increased collaboration, regulatory alignment, and the development of universally applicable therapeutic solutions for horses worldwide.

## Segmental Insights

### Drugs Insights

Based on Drugs, anti-Inflammatory segment dominated the Global Equine Veterinary Therapeutics Market in 2023. This is ascribed due to its crucial role in managing various equine health issues. Horses frequently encounter musculoskeletal problems, injuries, and joint disorders, making anti-inflammatory medications essential for pain relief and recovery. Nonsteroidal anti-inflammatory drugs (NSAIDs) are commonly prescribed for conditions like arthritis and lameness. The widespread use of these drugs reflects their efficacy in addressing inflammatory responses and promoting the well-being of horses. The prevalence of musculoskeletal concerns in equine health makes the anti-inflammatory segment a cornerstone in the treatment and management of various conditions, contributing to its dominance in the market.

### Regional Insights

North America is the dominant region in the global Equine Veterinary Therapeutics market. This is because the region showcases a robust equine industry, with a large population of horses engaged in various activities, including sports and leisure. High awareness among horse owners and veterinary professionals regarding the importance of equine healthcare, coupled with substantial investments in research and development, positions North America at the forefront of veterinary therapeutics innovation. Additionally, the region benefits from advanced veterinary infrastructure, well-established regulatory frameworks, and a higher disposable income, enabling widespread adoption of veterinary therapeutics. These factors collectively contribute to the region's leadership in offering effective and advanced treatments for equine health, solidifying its dominance in the global market..

### Key Market Players

Merck & Co., Inc.

Thermo Fisher Scientific Inc (Affymetrix)

Elanco Animal Health Inc.

Zoetis Services LLC

Farnam Companies, Inc.

### Report Scope:

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

#### Equine Veterinary Therapeutics Market, By Drugs:

Anti-Inflammatory

Anti-Infective

Parasiticides

Others

#### Equine Veterinary Therapeutics Market, By Route of Administration:

Oral

Parental

Topical

#### Equine Veterinary Therapeutics Market, By Distribution Channel:

Veterinary Hospital

Veterinary Clinics

Pharmacies and drug stores

E-commerce

Other

Equine Veterinary Therapeutics Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Equine Veterinary Therapeutics Market.

## Available Customizations:

Global Equine Veterinary Therapeutics 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).

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