

# **North America Companion Animals Diagnostics Market, By Technology (Clinical Biochemistry, Clinical Chemistry Analysis, Glucose Monitoring, Blood Gas & Electrolyte Analysis, Immunodiagnosics, Hematology, Urinalysis, Others), By Animal Type (Dogs, Cats, Horses, Others), By Application (Clinical Pathology, Bacteriology, Virology, Parasitology, Others), By Country, Competition, Opportunities and Forecast, 2019-2029F**

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## **Abstracts**

North America Companion Animals Diagnostics Market was valued at USD 682.24 million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.47% through 2029. The North America Companion Animals Diagnostics Market is a dynamic and rapidly growing sector within the broader veterinary healthcare industry. This market encompasses a wide range of diagnostic products and services that are specifically designed for pets, including dogs, cats, and other companion animals. The primary purpose of companion animal diagnostics is to aid veterinarians in diagnosing, monitoring, and treating illnesses and diseases in these beloved pets, ultimately ensuring their well-being and longevity. One of the key drivers of the North America Companion Animals Diagnostics Market is the increasing pet ownership in the region. North America has a high rate of pet ownership, with millions of households welcoming pets into their lives. This trend has led to a surge in demand for high-quality diagnostic tests, imaging technologies, and other diagnostic solutions that can help identify and address various health issues in pets.

The market is characterized by a wide range of diagnostic products, including in-house

diagnostic equipment, diagnostic tests, imaging solutions, and laboratory services. In recent years, there has been a growing trend toward point-of-care diagnostics, which allow veterinarians to conduct tests and receive results quickly, enabling more immediate and accurate treatment decisions. Advancements in veterinary diagnostics technology have led to the development of innovative and specialized tests that cater to the unique healthcare needs of companion animals, such as genetic testing for breed-specific health risks and advanced imaging techniques. These developments have further boosted the growth of the market.

## Key Market Drivers

### Rising Pet Ownership Rates

Rising pet ownership rates are a primary driver behind the significant growth of the North America Companion Animals Diagnostics Market. In the United States and Canada, pets are increasingly considered integral members of the family, leading to a surge in demand for advanced diagnostic tools and services. The emotional bond between pet owners and their animals has intensified, resulting in a willingness to invest in their pets' health and well-being.

As pet ownership rates continue to climb, more households across North America are welcoming dogs, cats, and other companion animals into their lives. This demographic shift reflects a broader societal trend known as 'humanization of pets,' where pets are no longer regarded as mere animals but as cherished family members. This transformation in perspective has spurred higher expenditures on veterinary care, including diagnostics, vaccinations, preventive care, and treatments.

Pet owners are increasingly conscious of their pets' health and welfare, mirroring their concern for their own well-being. As a result, they are more inclined to spend on diagnostic procedures and advanced healthcare services for their companion animals. The growing humanization of pets has created a substantial market for advanced diagnostic solutions that can address a wide range of health concerns in animals, from routine wellness check-ups to diagnosing complex medical conditions.

The pet owners are keen to ensure that their animals receive the same level of healthcare as they would for themselves or their human family members. This shift in attitude has led to a surge in demand for cutting-edge diagnostic tools and services that provide quicker, more accurate, and more sophisticated results. In response to this demand, the North America Companion Animals Diagnostics Market has expanded its

offerings to cater to the unique healthcare needs of pets, enhancing the overall well-being of companion animals across the region.

### Technological Advancements

Technological advancements have played a pivotal role in propelling the North America Companion Animals Diagnostics Market to new heights. The intersection of cutting-edge technology and veterinary healthcare has revolutionized the way companion animals are diagnosed, monitored, and treated. These advancements have ushered in an era of precision and efficiency, benefiting both veterinarians and pet owners.

One of the most significant technological advancements in the field of companion animal diagnostics is the development of sophisticated in-house diagnostic equipment. Veterinary clinics now have access to state-of-the-art machinery that allows for rapid and accurate on-site testing. This not only expedites the diagnostic process but also enables veterinarians to make prompt treatment decisions. Whether it's blood chemistry analyzers, digital radiography, or ultrasound machines, these tools have become indispensable in veterinary practice, improving patient care and outcomes.

Diagnostic tests have also benefited from technological progress, with many tests becoming more precise, reliable, and accessible. This includes advancements in molecular diagnostic techniques, such as polymerase chain reaction (PCR) tests, which allow for the detection of infectious diseases, genetic mutations, and other health indicators with high specificity. Rapid immunoassay tests have been developed to provide quick results, especially in emergency situations, contributing to improved companion animal healthcare.

Imaging solutions have witnessed a significant upgrade as well, with magnetic resonance imaging (MRI) and computed tomography (CT) scans increasingly available for companion animals. These advanced imaging technologies were once reserved for human medicine but are now being used to diagnose complex health issues in pets. These imaging tools offer superior clarity and precision, enabling veterinarians to detect and assess a wide range of medical conditions with unprecedented detail.

In the era of digital health, the integration of electronic health records (EHRs) and telemedicine platforms has become a game-changer. These technologies enhance communication between pet owners and veterinarians, facilitating remote consultations and efficient sharing of diagnostic results. Pet owners can conveniently access their pets' health information, make informed decisions, and stay connected with veterinary

professionals, ensuring a continuum of care.

## Specialized Diagnostic Services

Specialized diagnostic services have emerged as a driving force behind the growth of the North America Companion Animals Diagnostics Market. These services, which include advanced imaging techniques and specialized diagnostic tests, cater to the specific healthcare needs of companion animals, offering a level of precision and insight that was once considered cutting-edge and often reserved for human medicine. This expansion of diagnostic capabilities has significantly elevated the standard of care for pets across the region.

One of the standout elements of specialized diagnostic services is the availability of advanced imaging technologies for companion animals. Magnetic resonance imaging (MRI) and computed tomography (CT) scans, which were traditionally the domain of human medicine, have become increasingly accessible to pets. These imaging techniques provide highly detailed, cross-sectional images of an animal's internal structures, enabling veterinarians to diagnose complex health issues with remarkable accuracy. This has proven particularly valuable in identifying neurological, orthopedic, and soft tissue abnormalities in pets.

In addition to advanced imaging, specialized diagnostic tests have gained prominence within the market. These tests are designed to address specific health concerns or provide breed-specific insights. For example, genetic testing has become increasingly popular, enabling pet owners to uncover their pets' genetic predispositions to certain diseases and conditions. This proactive approach allows for early intervention and tailored preventive measures to ensure the long-term health of companion animals.

The specialized diagnostic services include advanced diagnostic procedures and treatments, such as endoscopy, arthroscopy, and cardiology testing, which are crucial in diagnosing and addressing complex conditions in companion animals. These services often require specialized equipment and expertise, and their availability has expanded the range of diagnostic and treatment options for pets.

## Key Market Challenges

### High Costs of Diagnostic Procedures

The North America Companion Animals Diagnostics Market is experiencing remarkable

growth, driven by the increasing importance of pets in the lives of families across the region. However, a significant challenge that hinders the market's progress is the high costs associated with diagnostic procedures for companion animals. While pet owners are increasingly willing to invest in their pets' health, the financial burden of advanced diagnostics can be a limiting factor in providing comprehensive healthcare for these beloved animals.

Diagnostic procedures for companion animals can encompass a wide range of services, including blood tests, imaging, biopsies, and genetic testing. These procedures often require the use of specialized equipment, reagents, and trained professionals, all of which contribute to their high costs. While the diagnostic industry has made significant advancements in providing precise and reliable diagnostic tools, these innovations have come at a price.

For many pet owners, especially those with limited financial resources, the cost of diagnostic procedures can be a significant deterrent to seeking comprehensive healthcare for their pets. This is particularly true for non-routine or complex health issues that may necessitate more extensive and costly tests. High costs can lead to delayed or incomplete diagnostic workups, potentially preventing early detection and treatment of illnesses.

The financial burden of diagnostics can sometimes lead pet owners to make difficult decisions about the extent of care they can provide to their animals. In some cases, they may opt for less comprehensive diagnostics or forego certain tests altogether due to budgetary constraints. This can result in missed opportunities for early disease detection and timely intervention.

### Regulatory Compliance and Stringent Licensing Requirements

The North America Companion Animals Diagnostics Market is facing challenges, one of which is the burden of regulatory compliance and stringent licensing requirements. While regulation is essential to ensure the quality and safety of diagnostic services, it can present obstacles to innovation and market growth in the companion animal diagnostics sector.

Compliance with a complex web of regulations and licensing requirements is a time-consuming and resource-intensive process for businesses in the Companion Animals Diagnostics Market. Developing and launching new diagnostic products and services often involves navigating a labyrinth of legal and bureaucratic hurdles. These

requirements are in place to ensure the safety and efficacy of diagnostic tools, but they can sometimes stifle innovation and slow down the introduction of advanced diagnostic solutions.

The process of gaining regulatory approval for a new diagnostic product or service can be lengthy, involving meticulous documentation, rigorous testing, and evaluations by relevant authorities. This extended timeline can delay the market entry of innovative technologies, hindering the ability of diagnostic service providers to meet the evolving needs of pet owners and veterinarians.

The cost associated with achieving regulatory compliance is a substantial financial burden for businesses in the Companion Animals Diagnostics Market. Smaller companies and startups may find it particularly challenging to allocate the necessary resources for navigating the regulatory landscape, potentially limiting their ability to introduce innovative diagnostic solutions.

## Key Market Trends

### Point-of-Care Diagnostics

Point-of-care diagnostics are a key driver behind the growth of the North America Companion Animals Diagnostics Market. This trend represents a significant shift in how companion animals are diagnosed and treated, with a focus on immediacy, convenience, and accuracy. Point-of-care diagnostics have become a transformative force, fostering the rapid expansion of the market.

One of the primary factors contributing to the rise of point-of-care diagnostics is the demand for real-time results. Pet owners and veterinarians alike seek quick and accurate diagnostic information, especially in emergency situations. Point-of-care diagnostic tools and tests offer the ability to obtain results within minutes, enabling veterinarians to make immediate treatment decisions. This is crucial for situations where time is of the essence, such as in the case of a pet's sudden illness or injury.

Point-of-care diagnostics are highly convenient for both pet owners and veterinary professionals. These tests and tools can often be conducted in the veterinary clinic or even at the pet owner's home, reducing the need for sending samples to external laboratories and waiting for results. This convenience not only expedites the diagnostic process but also minimizes the stress and anxiety that can come with long waiting periods for results.



The accuracy and reliability of point-of-care diagnostics have improved significantly in recent years. These tests provide quick and dependable results, ensuring that veterinarians have the data they need to make informed treatment decisions. This accuracy not only enhances patient care but also instills confidence in pet owners regarding the healthcare their animals receive.

### Breed-Specific Health Testing

Breed-specific health testing has emerged as a significant driver behind the growth of the North America Companion Animals Diagnostics Market. This trend represents a proactive approach to pet healthcare, tailored to the unique genetic predispositions and vulnerabilities of specific breeds. The demand for breed-specific health testing is rapidly gaining momentum, reshaping the diagnostic landscape for companion animals.

One of the primary factors fueling the adoption of breed-specific health testing is the desire among pet owners to better understand and address the potential health risks associated with their pets' specific breeds. Different breeds have varying susceptibilities to certain genetic diseases and conditions, making it crucial to identify these vulnerabilities early on. By conducting breed-specific health tests, pet owners can obtain valuable insights into their pets' genetic makeup and predispositions, allowing them to take preventive measures and make informed healthcare decisions.

These tests cover a broad spectrum of conditions, from hereditary diseases to breed-specific health concerns like hip dysplasia in certain dog breeds or heart conditions in specific cat breeds. With the information provided by breed-specific health testing, veterinarians can develop personalized healthcare plans that are tailored to each pet's unique genetic profile. This level of individualized care contributes to better health outcomes and overall well-being for companion animals.

The breed-specific health testing promotes early intervention, enabling veterinarians to initiate treatment or preventive measures before a condition becomes severe or debilitating. By identifying potential health risks in their pets' genetic code, pet owners can work in partnership with veterinarians to ensure that their animals receive timely and appropriate care.

The rise of breed-specific health testing also reflects the growing awareness among pet owners about the importance of genetics in their pets' health. Pet owners are increasingly proactive in seeking out these tests to protect the long-term well-being of

their animals. As a result, the Companion Animals Diagnostics Market has witnessed significant growth in this niche area.

### Segmental Insights

#### Technology Insights

Based on the Technology, Immunodiagnostics emerged as the dominant segment in the North America market for Companion Animals Diagnostics Market in 2023.

Immunodiagnostics has a wide range of applications in companion animal healthcare. It is used to detect and monitor infectious diseases, autoimmune disorders, allergies, endocrine disorders, and even cancer in pets. This versatility makes it a crucial technology for addressing various health concerns in companion animals.

Immunodiagnostics offers high sensitivity and specificity, ensuring accurate and reliable results. This is essential in diagnosing and monitoring diseases in pets, as it minimizes the chances of false positives or false negatives, enabling veterinarians to make precise treatment decisions. Immunodiagnostics is particularly well-suited for routine screening and monitoring of chronic diseases and conditions in companion animals. For example, it is extensively used in testing for heartworm disease, feline leukemia virus (FeLV), and feline immunodeficiency virus (FIV), which require ongoing monitoring..

#### Animal Type Insights

Based on the Animal Type, the Dogs segment emerged as the dominant player in the North America market for Companion Animals Diagnostics Market in 2023. Dogs have the largest population among companion animals in North America. They are incredibly popular as pets, and their numbers significantly surpass those of other companion animals, such as cats and horses. Dogs come in a wide variety of breeds, each with its own unique characteristics and potential health concerns. This diversity in breeds has led to an increased demand for various diagnostic tests, including breed-specific health testing, genetic screening, and more, in the Companion Animals Diagnostics Market. Dogs often hold a special place in the hearts of families across North America. They are known for their loyalty, companionship, and therapeutic benefits. The strong emotional bond between dog owners and their pets results in a greater willingness to invest in their healthcare and diagnostics. Dogs tend to have a higher frequency of healthcare needs compared to other companion animals. They are susceptible to a wide range of diseases, conditions, and injuries, which necessitates a greater demand for diagnostic services.



## Country Insights

Based on region, United States emerged as the dominant country in the North America Companion Animals Diagnostics Market in 2023, holding the largest market share. The United States boasts one of the largest companion animal populations in the world. With millions of dogs, cats, and other pets, it significantly drives the demand for companion animal diagnostics. The sheer number of pets in the country contributes to a substantial need for diagnostic services. Pet ownership is deeply ingrained in American culture. A significant percentage of households across the United States includes one or more pets, with dogs and cats being the most popular choices. This cultural inclination towards pet ownership fuels the demand for companion animal diagnostics. The United States has a robust network of veterinary clinics, hospitals, and healthcare facilities dedicated to companion animals. These facilities often provide advanced diagnostic services, which, in turn, contribute to a higher demand for companion animal diagnostics.

## Key Market Players

IDEXX Laboratories, Inc.

Zoetis Inc.

Virbac S.A.

Heska Corporation

Neogen Corporation

Bio-Rad Laboratories Inc.

INDICAL Bioscience GmbH

Agrolabo SpA

ID Vet

BioMerieux S.A.

## Report Scope:

In this report, the North America Companion Animals Diagnostics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### North America Companion Animals Diagnostics Market, By Technology:

Clinical Biochemistry

Clinical Chemistry Analysis

Glucose Monitoring

Blood Gas & Electrolyte Analysis

Immunodiagnosics

Hematology

Urinalysis

Others

### North America Companion Animals Diagnostics Market, By Animal Type:

Dogs

Cats

Horses

Others

### North America Companion Animals Diagnostics Market, By Application:

Clinical Pathology

Bacteriology

Virology

Parasitology

Others

North America Companion Animals Diagnostics Market, By Country:

United States

Canada

Mexico

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the North America Companion Animals Diagnostics Market.

Available Customizations:

North America Companion Animals Diagnostics 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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