

# **Pet Vaccine Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Animal Type (Canine, Feline, Equine), By Vaccination (Canine Family, Feline Family, Others), By Mode Of Administration (Injectable Vaccines, Intranasal Vaccines), By Region and Competition, 2020-2030F**

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## **Abstracts**

Global Pet Vaccine Market was valued at USD 11.31 Billion in 2024 and is expected to reach USD 16.10 Billion in the forecast period with a CAGR of 6.04% through 2030. The global pet vaccine market is experiencing significant growth, driven by increasing pet adoption and rising awareness about animal health. As pet ownership continues to rise, there is a growing emphasis on preventive healthcare, including vaccination, to protect animals from infectious diseases. Veterinary healthcare advancements have led to the development of more effective vaccines, ensuring better protection against diseases such as rabies, distemper, and parvovirus. The expanding availability of veterinary services and improved access to pet vaccines through clinics, hospitals, and online platforms are further contributing to market expansion. Manufacturers are investing in research and development to introduce next-generation vaccines with enhanced efficacy and longer protection duration.

Innovations in biotechnology and the rise of DNA and recombinant vaccines are transforming the market landscape. Companies are focusing on developing combination vaccines that provide immunity against multiple diseases with a single shot, reducing the frequency of veterinary visits and improving pet compliance. The rising demand for companion animal vaccines, particularly for dogs and cats, is fueling market growth. Government initiatives promoting animal vaccination programs and stringent regulations mandating immunization are strengthening market dynamics. The expansion of pet

insurance coverage, which increasingly includes vaccination costs, is encouraging pet owners to invest in preventive healthcare. Increasing disposable income and the humanization of pets, where owners treat animals as family members, are also contributing to the growing demand for pet vaccines.

## Key Market Drivers

### Increasing Prevalence of Diseases in Companion Animals

The increasing prevalence of diseases in companion animals is a significant driver of the global pet vaccine market. In 2023, the World Health Organization (WHO) reported that rabies causes an estimated 59,000 human deaths annually, with dogs responsible for 99% of these transmissions. This alarming statistic underscores the critical need for effective vaccination programs to control rabies in canine populations, thereby protecting both animal and human health. Similarly, the WHO has highlighted concerns about psittacosis, a zoonotic disease transmitted from birds to humans. In February 2024, several European countries, including Austria, Denmark, Germany, Sweden, and the Netherlands, reported an increase in psittacosis cases observed in 2023 and early 2024, particularly since November-December 2023. These instances exemplify the rising incidence of zoonotic diseases, emphasizing the necessity for comprehensive vaccination strategies in companion animals.

Veterinary professionals and regulatory bodies are actively promoting routine vaccination schedules to curb the spread of these highly contagious diseases among pets. Government-led initiatives and vaccination mandates in several countries are reinforcing immunization practices, ensuring broader coverage among companion animals. For instance, the WHO recommends that vaccinating at least 70% of dogs in areas at risk is the most effective way of preventing human rabies deaths. This strategy not only safeguards animal health but also significantly reduces the risk of zoonotic disease transmission to humans. The increasing urbanization and closer human-animal interactions have raised concerns about zoonotic disease transmission, prompting pet owners to prioritize vaccinations as a preventive measure. In densely populated areas, the risk of disease outbreaks among pets is higher, making immunization an essential part of pet healthcare.

The increasing number of pet owners worldwide has been a driving force behind the expansion of veterinary healthcare facilities. For example, in countries such as the United States, over 90 million households now own pets, which has created a larger market for pet healthcare services. This surge in pet ownership has prompted veterinary

clinics to expand their operations and offer more comprehensive healthcare solutions. At the same time, advancements in veterinary care, such as improved diagnostic tools and treatment options, have made it easier for clinics to provide effective care, including timely vaccinations for pets.

Government initiatives also play a crucial role in supporting the growth of veterinary healthcare infrastructure. Several countries have implemented programs to promote animal health and strengthen the veterinary workforce, including funding for veterinary clinics and training for veterinary professionals. This, in turn, ensures greater access to vaccines for pets and contributes to higher vaccination rates. As more pet owners seek professional care for their animals, the demand for dog vaccines continues to rise, further fueling the market's growth. Improved infrastructure and government support are creating a favorable environment for increased pet vaccination, thereby driving the expansion of the pet vaccine market.

## Key Market Challenges

### High Cost of Vaccination

One of the major challenges facing the global pet vaccine market is the high cost of vaccination, which can limit access to essential preventive healthcare for pets, particularly in lower-income regions. The price of vaccines varies depending on the type of vaccine, the brand, and the country in which they are administered. Vaccination costs are influenced by several factors, including the research and development expenses involved in creating new vaccines, regulatory fees, and distribution costs. For example, combination vaccines, which provide protection against multiple diseases in one dose, can be more expensive than single vaccines, further escalating the overall cost for pet owners.

In addition to the direct costs of vaccines, pet owners may incur additional charges for veterinary consultations and health assessments to determine which vaccines are needed for their dogs. This makes the vaccination process financially challenging for individuals, especially in regions where veterinary care is not subsidized or where pet healthcare is not covered by insurance. According to a report from the American Kennel Club, a basic vaccination package for a dog in the U.S. can cost anywhere from USD 75 to USD 150, depending on the vaccines included. More advanced vaccines or those for rare diseases may cost even more. These costs can be a significant burden for pet owners in developing countries or low-income households, potentially resulting in lower vaccination rates.

## Key Market Trends

### Increasing Demand for Personalized Pet Vaccines

The increasing demand for personalized pet vaccines represents a notable trend in the Pet Vaccine Market. This trend reflects a growing recognition that not all pets are alike, and tailoring vaccines to an individual animal's specific needs can yield significant benefits. Personalized pet vaccines involve customizing vaccination schedules and formulations based on factors such as a pet's age, breed, lifestyle, and geographic location. This approach ensures that each pet receives the most appropriate and effective protection against diseases, optimizing their overall health and minimizing unnecessary vaccinations. Advances in veterinary diagnostics, including genetic testing and serological assays, allow for a more precise understanding of a pet's immune status and susceptibility to specific diseases. This information can inform personalized vaccine recommendations. Pet owners increasingly view their pets as members of the family and are willing to invest in their well-being. They seek out veterinary practices that offer tailored healthcare plans, including personalized vaccines, to ensure the best outcomes for their pets.

Concerns about over-vaccination have led to a more selective approach to vaccinations. Personalization allows veterinarians to minimize unnecessary vaccinations, reducing the potential for adverse reactions and vaccine-related health issues. Regional disease prevalence varies, and some areas may have specific disease risks. Personalized vaccines can address these geographical variations, providing pets with targeted protection. In summary, the demand for personalized pet vaccines is driven by a shift toward individualized pet care and a desire to optimize vaccine effectiveness while minimizing risks. This trend aligns with the broader movement toward personalized medicine and is likely to continue shaping the Pet Vaccine Market in the coming years.

## Key Market Players

Bayer AG

Elanco US Inc.

Merck KGaA

Merial Inc.

Virbac SA

Zoetis Inc

Phibro Animal Health Corporation

Boehringer Ingelheim GmbH

Tianjin Ringpu Bio-Technology Co., Ltd

Vetoquinol SA

#### Report Scope:

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

Pet Vaccine Market, By Animal Type:

Canine

Feline

Equine

Pet Vaccine Market, By Vaccination:

Canine Family

Feline Family

Others

Pet Vaccine Market, By Mode Of Administration:

Injectable Vaccines

Intranasal Vaccines

Pet Vaccine 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

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Pet Vaccine Market.

### Available Customizations:

Global Pet Vaccine market report with the given market data, TechSci 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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