

Europe Pet ID Microchips Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– By Pet Type (Horses, Dogs, Cats, and Others) and End User (Breeders, Households, Pet Shops, and Others)

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Abstracts

The Europe pet ID microchips market is expected to grow from US\$ 29.53 million in 2022 to US\$ 40.54 million by 2028. It is estimated to grow at a CAGR of 5.4% from 2022 to 2028.

Enforcements by Regulatory Bodies is Driving the Europe Pet ID Microchips Market Growth

Veterinarians and animal-welfare charities across the region are embracing pet ID microchipping mandates imposed by regulatory bodies. The pet ID microchip helps properly identify pets and quickly reunite owners with lost or injured pets. In the UK, the government passed a regulation in 2016 for all pet owners to microchip their dogs and register their details on a centralized database. Also, in February 2020, the Cat's Protection— UK's largest cat welfare charity made microchipping compulsory for all pet cats. In addition, with nearly 92% of dogs microchipped and a 15% decrease in stray dogs, the mandatory pet ID microchips for identification and reunification have proven beneficial in the country. Furthermore, there is a growing compulsion for cat microchipping to improve the identification and reunification of missing and stolen pets. In December 2021, according to the UK government consultation, nearly 99% of people supported compulsory cat microchipping. Owners are required to microchip their cats by the time their pet reaches 20 weeks of age. In addition, if owners fail to microchip their cats, they have 21 days for chip implant or may face a fine of up to US\$ 600. Therefore, enforcement by regulatory bodies for compulsory pet microchipping and scanning is driving the Europe pet ID microchips market t growth in forecast period.

Market Overview

The Europe pet ID microchips market is sub segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. The demand for pet ID microchips is rising in the region due to the enforcement of various regulations mandating pet microchipping. Also, to carry a pet to Europe or import them to Europe, it is mandatory to have an ISO-compatible chip implanted in the pet. The ISO requires that the microchip must meet 11784/11785 specifications. It should be a 15-digit non-encrypted microchip operating at 134.2 kHz and can be scanned by any scanner used by veterinarians and animal shelters. Travelers from North America carrying their pets to Europe can use HomeAgain and the AVID microchip brands, as these are compatible with ISO regulations, which can be implanted before traveling to Europe. In addition, implanting a microchip and its scanning prior to a rabies vaccination is also mandatory in Europe. Under Spanish law, every cat, dog, or ferret must be microchipped and registered in the Animal Identification Registry. In the UK, earlier, it was compulsory for dogs to be microchipped, and in April 2022, the UK government has passed a law to compulsorily microchip cats. In Germany, according to the government's rule, when a person buys a pet, they need to obtain a license and register his pet at the citizen's office. Though it is not legally required, it is highly advised to microchip the pet to keep tabs on its activities. Thus, such rules and advisories by the government of various countries are expected to boost the market's growth during the forecast period. The region consists of various market players such as Datamars SA, Trovan Ltd, Virbac SA, and PeddyMark Ltd. These players are regularly working on providing innovative microchips complying with all the ISO standards.

Europe Pet ID Microchips Market Revenue and Forecast to 2028 (US\$ Million)

Europe Pet ID Microchips Market Segmentation

The Europe pet ID microchips market is segmented into pet type, end user, and country.

Based on pet type, the Europe pet ID microchips market is segmented into horses, dogs, cats, and others. The dogs segment held the largest Europe pet ID microchips market share in 2022.

Based on end user, the Europe pet ID microchips market is segmented into breeders, households, pet shops, and others. The breeders segment held the larger Europe pet

ID microchips market share in 2022.

Based on country, the Europe pet ID microchips market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe pet ID microchips market share in 2022.

Animalcare Group Plc; Avid Identification Systems Inc; Datamars SA; Elanco Animal Health Inc; Merck & Co Inc; PeddyMark Ltd; Pethealth Inc; Trovan Ltd; and Virbac SA are the leading companies operating in Europe pet ID microchips market.

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