

# **South & Central America Veterinary Healthcare Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Animal Type (Companion and Livestock and Poultry), Companion Animal Type (Dog, Cats, and Others), Livestock and Poultry (Poultry, Equine, Bovine, and Others), Product Type (Pharmaceuticals, Medical Devices, and Feed Additives), Pharmaceuticals Products (Antimicrobials, Parasiticides, Vaccines, and Others), and End User (Veterinary Hospitals, Clinics, and Others)**

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## **Abstracts**

The South & Central America Veterinary Healthcare Market is projected to grow significantly, reaching an estimated US\$ 14,280.2 million by 2031, up from US\$ 8,608.9 million in 2024. This growth represents a compound annual growth rate (CAGR) of 7.6% from 2025 to 2031. The market is primarily segmented into Brazil, Argentina, and the Rest of South & Central America, with Brazil holding the largest market share in 2024. Several factors are driving the growth of the veterinary healthcare market in this region. The increasing demand for animal-derived products, innovations in vaccine development, and supportive government initiatives are key contributors. Companies like Vetalia, Sumitomo Corporation, and Zomedica are at the forefront of leveraging technology to enhance pet care services, which include modern veterinary clinics, appointment scheduling systems, and pet insurance options. Notably, in August 2024, Zomedica Corp. announced its expansion into Costa Rica, partnering with SIRE Veterinario, S.A. to distribute its veterinary products, which highlights the growing

market opportunities in Central America.

The market is segmented by animal type into Companion Animals and Livestock and Poultry, with Livestock and Poultry dominating the market share in 2024. Within the Companion Animal segment, dogs represent the largest share, while in the Livestock and Poultry category, poultry leads the market. The product types are categorized into Pharmaceuticals, Medical Devices, and Feed Additives, with Pharmaceuticals holding the largest market share. Further, the Pharmaceuticals segment is divided into Antimicrobials, Parasiticides, Vaccines, and others, with the 'Others' category leading in 2024. The end-user segment includes Veterinary Hospitals, Clinics, and others, where Veterinary Hospitals also hold the largest share.

The outlook for the South & Central America Veterinary Healthcare Market is promising, driven by rising pet ownership, livestock management needs, and international disease prevention efforts. Manufacturers are heavily investing in the development of new veterinary pharmaceuticals, including targeted therapies and biologics. Since 2019, approximately US\$ 6.3 billion has been invested in research and development in the animal health sector, according to the "Roadmap to Reducing the Need for Antibiotics" program by Health for Animals. This investment is fostering innovation in veterinary pharmaceuticals, biologics, and diagnostic tools, with advanced technologies such as AI-powered diagnostics enhancing the accuracy and efficiency of animal health assessments.

The market is also witnessing an expansion in production capacities as companies upgrade facilities to meet the increasing demand. Regulatory approvals for novel treatments are facilitating quicker market entry, which is crucial for enhancing disease prevention and management across various animal species. These trends are expected to drive robust growth in the veterinary healthcare market globally.

Country-wise, Brazil is the largest market in South & Central America, with significant government initiatives aimed at controlling zoonotic diseases such as avian influenza and foot-and-mouth disease (FMD). The Brazilian government has implemented vaccination campaigns to combat these diseases, creating opportunities for market players to expand their operations. For instance, in July 2024, Biogen's Biogen, a global biotech company, inaugurated a vaccine production facility in Campo Largo, Brazil, with a US\$ 30 million investment. This facility is set to produce over 10 million doses of live attenuated virus vaccines annually, focusing initially on feline and canine vaccines.

The veterinary healthcare sector in Brazil is experiencing growth due to the introduction of various veterinary services and the expansion of market players. In June 2024, Elanco received approval for its product Zenrelia from the Brazilian Minister of Agriculture, Livestock and Food Supply, with plans for a market launch in 2024. Key players in the South & Central America Veterinary Healthcare Market include Merck

& Co., Inc., Boehringer Ingelheim International GmbH, Ceva Santé Animale, Zoetis Inc, Elanco Animal Health Inc, Idexx Laboratories Inc, Neogen Corp, HIPRA SA, Shenzhen Mindray Animal Medical Technology Co., LTD, and Antech Diagnostics, Inc. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products to consumers.

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