

Veterinary Healthcare Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Animal Type (Companion and Livestock and Poultry), Product Type (Pharmaceuticals, Medical Devices, and Feed Additives), End User (Veterinary Hospitals, Clinics, and Others), and Geography

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Abstracts

The veterinary Healthcare market size is projected to reach US\$ 156.53 billion by 2031 from US\$ 93.49 billion in 2024; it is estimated to register a CAGR of 7.7% during 2025–2031. Major factors driving the market growth include surging prevalence of zoonotic diseases and soaring initiatives for animal health. Further, the increasing pet ownership, livestock husbandry requirements, and international disease prevention programs is likely to boost the market during the forecast period. However high complexity and cost of veterinary drug development and approval processes are among the market deterrents.

According to the "Roadmap to Reducing the Need for Antibiotics" program by HealthforAnimals, approximately US \$6.3 billion has been invested in research and development activities in the animal health sector since 2019. Market players are introducing innovative products and securing regulatory approvals for the same. For instance, research and development (R&D) is at the center of Zoetis' efforts to provide innovative animal health solutions that anticipate the future needs of veterinarians and livestock producers. In December 2024, Zoetis announced the global launch of Vetscan OptiCell at the Veterinary Meeting & Expo (VMX) 2025. It is the first cartridge-based, artificial intelligence (AI) powered diagnostic tool for veterinary hematology, providing complete blood count (CBC) analysis that delivers accurate insights in minutes. Thus,

the increasing R&D efforts and investments in the animal healthcare market are fostering innovation, enhancing treatment options, and improving disease management capabilities.

According to an article published by the Center for Disease Control (CDC) in February 2024, over 60% of infectious diseases in humans can be transmitted from animals, and 75% of emerging infectious diseases in humans originate from animals. Each year, zoonotic diseases cause 2.5 billion human infections and 2.7 million deaths worldwide. According to the World Organization for Animal Health (WOAH), about 60% of pathogens causing human diseases come from domestic animals or wildlife, and 80% of bioterrorism-related pathogens originate from animals. Common zoonotic diseases include Ebola, rabies, salmonella, anthrax, Lyme disease, E. coli, and bird flu. HIV originated as a zoonosis before mutating into human-only strains. As per the World Health Organization (WHO), animal diseases lead to over 20% of global production losses in livestock, threatening the livelihoods of rural communities dependent on animal agriculture. The increasing incidences of zoonotic diseases are propelling the demand for preventive measures, including vaccinations and diagnostic tests. This increased demand is driving the emphasis on animal healthcare products and services, as pet owners and farmers aim to protect their animals and, in turn, safeguard human health. Efforts to manage and treat zoonotic diseases have fueled the development of new medications and treatments. This expansion in treatment options contributes to market growth as companies invest in research and development to address these health challenges.

The company analysis evaluates and categorizes the veterinary healthcare market based on product portfolio (product satisfaction, product features, and availability), recent market developments (merger & acquisition, new product launch & enhancement, investment & funding, award, agreement, collaboration, & partnership, recognition, and expansion), and geographic presence that aids better decision-making and understanding of the competitive landscape. The report profoundly explores the recent significant developments and innovations by the leading vendors in the global veterinary healthcare market. The key market players are Boehringer Ingelheim International GmbH, Zoetis Inc, Merck & Co Inc, Shenzhen Mindray Animal Medical Technology Co., LTD, Neogen Corp, Idexx Laboratories Inc, Elanco Animal Health Inc, HIPRA SA, Ceva Sant? Animale, and Antech Diagnostics, Inc.

Based on animal type, the veterinary healthcare market is divided into companion, livestock, and poultry. The livestock and poultry segment held the largest share of the veterinary healthcare market in 2024.

By product type, the global veterinary healthcare market is segmented into pharmaceuticals, medical devices, and feed additives. The pharmaceuticals segment held the largest share of the veterinary healthcare market in 2024.

By end user, the global veterinary healthcare market is categorized into veterinary hospitals, clinics, and others. The veterinary hospitals segment held the largest share of the veterinary healthcare market in 2024. Veterinary hospitals offer vaccination services and expert advice on immunization schedules. They provide innovative vaccines such as viral vectors and conjugated vaccines. These institutions often adopt new technologies and products and promote the use of novel vaccine formulations. The trust placed in veterinary hospitals by pet owners and livestock farmers enhances vaccine adoption. VCA Animal Hospitals, a national network of hometown hospitals in the US, offer vaccines, including rabies, distemper, adenovirus (infectious canine hepatitis), parvovirus, leptospirosis, parainfluenza, coronavirus, Bordetella bronchiseptica, Lyme disease, and canine influenza. Veterinarians provide guidance on vaccine selection and administration, ensuring that animals receive appropriate immunizations. Additionally, veterinary hospitals adhere to strict regulatory standards, ensuring that vaccines are administered safely and effectively. This compliance helps maintain public trust in veterinary care.

Various organic and inorganic strategies are adopted by companies operating in the veterinary healthcare market. The organic strategies mainly include product launches and product approvals. Inorganic growth strategies witnessed in the market are acquisitions, collaboration, and partnerships. These growth strategies allow the market players to expand their businesses and enhance their geographic presence, along with contributing to the overall market growth. Furthermore, strategies such as acquisitions and partnerships helped strengthen their customer base and extend their product portfolios. A few of the significant developments by key players in the veterinary healthcare market are listed below.

In 2025, Mindray Animal Medical Established the First Branch in Europe. Mindray and its subsidiary, Mindray Animal Medical, selected the Netherlands as the gateway in Europe. For Mindray Animal Medical, the Netherlands is the hub for Europe and the support center for logistics, R&D, after-sales, and training services.

In 2025, Ceva inaugurated the Biogenovac genomics laboratory in France. This state-of-the-art facility is dedicated to developing future vaccines by leveraging advanced genomic technologies and bioinformatics. The laboratory aims to create tailored vaccine

solutions that can rapidly respond to emerging infectious diseases in animals.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the veterinary healthcare market.

Highlights key business priorities in order to assist companies to realign their business strategies.

The key findings and recommendations highlight crucial progressive industry trends in the global veterinary healthcare market, thereby allowing players across the value chain to develop effective long-term strategies.

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets.

Scrutinize in-depth global market trends and outlook coupled with the factors driving the market, as well as those hindering it.

Enhance the decision-making process by understanding the strategies that underpin security interest with respect to client products, segmentation, pricing and distribution.

The List of Companies - Veterinary Healthcare Market

Boehringer Ingelheim International GmbH

Zoetis Inc

Merck & Co Inc

Neogen Corp

Elanco Animal Health Inc

HIPRA SA

Ceva Sant? Animale

Shenzhen Mindray Animal Medical Technology Co., LTD

Idexx Laboratories Inc, Elanco Animal Health Inc

Antech Diagnostics, Inc

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