

Global Animal Health Market Report: 2014 Edition

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Abstracts

Animals like people suffer from diseases and require proper care from the veterinarians, the farmers and the pet owners. Food producing animals are the species that provide animal protein including cattle (both beef and dairy), swine, poultry, sheep and fish, whereas companion animals are the animals that are kept by people for companionship, protection and enjoyment such as dogs, cats, and horses among others. Keeping animals healthy and treating them with dignity is one of the main objectives of the animal health industry and applies equally to companion animals, livestock and wild animals. Animal health market includes pharmaceuticals, vaccines and medicinal feed additives. Pharmaceuticals contribute significantly to the health and well-being of food-producing and companion animals.

Veterinary healthcare globally has had a significant boost in revenues due to a number of factors. Economic development and related growth in per capita disposable income, increasing pet ownership, increasing demand for improved nutrition especially animal protein, higher attention on food safety and higher demand for greater livestock production are major factors contributing to the growth of animal health market. Going forward, the key factor for the growth of animal health market will be the need to increase production of farm animal products (eggs, milk, beef and other dairy products).

The report, "Global Animal Health Market" analyzes the development of the animal health market, with a focus on its segments including: market for companion animals and food producing animals. The global market along with markets of the US, the UK and China are being discussed in the report. The major trends, growth drivers as well as issues being faced by the industry are being presented in this report. The three major players in the industry - Zoetis, Merck and Elli Lilly are being profiled, along with their key financials and strategies for growth.

By combining SPSS Inc.'s data integration and analysis capabilities with our relevant

findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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