

Global Animal Health Market Report: 2015 Edition

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Abstracts

Animals like humans also suffer from diseases and hence require proper care from veterinarians, farmers and pet owners. Improving the health and well-being of companion animals, livestock and wild animals and treating them is the foremost objective of animal health industry. Companion animals are the animals that are kept by people for companionship, protection and enjoyment whereas food producing animals are those which are raised in agricultural setting to produce commodities such as food and fiber and thereby serve the purpose of feeding humans. Animal health products, also known as veterinary medicines are pharmaceuticals, vaccines and feed additives used to keep animals healthy. These medicines help companion animals live longer and healthier lives and increase productivity of livestock.

Increasing animal meat consumption globally, rising ageing population, improving economic conditions with rise in the global GDP, increasing urban population, faster and cheaper regulatory approvals, increasing scope for Biologics and Oncolytic and improving drought conditions in high plain regions of the U.S., are the major factors contributing to the growth of animal health market. However, the growth of the market has been hindered by certain challenges including major threats from new entrants and generic companies, entrance of other players in food retail space and increased cost of product development.

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 U.S., Europe and India 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, Eli Lilly and Sanofi 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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