

# **Companion Animal Diagnostics Market Size, Trends, Analysis, and Outlook By Technology (Immunodiagnostics, Clinical Biochemistry, Hematology, Urinalysis, Molecular Diagnostics, Others), By Application (Clinical Pathology, Bacteriology, Virology, Parasitology, Others), By Animal (Dog, Cat, Horse, Others), By End-User (Diagnostics Laboratories, Veterinary Clinics, Hospitals, Research Institute, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Companion Animal Diagnostics market size is poised to register 7.7% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Companion Animal Diagnostics market across By Technology (Immunodiagnostics, Clinical Biochemistry, Hematology, Urinalysis, Molecular Diagnostics, Others), By Application (Clinical Pathology, Bacteriology, Virology, Parasitology, Others), By Animal (Dog, Cat, Horse, Others), By End-User (Diagnostics Laboratories, Veterinary Clinics, Hospitals, Research Institute, Others)

The companion animal diagnostics market is driven by the increasing adoption of pets, advancements in veterinary diagnostic technologies, and the growing demand for preventive healthcare for companion animals. By 2030, the market is expected to witness significant growth, fueled by innovations in point-of-care testing devices, molecular diagnostics, and imaging modalities for pets. Further, expanding applications

in infectious disease screening, genetic testing, and wellness monitoring are anticipated to drive market expansion, enabling veterinary clinics and pet owners to improve early disease detection, personalize treatment plans, and enhance the overall health and well-being of companion animals.

## Companion Animal Diagnostics Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Companion Animal Diagnostics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Companion Animal Diagnostics survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Companion Animal Diagnostics industry.

## Key market trends defining the global Companion Animal Diagnostics demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Companion Animal Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Companion Animal Diagnostics industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Companion Animal Diagnostics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Companion Animal Diagnostics industry

Leading Companion Animal Diagnostics companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Companion Animal Diagnostics companies.

### Companion Animal Diagnostics Market Study- Strategic Analysis Review

The Companion Animal Diagnostics market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Companion Animal Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Companion Animal Diagnostics industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

### Companion Animal Diagnostics Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe,

the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

**North America Companion Animal Diagnostics Market Size Outlook-** Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Companion Animal Diagnostics market segments. Similarly, Strong market demand is encouraging Canadian Companion Animal Diagnostics companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Companion Animal Diagnostics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Companion Animal Diagnostics Market Size Outlook-**Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Companion Animal Diagnostics industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Companion Animal Diagnostics market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

**Asia Pacific Companion Animal Diagnostics Market Size Outlook-** an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Companion Animal Diagnostics in Asia Pacific. In particular, China, India, and South East Asian Companion Animal Diagnostics markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly,

with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

#### Latin America Companion Animal Diagnostics Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

#### Middle East and Africa Companion Animal Diagnostics Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Companion Animal Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Companion Animal Diagnostics.

#### Companion Animal Diagnostics Market Company Profiles

The global Companion Animal Diagnostics market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are bioMérieux SA, BioNote Inc, FUJIFILM Holdings Corp, Heska Corp, IDEXX Laboratories Inc, IDvet SAS, Indical Bioscience GmbH, Neogen Corp, Randox Laboratories Ltd, Shenzhen Mindray Bio-Medical Electronics Co. Ltd, Thermo Fisher Scientific Inc, Virbac SA, Zoetis Inc.

#### Recent Companion Animal Diagnostics Market Developments

The global Companion Animal Diagnostics market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Companion Animal Diagnostics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

### Market Segmentation:

By Technology

Immunodiagnostics

Clinical Biochemistry

Hematology

Urinalysis

Molecular Diagnostics

Others

By Application

Clinical Pathology

Bacteriology

Virology

Parasitology

Others

By Animal

Dog

Cat

Horse

Others

By End-User

Diagnostics Laboratories

Veterinary Clinics

Hospitals

Research Institute

Others

## Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

bioMérieux SA

BioNote Inc

FUJIFILM Holdings Corp

Heska Corp

IDEXX Laboratories Inc

IDvet SAS

Indical Bioscience GmbH

Neogen Corp

Randox Laboratories Ltd

Shenzhen Mindray Bio-Medical Electronics Co. Ltd

Thermo Fisher Scientific Inc

Virbac SA



Zoetis Inc

Formats Available: Excel, PDF, and PPT

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Dog  
Cat  
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- Heska Corp

IDEXX Laboratories Inc  
IDvet SAS  
Indical Bioscience GmbH  
Neogen Corp  
Randox Laboratories Ltd  
Shenzhen Mindray Bio-Medical Electronics Co. Ltd  
Thermo Fisher Scientific Inc  
Virbac SA  
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