

Veterinary Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Consumables, Reagents & Kits, Equipment & Instruments), By Testing Category (Clinical Chemistry, Microbiology, Parasitology, Histopathology, Cytopathology, Hematology, Immunology & Serology, Imaging, Molecular Diagnostics, Others), By Animal Type (Production Animals (Cattle, Poultry, Swine, Others), Companion Animals (Dogs, Cats, Horses), Other Companion Animals), By End User (Reference Laboratories, Veterinarians, Animal Owners/ Producers), by Region, Country, Segment, and Companies, 2024-2030

<https://marketpublishers.com/r/V7B618A0D579EN.html>

Date: March 2024

Pages: 190

Price: US\$ 3,980.00 (Single User License)

ID: V7B618A0D579EN

Abstracts

The global Veterinary Diagnostics market size is poised to register 10% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Veterinary Diagnostics market across By Product (Consumables, Reagents & Kits, Equipment & Instruments), By Testing Category (Clinical Chemistry, Microbiology, Parasitology, Histopathology, Cytopathology, Hematology, Immunology & Serology, Imaging, Molecular Diagnostics, Others), By Animal Type (Production Animals (Cattle, Poultry, Swine, Others), Companion Animals (Dogs, Cats, Horses), Other Companion Animals), By End User (Reference Laboratories, Veterinarians, Animal Owners/ Producers).

The Veterinary Diagnostics market is experiencing steady growth attributed to the

increasing prevalence of animal diseases, rising demand for rapid and accurate diagnostic tests, and technological advancements in veterinary diagnostic imaging and laboratory equipment. Veterinary diagnostics play a crucial role in the early detection, diagnosis, and monitoring of diseases in animals, thereby facilitating timely intervention and treatment. Factors such as the growing incidence of infectious diseases, zoonotic outbreaks, and chronic conditions in livestock, pets, and wildlife, as well as the expanding companion animal population and increasing expenditure on animal healthcare, are driving market expansion. Additionally, advancements in diagnostic technologies such as polymerase chain reaction (PCR), enzyme-linked immunosorbent assay (ELISA), next-generation sequencing (NGS), and point-of-care testing (POCT), along with the development of novel biomarkers and diagnostic assays for diverse animal species, are fueling innovation in the market. Moreover, the increasing adoption of advanced imaging modalities such as digital radiography, ultrasound, magnetic resonance imaging (MRI), and computed tomography (CT) for non-invasive diagnostic imaging in veterinary medicine, and the expansion of veterinary reference laboratories offering specialized diagnostic services are driving market growth. Furthermore, efforts to enhance the accessibility and affordability of veterinary diagnostic tests, promote continuing education and training for veterinary professionals in diagnostic interpretation and implementation, and strengthen collaboration between veterinary practitioners, diagnostic laboratories, and regulatory agencies are expected to further propel market growth in the coming years.

Veterinary 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 Veterinary Diagnostics market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Veterinary 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 Veterinary Diagnostics industry.

Key market trends defining the global Veterinary 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.

Veterinary Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Veterinary 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 Veterinary Diagnostics companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Veterinary Diagnostics industry

Leading Veterinary 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 Veterinary Diagnostics companies.

Veterinary Diagnostics Market Study- Strategic Analysis Review

The Veterinary 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.

Veterinary Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Veterinary 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 2030 in three case scenarios- low case, reference case, and high case scenarios.

Veterinary Diagnostics Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. 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 2030.

North America Veterinary 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 end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Veterinary Diagnostics market segments. Similarly, Strong end-user demand is encouraging Canadian Veterinary Diagnostics companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Veterinary Diagnostics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Veterinary 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 Veterinary 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 businesses in identifying and leveraging new growth prospects positions the European Veterinary 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 Veterinary 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 Veterinary Diagnostics in Asia Pacific. In particular, China, India, and South East Asian Veterinary Diagnostics markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers 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 markets in the region.

Latin America Veterinary 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 Veterinary 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 Veterinary Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Veterinary Diagnostics.

Veterinary Diagnostics Market Company Profiles

The global Veterinary 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 Agrolabo S.p.A., Antech Diagnostics, Inc. (Mars Inc.), Embark Veterinary, Inc., Esaote SPA, FUJIFILM Corporation, IDEXX Laboratories, Inc., Innovative Diagnostics SAS, Thermo Fisher Scientific, Inc., Virbac, Zoetis

Recent Veterinary Diagnostics Market Developments

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

Veterinary Diagnostics Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (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:

Veterinary Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Consumables, Reagents & Kits, E...

By Product

Consumables, Reagents & Kits

Equipment & Instruments

By Testing Category

Clinical Chemistry

Microbiology

Parasitology

Histopathology

Cytopathology

Hematology

Immunology & Serology

Imaging

Molecular Diagnostics

Others

By Animal Type

Production Animals

-Cattle

-Poultry

-Swine

-Others

Companion Animals

-Dogs

-Cats

-Horses

-Others

By End User

Reference Laboratories

Veterinarians

Animal Owners/ Producers

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Agrolabo S.p.A.

Antech Diagnostics, Inc. (Mars Inc.)

Embark Veterinary, Inc.

Esaote SPA

FUJIFILM Corporation

IDEXX Laboratories, Inc.

Innovative Diagnostics SAS

Thermo Fisher Scientific, Inc.

Virbac

Zoetis

Formats Available: Excel, PDF, and PPT

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 - Consumables, Reagents & Kits
 - Equipment & Instruments

By Testing Category

Clinical Chemistry

Microbiology

Parasitology

Histopathology

Cytopathology

Hematology

Immunology & Serology

Imaging

Molecular Diagnostics

Others

By Animal Type

Production Animals

-Cattle

-Poultry

-Swine

-Others

Companion Animals

-Dogs

-Cats

-Horses

-Others

By End User

Reference Laboratories

Veterinarians

Animal Owners/ Producers

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Embark Veterinary, Inc.
Esaote SPA
FUJIFILM Corporation
IDEXX Laboratories, Inc.
Innovative Diagnostics SAS
Thermo Fisher Scientific, Inc.
Virbac

Zoetis

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