

# Veterinary Market Size, Trends, Analysis, and Outlook By Product (Therapeutics, Diagnostics), By Animal (Dogs and Cats, Horses, Ruminants, Swine, Poultry, Others), by Country, Segment, and Companies, 2024-2032

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## Abstracts

The global Veterinary market size is poised to register 8.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Veterinary market across By Product (Therapeutics, Diagnostics), By Animal (Dogs and Cats, Horses, Ruminants, Swine, Poultry, Others)

The Veterinary Market is experiencing significant growth driven by the increasing pet ownership rates, rising demand for livestock products, and growing awareness of animal health and welfare. With pets considered as integral family members and livestock contributing to food security, there's a growing need for comprehensive veterinary care and management solutions. The veterinary market encompasses a wide range of products and services, including pharmaceuticals, vaccines, diagnostics, surgical instruments, and pet care products, catering to the diverse needs of companion animals, livestock, and equine patients. Further, advancements in veterinary medicine, such as telemedicine, personalized nutrition, and regenerative therapies, are driving market expansion and fostering innovation in animal healthcare delivery.

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

### Key market trends defining the global Veterinary 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 Market Segmentation- Industry Share, Market Size, and Outlook to 2032

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

### Key strategies adopted by companies within the Veterinary industry

Leading Veterinary 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 companies.

### Veterinary Market Study- Strategic Analysis Review

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

The Veterinary 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.

### Veterinary 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 Veterinary 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 Veterinary market segments. Similarly, Strong market demand is encouraging Canadian Veterinary companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Veterinary market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Veterinary 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 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 Veterinary 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 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 in Asia Pacific. In particular, China, India, and South East Asian Veterinary 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 Veterinary 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 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 market

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

### Veterinary Market Company Profiles

The global Veterinary 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 Boehringer Ingelheim GmbH, Elanco Animal Health, Hester Biosciences Ltd, IDEXX Laboratories Inc, Indian Immunologicals Ltd, Merck & Co. Inc, Vetoquinol S.A., Virbac S.A., Zoetis Inc, Zydus Cadila.

### Recent Veterinary Market Developments

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

### Veterinary 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 Product

Therapeutics

-Vaccines

-Parasiticides

-Anti Infectives

-Medical Feed Additives

-Others

Diagnostics

-Immunodiagnostic Tests

-Molecular Diagnostics

-Diagnostic Imaging

-Clinical Chemistry

-Others

By Animal

Dogs and Cats

Horses

Ruminants

Swine

Poultry

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Boehringer Ingelheim GmbH

Elanco Animal Health

Hester Biosciences Ltd

IDEXX Laboratories Inc

Indian Immunologicals Ltd

Merck & Co. Inc

Vetoquinol S.A.

Virbac S.A.

Zoetis Inc

Zydus Cadila

Formats Available: Excel, PDF, and PPT



## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Veterinary Market Overview and Key Findings, 2024
- 1.2 Veterinary Market Size and Growth Outlook, 2021- 2030
- 1.3 Veterinary Market Growth Opportunities to 2030
- 1.4 Key Veterinary Market Trends and Challenges
  - 1.4.1 Veterinary Market Drivers and Trends
  - 1.4.2 Veterinary Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Veterinary Companies

### 2. VETERINARY MARKET SIZE OUTLOOK TO 2030

- 2.1 Veterinary Market Size Outlook, USD Million, 2021- 2030
- 2.2 Veterinary Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. VETERINARY MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. VETERINARY MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Product
    - Therapeutics
      - Vaccines
      - Parasiticides
      - Anti Infectives

-Medical Feed Additives

-Others

Diagnostics

-Immunodiagnostic Tests

-Molecular Diagnostics

-Diagnostic Imaging

-Clinical Chemistry

-Others

By Animal

Dogs and Cats

Horses

Ruminants

Swine

Poultry

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Veterinary Market, 2025

5.2 Asia Pacific Veterinary Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Veterinary Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Veterinary Market, 2025

5.5 Europe Veterinary Market Size Outlook by Type, 2021- 2030

5.6 Europe Veterinary Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Veterinary Market, 2025

5.8 North America Veterinary Market Size Outlook by Type, 2021- 2030

5.9 North America Veterinary Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Veterinary Market, 2025

5.11 South America Pacific Veterinary Market Size Outlook by Type, 2021- 2030

5.12 South America Veterinary Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Veterinary Market, 2025

5.14 Middle East Africa Veterinary Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Veterinary Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Veterinary Market Size Outlook and Revenue Growth Forecasts

- 6.2 US Veterinary Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Veterinary Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Veterinary Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Veterinary Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Veterinary Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Veterinary Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Veterinary Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Veterinary Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Veterinary Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Veterinary Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Veterinary Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Veterinary Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Veterinary Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Veterinary Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Veterinary Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Veterinary Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Veterinary Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Veterinary Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Veterinary Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Veterinary Industry Drivers and Opportunities

- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Veterinary Industry Drivers and Opportunities

## **7. VETERINARY MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. VETERINARY COMPANY PROFILES**

- 8.1 Profiles of Leading Veterinary Companies in the Market
  - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
  - 8.3 Financial Performance and Key Metrics
- Boehringer Ingelheim GmbH  
Elanco Animal Health  
Hester Biosciences Ltd  
IDEXX Laboratories Inc  
Indian Immunologicals Ltd  
Merck & Co. Inc  
Vetoquinol S.A.  
Virbac S.A.  
Zoetis Inc  
Zydus Cadila.

## **9. APPENDIX**

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

## I would like to order

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