

Veterinary Medical Devices and Supplies Market Size, Share and Growth Outlook 2026: By Product Type, By Application, By Animal Type, By End User, Companies to 2034

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Abstracts

The global Veterinary Medical Devices and Supplies Market size is forecast to increase from \$2.68 Billion in 2026 to \$4.42 Billion in 2034 at a CAGR of 6.44% between 2026 and 2034.

The Veterinary Medical Devices and Supplies market report provides detailed analysis and outlook of Veterinary Medical Devices and Supplies segments including By Product Type (Veterinary Medical Supplies and Critical Care Consumables, Anesthesia Workstations and Ventilators, Patient Monitoring Systems, Infusion Pumps, Surgical Equipment), By Application (Surgical Procedures, Diagnostics and Monitoring, Therapeutic Interventions), By Animal Type (Companion Animals, Livestock / Farm Animals), By End User (Veterinary Hospitals, Veterinary Clinics, Academic and Research Institutes) across global and regional markets. Further, analysis and outlook across 21 countries in North America, Europe, Asia Pacific, Middle East, Africa, and South America are provided in the study.

Veterinary Medical Devices and Supplies Industry Overview

Technology Integration and Livestock Health Innovation are Advancing the Veterinary Medical Devices and Supplies Industry.

The global veterinary medical devices and supplies industry is evolving as animal healthcare providers increasingly adopt advanced technologies to improve disease prevention, livestock productivity, companion animal care, and clinical efficiency. Rising

demand for precision livestock management, automated veterinary equipment, diagnostic technologies, vaccination systems, and affordable treatment solutions is driving continuous innovation across both production animal and companion animal healthcare. Manufacturers are expanding portfolios through acquisitions, technology integration, and specialized product development to strengthen preventive healthcare while improving operational performance across veterinary clinics, farms, hatcheries, and animal production facilities.

Strategic Acquisitions are Expanding Advanced Veterinary Technologies.

Industry participants are strengthening competitive positions through acquisitions that broaden technological capabilities across multiple animal health segments. Merck Animal Health expanded its poultry health portfolio through the acquisition of TARGAN, adding advanced biodevice technologies including the WingScan™ automated chick gender sorting platform and high-speed ocular spray systems for vaccine administration. These technologies enhance hatchery automation while improving vaccination efficiency and flock management. Similarly, Ceva Animal Health strengthened its livestock healthcare portfolio through the acquisition of Aquil?n, supporting expansion of specialized solutions focused on swine intestinal health and reinforcing its position within commercial livestock production. These strategic investments demonstrate the industry's increasing emphasis on integrated technologies that improve productivity, animal welfare, and preventive disease management across veterinary healthcare systems.

Regulatory Approvals are Improving Accessibility and Supporting Animal Healthcare.

Regulatory developments continue to broaden access to essential veterinary products while supporting cost-effective animal care. The U.S. Food and Drug Administration approved generic nitenpyram tablets for treatment of flea infestations in dogs and cats, expanding the availability of affordable parasite control options for companion animal healthcare providers and pet owners. The combination of advanced automation technologies, portfolio expansion through strategic acquisitions, and broader access to essential veterinary products reflects the industry's continued evolution toward more efficient, technology-enabled, and accessible animal healthcare solutions serving both livestock production and companion animal medicine.

Veterinary Medical Devices and Supplies Market Trends, Growth Drivers, Competitive Landscape, and Future Opportunities

The global Veterinary Medical Devices and Supplies market is witnessing increasing investments in innovation, product development, digital transformation, artificial intelligence integration, healthcare infrastructure expansion, and strategic partnerships across developed and emerging economies. Key Companies in the industry include- Zoetis Inc., IDEXX Laboratories, Inc., Merck Animal Health, Midmark Corporation, B. Braun Melsungen AG, Shenzhen Mindray Bio-Medical Electronics Co., Ltd., Medtronic plc, Covetrus, Inc., Heska Corporation, Neogen Corporation. The Veterinary Medical Devices and Supplies market is expected to remain one of the most closely watched segments in the global healthcare industry, with companies focusing on niche market segments. As healthcare systems across the US, Europe, Asia-Pacific, Latin America, and Middle East & Africa continue to prioritize efficiency, access, and innovation, the Veterinary Medical Devices and Supplies industry outlook remains shaped by rising healthcare expenditure, demographic change, digital transformation, and product innovation.

The report provides detailed market analysis including-

Growth Veterinary Medical Devices and Supplies Market size outlook across 3 scenarios- High growth, reference, and Low growth cases

Market Trends, Drivers, Potential Opportunities, and Challenges faced by Veterinary Medical Devices and Supplies companies

Porter's Five forces analysis- Bargaining power of buyers and sellers, Threat of Substitutes and new entrants, and Intensity of competitive rivalry

Detailed SWOT Analysis of global and regional Veterinary Medical Devices and Supplies markets

Competitive analysis including business description, product analysis, and financial profiles

Key country specific analysis detailing key factors shaping the short-term and long-term outlook

Recent industry developments and news including mergers, acquisitions, product launches, expansions, and company announcements

Veterinary Medical Devices and Supplies Market Competitive Benchmarking and Company Analysis

Leading companies in Veterinary Medical Devices and Supplies industry include- Zoetis Inc., IDEXX Laboratories, Inc., Merck Animal Health, Midmark Corporation, B. Braun Melsungen AG, Shenzhen Mindray Bio-Medical Electronics Co., Ltd., Medtronic plc, Covetrus, Inc., Heska Corporation, Neogen Corporation. The Veterinary Medical Devices and Supplies market remains moderately to highly fragmented, with competition expected to intensify as companies accelerate investments in innovation, geographic expansion, strategic partnerships, and portfolio diversification through 2034. In developed markets such as the United States, Germany, France, the United Kingdom, and Canada, competition is increasingly centered on innovation, reimbursement positioning, and value-based healthcare solutions. Meanwhile, emerging markets including China, India, Brazil, and countries across the Middle East and Africa continue to present significant opportunities for expansion due to rising healthcare expenditure, growing patient populations, and increasing access to healthcare services.

What to expect in US Veterinary Medical Devices and Supplies Markets in 2026 and beyond- Market Size, Share, Growth Rate, and Forecast to 2034

The US healthcare expenditure is forecast to reach \$8.2 Trillion in 2034 from \$5.5 Trillion in 2026 based on the National Health Expenditure Accounts (NHEA) data. With an aging population, rising chronic disease burden, and increasing migration toward minimally invasive and outpatient care, the Veterinary Medical Devices and Supplies market remains one of the strongest-performing segments in the country.

The US Veterinary Medical Devices and Supplies Companies are opting new business models, optimized pricing models, industry partnerships, and AI-enabled back end transformations to enhance efficiency and cost management. The US Veterinary Medical Devices and Supplies market faces successive waves of challenging trends, with strong opportunities across select segments. The CMS plan to implement Medicaid from 2027 is driving states to build eligibility verification systems throughout 2026. Looking ahead to 2034, we anticipate stronger results underpinned by opportunities exist across Veterinary Medical Devices and Supplies industry. On the medical device front, over 7,000 device manufacturers continue to gain from increasing demand from demand for implantable devices, surgical instruments, monitoring equipment, and diagnostic systems.

Canada- Proximity to the US and healthcare similarities to EU5 countries fuel sales of

Canadian Veterinary Medical Devices and Supplies markets

Canada's strong Veterinary Medical Devices and Supplies sales performance is underpinned by an aging population and a well-developed healthcare infrastructure. Steady growth in new brand spending in rural and urban locations fuel the long-term prospects of small and medium-sized enterprises across medical, diagnostic, and therapeutic devices. The Canadian Veterinary Medical Devices and Supplies market presents significant opportunities for U.S. exporters of medical devices, with the U.S. being Canada's largest trading partner for this sector. Potential advantages including specialized materials, advanced manufacturing techniques, and digital technologies support the launch of new products in the country.

Germany Veterinary Medical Devices and Supplies Trends and Perspectives to 2034- Financial sustainability, hospital restructuring, demographic pressures, and digitization of care delivery continue to shape the German healthcare industry.

Germany continues to remain the largest Veterinary Medical Devices and Supplies market in Europe, driven by over €600 Billion healthcare expenditure, €12 Billion medical device R&D expenditure, statutory health insurance system covering 90% German population, nationwide rollout of the electronic patient record (ePA), and large-volume of Veterinary Medical Devices and Supplies population. In particular, Research and development in Germany fuels the commercialization of cutting-edge technologies. Companies across the Germany Veterinary Medical Devices and Supplies industry value chain are focusing on both domestic markets and exports. The country is also driving digital adoption with the Hospital Future Act driving hospitals to upgrade their information systems by 2027. Over the forecast period, aging population, rising healthcare costs, and increasing procedural volumes drive the Veterinary Medical Devices and Supplies market outlook.

France Market Size, Growth Rate, and Forecast Analysis to 2034- Universal healthcare system, high public healthcare expenditure, and strong government support Veterinary Medical Devices and Supplies sales through 2034

France Veterinary Medical Devices and Supplies companies are emphasizing on opportunities for rapid, at-scale innovation to boost profitability over the long-term. The country's National Health Insurance spending target (ONDAM) estimates 3.7% growth in the country's healthcare expenditure. Over the forecast period, expenditure control measures, chronic disease management initiatives, workforce reforms, and efforts to improve system efficiency drive the long-term prospects.

The biggest 2026 policy frame is the PLFSS 2026. The law sets the Maladie branch spending target at €271.4 billion for 2026 and fixes the ONDAM at €117.5 billion for city care, €112.8 billion for health establishments, and €18.3 billion for elderly-care establishments and services. France's market is also being pulled by demographics. INSEE estimates that on 1 January 2026 France had 69.1 million inhabitants, with 22% aged 65 or over. INSEE also reported that 2025 births were 645,000 and deaths were 651,000, producing a negative natural balance of about 6,000 for the first time since the end of the Second World War.

UK Veterinary Medical Devices and Supplies Market Size, Share, and Growth Projections to 2034- Rapid growth driven by new and existing brands across the industry value chain

Small high-need consumer segments remain key priority of Veterinary Medical Devices and Supplies distributors in the UK industry. Continuous launch of new products coupled with high expenditures support the market outlook. The UK Government financing remains the dominant funding source at 81.3% of total healthcare expenditure, or ?280 billion in 2025. According to the ONS, total healthcare spending grew 7.7% nominally and 3.9% in real terms from 2024 to 2025. Similarly, out-of-pocket spending was ?49 billion (14.1%) and voluntary health insurance was ?9.5 billion (2.8%). The market is driven by rapid digital adoption with NHS England's plan to give more than 500,000 staff access to new AI tools.

China Veterinary Medical Devices and Supplies Market Growth Drivers, Revenue Trends, and Forecast- Medical insurance coverage is rapidly expanding over the past few years

China Veterinary Medical Devices and Supplies market is undergoing a structural shift from hospital-centric care toward a more integrated system emphasizing primary care, outpatient services, and long-term care. Chinese local players are emerging as a strong pillar of Veterinary Medical Devices and Supplies industry, offering opportunities for both competition and partnership. Over the forecast period, new and innovative product launches remain key elements driving market outlook. China's healthcare industry is increasingly centered on expanding healthcare capacity, improving access to advanced treatments, and reducing dependence on imported technologies.

The National Healthcare Security Administration reported that by end-2024, China's basic medical insurance covered 1.32662 billion people and the coverage rate was

95%. Regional disparities in consumer spending trends continue to become more pronounced in the Chinese Veterinary Medical Devices and Supplies industry. Over the forecast period, demand will keep shifting toward geriatrics, chronic disease management, rehabilitation, long-term care, and outpatient care, while pricing pressure will remain intense in drugs and consumables because reimbursement.

India Veterinary Medical Devices and Supplies Market Landscape: Current Size and Long-Term Growth Outlook - Increased pricing pressures in US market is encouraging domestic vendors to expand across India

Indian Veterinary Medical Devices and Supplies market is witnessing the rapid emergence of an ecosystem that brings together diverse companies across the industry value chain. Further, large-scale healthcare public and private investments and a steady growth in chronic conditions is driving sales of pharmaceuticals and medical devices. Further, non-retail channel is experiencing volume decrease and patients are migrating to the retail. Indian medical device firms are also combining precision engineering with lower labor costs to make world-class diagnostics, robotics, and critical care devices.

Brazil Veterinary Medical Devices and Supplies market remains price-driven, with products domestically manufactured and accessibility offering potential opportunities

Healthcare expenditure in Brazil exceeds 10% of GDP, with the country among the highest healthcare spenders in Latin America. ANS reported 53.2 million medical-plan beneficiaries in December 2025, while IBGE projects a steady rise in older-age cohorts, with people aged 60+ already representing about 23% of the population. The price sensitive market access is broad through the public system, private coverage adds a sizeable premium layer, and reimbursement, procurement, and hospital efficiency remain key buying drivers.

Middle East and Africa Veterinary Medical Devices and Supplies Industry Trends and Perspectives to 2034

According to the World Bank, the Middle East and North Africa population exceeds 500 million, while Sub-Saharan Africa's population exceeds 1.2 billion, making the broader MEA region one of the fastest-growing healthcare demand centers globally. The GCC countries including Saudi Arabia, United Arab Emirates, Qatar, and Kuwait continue to account for a disproportionately large share of regional healthcare spending. Government-led programs such as Saudi Arabia's Vision 2030 are accelerating investments in hospital infrastructure, private-sector participation, medical technology

adoption, and healthcare digitalization. On the other hand, South Africa, Egypt, Nigeria, and Kenya remain key healthcare markets due to their large populations, expanding private healthcare sectors, and growing investments in healthcare delivery systems.

Veterinary Medical Devices and Supplies Market Segmentation

By Product Type

Veterinary Medical Supplies and Critical Care Consumables

Anesthesia Workstations and Ventilators

Patient Monitoring Systems

Infusion Pumps

Surgical Equipment

By Application

Surgical Procedures

Diagnostics and Monitoring

Therapeutic Interventions

By Animal Type

Companion Animals

Livestock / Farm Animals

By End User

Veterinary Hospitals

Veterinary Clinics

Academic and Research Institutes

Leading Companies in Veterinary Medical Devices and Supplies Industry (2026)

Zoetis Inc.

IDEXX Laboratories, Inc.

Merck Animal Health

Midmark Corporation

B. Braun Melsungen AG

Shenzhen Mindray Bio-Medical Electronics Co., Ltd.

Medtronic plc

Covetrus, Inc.

Heska Corporation

Neogen Corporation

Countries Included

North America- US, Canada, Mexico

Europe- Germany, France, UK, Spain, Italy, Nordics, Others

Asia Pacific- China, India, Japan, South Korea, Australia, Southeast Asia,
Others

Latin America- Brazil, Argentina, Others

Middle East and Africa- Saudi Arabia, UAE, Other Middle East, South Africa,
Other Africa

Key Benefits of Procuring the Analysis

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