

# **Veterinary Point of Care Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Consumables, Reagents, & Kits, Instruments & Devices), By Animal Type (Companion Animals, Livestock Animals), By Sample Type (Blood/Plasma/Serum, Urine, Fecal, Others), By Indication (Infectious Disease, General Ailments, Others), By Testing (Hematology, Diagnostic Imaging, Bacteriology, Virology, Cytology, Clinical Chemistry, Parasitology, Serology, Others), By End-user (Veterinary Hospitals & Clinics, Home Care Settings, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Veterinary Point of Care Diagnostics market size is poised to register 9.57% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Veterinary Point of Care Diagnostics market across By Product (Consumables, Reagents, & Kits, Instruments & Devices), By Animal Type (Companion Animals, Livestock Animals), By Sample Type (Blood/Plasma/Serum, Urine, Fecal, Others), By Indication (Infectious Disease, General Ailments, Others), By Testing (Hematology, Diagnostic Imaging, Bacteriology, Virology, Cytology, Clinical Chemistry, Parasitology, Serology, Others), By End-user (Veterinary Hospitals & Clinics, Home Care Settings, Others).

The Veterinary Point of Care Diagnostics Market is experiencing growth driven by the increasing demand for rapid and decentralized testing solutions to support timely diagnosis and treatment decisions in veterinary practice. Key trends shaping its future include the development of portable and user-friendly diagnostic devices for use in small animal clinics, equine practices, and livestock farms, the expansion of point-of-care testing menus to include infectious disease screening, wellness testing, and therapeutic monitoring, and the integration of digital connectivity and cloud-based platforms for real-time data management and telemedicine applications. Additionally, factors such as the growing emphasis on preventive care and the need for cost-effective diagnostic solutions in resource-limited settings are expected to drive market growth in 2024 and beyond.

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

## Key market trends defining the global Veterinary Point of Care 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 Point of Care Diagnostics Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Veterinary Point of Care 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 Point of Care 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 Point of Care Diagnostics industry

Leading Veterinary Point of Care 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 Point of Care Diagnostics companies.

Veterinary Point of Care Diagnostics Market Study- Strategic Analysis Review

The Veterinary Point of Care 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 Point of Care Diagnostics Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Veterinary Point of Care 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 Point of Care 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 Point of Care 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 Point of Care Diagnostics market segments. Similarly, Strong end-user demand is encouraging Canadian Veterinary Point of Care Diagnostics companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Veterinary Point of Care Diagnostics market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Veterinary Point of Care 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 Point of Care 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 Point of Care 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 Point of Care 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 Point of Care Diagnostics in Asia Pacific. In particular, China, India, and South East Asian Veterinary Point of Care 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 Point of Care 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 Point of Care 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 Point of Care Diagnostics market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Veterinary Point of Care Diagnostics.

Veterinary Point of Care Diagnostics Market Company Profiles

The global Veterinary Point of Care 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 Esaote SPA, FUJIFILM Corp, Heska Corp, IDEXX, Mindray, SOUND, Thermo Fisher Scientific Inc, Virbac, Woodley Equipment Company Ltd, Zoetis

## Recent Veterinary Point of Care Diagnostics Market Developments

The global Veterinary Point of Care 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 Point of Care 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:

By Product

Consumables, Reagents, & Kits

*Veterinary Point of Care Diagnostics Market Size, Trends, Analysis, and Outlook By Product (Consumables, Reage...*

Instruments & Devices

By Animal Type

Companion Animals

-Dogs

-Cats

-Horses

-Others

Livestock Animals

-Cattle

-Swine

-Poultry

By Sample Type

Blood/Plasma/Serum

Urine

Fecal

Others

By Indication

Infectious Disease

General Ailments

Others

By Testing Category

Hematology

Diagnostic Imaging

Bacteriology

Virology

Cytology

Clinical Chemistry

Parasitology

Serology

Others

By End-User

Veterinary Hospitals & Clinics

Home Care Settings

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)



## Middle East Africa (5 markets)

### Companies

Esaote SPA

FUJIFILM Corp

Heska Corp

IDEXX

Mindray

SOUND

Thermo Fisher Scientific Inc

Virbac

Woodley Equipment Company Ltd

Zoetis

Formats Available: Excel, PDF, and PPT

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Instruments & Devices

## By Animal Type

Companion Animals

-Dogs

-Cats

-Horses

-Others

Livestock Animals

-Cattle

-Swine

-Poultry

## By Sample Type

Blood/Plasma/Serum

Urine

Fecal

Others

## By Indication

Infectious Disease

General Ailments

Others

## By Testing Category

Hematology

Diagnostic Imaging

Bacteriology

Virology

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Serology

Others

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Veterinary Hospitals & Clinics

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FUJIFILM Corp

Heska Corp

IDEXX

Mindray

SOUND

Thermo Fisher Scientific Inc

Virbac

Woodley Equipment Company Ltd

Zoetis

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