

2014 Analysis of the World Animal Health Market Outlook and Leading Suppliers' Business Strategies and Marketing Tactics

<https://marketpublishers.com/r/29049BCB2E4EN.html>

Date: November 2013

Pages: 80

Price: US\$ 2,760.00 (Single User License)

ID: 29049BCB2E4EN

Abstracts

This new 80-page report from Venture Planning Group analyzes business strategies and marketing tactics of the world's leading animal health companies, including:

Five-year forecasts for:

Major market segments

Key geographic regions

Assessment of major U. S. and international trends with potentially significant impact on the animal health industry during the next five years, including discussion of such issues as pricing, industry consolidation, market globalization, growing R&D cost, generics, as well as advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

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THE GLOBAL ANIMAL HEALTH MARKET DYNAMICS AND TRENDS

Strategic overview of the worldwide animal health market.

Five-year forecasts for major market segments and key geographic regions.

Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years.

Pricing, industry consolidation, market globalization, growing R&D cost, and generics.

Advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

Key market segments.

Major geographic areas.

LEADING ANIMAL HEALTH COMPANIES STRATEGIC DIRECTIONS

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

LEADING ANIMAL HEALTH COMPANIES MARKETING TACTICS

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