

# 2015-2019 Global Animal Health Industry: Market Segment Forecasts and Strategies of Leading Suppliers

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## Abstracts

This report provides a worldwide strategic overview of the animal health market, 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.

The company profiles include:

Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

Contains 42 pages and 6 tables

## Contents

### **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.

## List Of Tables

### LIST OF TABLES

Table 1: World Animal Health Market Estimated Sales By Market Segment

Table 2: World Animal Health Market Sales Forecast By Market Segment

Table 3: World Animal Health Market Estimated Sales By Geographic Region

Table 4: World Animal Health Market Sales Forecast By Geographic Region

Table 5: World Animal Health Market Estimated Sales By Animal Species

Table 6: World Animal Health Market Sales Forecast by Species

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