

2022 What's Next for Animal Health Market?-Emerging Trends, Forecasts, Latest Technologies, Competitive SWOT Analysis

<https://marketpublishers.com/r/292DA3EAE994EN.html>

Date: July 2022

Pages: 0

Price: US\$ 4,850.00 (Single User License)

ID: 292DA3EAE994EN

Abstracts

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

How will the current trends affect the major market segments?

Which companies will enter the market and which will not survive?

This new report analyzes strategies, marketing tactics and technological know-how 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.

Company Profiles

Bayer

Rising demand for collars

Focusing on parasiticides and anti-infectives

Strong position in parasiticides

Animal health R&D

Worldwide marketing network

Emerging markets

Re-registering existing products

Present structure

Diverse businesses

Challenged by animal disease outbreaks

Europe's premier research organization

Animal health R&D

Crop science segment

Monsanto acquisition

Supervisory board

Boehringer Ingelheim

Sales and growth

Animal health is one of the major pillars

Swine vaccine Ingelvac circoflex

Merial animal health

U.S. animal health market position

Promoting Eqvalan line

Seeking to reinforce position in livestock market

Strategies supported by collaborations

Merial R&D programs

Collaborative efforts

Porcine Reproductive and Respiratory Syndrome (PRRS)

Decentralized R&D

Ceva

Sales, growth and R&D investment

Biomune, Phylaxia and French sites

Hatcher automation and in-ovo vaccination

India acquisition

Brazil--important strategic market

Merial swine vaccines acquisition

Elanco

Strong technological base

Fermentation and chemical synthesis

Strong base in antibiotics and anticoccidials

Expiration of patents caused restructuring

US marketing

Lilly Japan

Focused marketing strategies

Well-established relationship with customers

Multi-disciplinary business with diverse product portfolio

In the midst of strategic decisions

Stepping up efforts to curtail time to market

Could divest animal health

Changed product mix

Strategic collaborations

Broadening portfolio of companion animal medicines

Hard look at bottom line

Merck

Sales and growth

Extensive know-how in animal health

Sphereon technology

Expanding worldwide poultry business

Poultry biological research laboratories

Segmented poultry-product line

Mitigated generic competition

R&D productivity improving

Patents, economies of scale, and powerful intellectual base

Phibro

Sales and growth

Extensive portfolio of antibiotics and antibacterials

Sales force, sales offices and distribution network

Animal health R&D facilities

Virbac

Sales and growth

Eli Lilly dog parasiticides acquisition

Product portfolio

Formulation know-how

Waltham nutrition products

Reorganized European distribution

Decentralized approach for food-producing animals

Benefitting from new companion animal products

Focusing on niche markets

Seeking expansion in the U.S.

Zoetis

Majority of revenue from production animals

Largest market share in the industry

Poultry and swine revenue declining

Scale allows to use own sales force in emerging markets

Management continues cost-cutting efforts

Reassessing manufacturing infrastructure

Market-leading position in emerging markets

Leading share in Asia-Pacific, Canada and Latin America

Fragmented customer base

Leading position in fastest-growing markets

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