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The 2011 Top Ten World's Leading Animal Health Companies

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Abstracts

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The report is designed to provide the animal health industry executives with strategically significant competitor information, analysis and insight, critical to the development and implementation of effective marketing and R&D programs. The study's major objectives include:

To establish a comprehensive, factual and cost-effective information base on performance, capabilities, goals and strategies of the world's leading animal health companies.

To help current suppliers realistically assess their technological and marketing capabilities vis-a-vis leading competitors.

To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts by providing strategic analysis, data interpretation, and insight.

To identify the least competitive market niches with significant growth potential.

Contains 400 pages and 55 tables

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Contents

WORLDWIDE MARKET OVERVIEW

The study will provide a strategic overview of the worldwide 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 consolida-tion, market globalization, growing R&D cost, generics, as well as advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.
- Analysis of key market segments.
- Review of major geographic areas.

COMPANY STRATEGIC ASSESSMENTS

The following companies have been selected as the Top 10 suppli-ers with the highest worldwide sales of animal health products:

- Alpharma
- Novartis
- Bayer
- Pfizer
- Elanco/Eli Lilly
- Phibro
- Fort Dodge/Wyeth
- Schering-Plough
- Merial
- Virbac

For each of the Top 10 companies, the report will provide the following information:

SECTION I: BUSINESS ORGANIZATION

- History of the company's animal health business evolution, which is important to the understanding of its corporate culture, management mentality and strategies.

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Most recent significant M&A activity and organizational changes.
Current organizational structure.

SECTION II: SENIOR MANAGEMENT

• Names, titles and background of key executives.

SECTION III: FACILITIES AND EMPLOYEES

• Major administrative, manufacturing and R&Dfacilities in the U.S. and abroad.
• Manufacturing practices.
• New plants under construction.
• U.S. and international work force.

SECTION IV:TECHNOLOGICAL KNOW-HOW

• Internally developed and acquired animal health technologies, processes and related capabilities.
• Proprietary technologies and patent litigations.

SECTION V: PRODUCT PORTFOLIO

• Extensive review of major product lines.
• Recently introduced products and line extensions.

SECTION VI: MARKETING TACTICS

• Sales force size in the U.S. and other markets.
• Promotional tactics.
• Distribution approaches.
• Product service and support.
• Customer relations.

SECTION VII: FINANCIAL ANALYSIS

• Sales of animal health products by division, product line, geographic region and country.
• Five-year sales and operating profit performance.

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SECTION VIII: R&D EXPENDITURES AND MAJOR PROGRAMS

• Estimated R&D budget.
• Research facilities and staff.
• New technologies, products and applications in R&D, including their development phase and introduction dates.

SECTION IX: COLLABORATIVE ARRANGEMENTS

• Major joint ventures, distribution, O.E.M. and licensing partners, both industrial and academic.
• Terms of collaborative agreements and specific products involved.

SECTION X: STRATEGIC DIRECTION

• Specific business, new product development and marketing strategies
• Anticipated acquisitions, joint ventures and divestitures.
• Major strengths and weaknesses.

COMPARATIVE ANALYSIS

In this section of the report, the Top 10 companies are ranked according to the following criteria:

• Worldwide sales of animal health products.
• Sales estimated in North America, Europe, Japan and other geographic regions.
• Operating profit and margins.
• R&D expenditures, and others.

METHODOLOGY

INTERVIEWS

The study will be based on a combination of primary and secondary information sources, including interview with executives, financial analysts and others knowledgeable of the companies' operations and strategic directions.

INDUSTRY SHOWS

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The information generated at animal health industry shows, marketing conferences and scientific symposia occurring during the course of the study will be also included in the report.

VENTURE PLANNING GROUP'S DATABASE

Venture Planning Group's proprietary data files contain current information on major animal health companies, technologies, products and executives worldwide. These files, developed in the course of over 100 syndicated and numerous single-client studies, will be thoroughly searched to retrieve any information pertinent to the Top 10 companies' capabilities and strategies.

SECONDARY INFORMATION SOURCES

A comprehensive review of the Top 10 companies' product and financial literature, business and technical periodicals, and pertinent industry analyst reports will be conducted.

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List Of Tables

LIST OF TABLES

TABLE MO-1: WORLD ANIMAL HEALTH MARKET BY SEGMENT
TABLE MO-2: WORLD ANIMAL HEALTH MARKET FORECAST BY SEGMENT
TABLE MO-3: WORLD ANIMAL HEALTH MARKET BY GEOGRAPHIC REGION
TABLE MO-4: WORLD ANIMAL HEALTH MARKET FORECAST BY GEOGRAPHIC REGION
TABLE MO-5: WORLD ANIMAL HEALTH MARKET BY SPECIES
TABLE MO-6: WORLD ANIMAL HEALTH MARKET FORECAST BY SPECIES
TABLE AL-1: ALPHARMA SALES BY BUSINESS SEGMENT
TABLE AL-2: ALPHARMA OPERATING PROFIT BY BUSINESS SEGMENT
TABLE AL-3: ALPHARMA SALES AND OPERATING PROFIT GROWTH
TABLE AL-4: ALPHARMA SALES BY COUNTRY
TABLE AL-5: ALPHARMA SALES BY PRODUCT LINE
TABLE BA-1: BAYER ANIMAL HEALTH SALES AND OPERATING PROFIT GROWTH
TABLE BA-2: BAYER ANIMAL HEALTH SALES BY GEOGRAPHIC REGION
TABLE BA-3: BAYER ANIMAL HEALTH SALES BY PRODUCT CATEGORY
TABLE BA-4: BAYER ANIMAL HEALTH SALES BY INDIVIDUAL PRODUCT
TABLE EL-1: ELI LILLY/ELANCO SALES BY BUSINESS SEGMENT
TABLE EL-2: ELI LILLY/ELANCO SALES GROWTH BY BUSINESS SEGMENT
TABLE EL-3: ELI LILLY/ELANCO ANIMAL HEALTH SALES BY GEOGRAPHIC REGION
TABLE ME-1: MERIAL SALES AND OPERATING PROFIT GROWTH
TABLE ME-2: MERIAL SALES BY PRODUCT LINE
TABLE ME-3: MERIAL SALES GROWTH BY PRODUCT LINE
TABLE NO-1: NOVARTIS ANIMAL HEALTH SALES AND OPERATING PROFIT GROWTH
TABLE NO-1: NOVARTIS SALES AND OPERATING PROFIT GROWTH
TABLE NO-2: NOVARTIS SALES BY BUSINESS SEGMENT
TABLE NO-3: NOVARTIS SALES GROWTH BY BUSINESS SEGMENT
TABLE NO-4: NOVARTIS OPERATING PROFIT BY BUSINESS SEGMENT
TABLE NO-5: NOVARTIS OPERATING PROFIT GROWTH BY BUSINESS SEGMENT
TABLE NO-6: NOVARTIS SALES BY COUNTRY
TABLE NO-7: NOVARTIS SALES GROWTH BY COUNTRY
TABLE NO-8: NOVARTIS SALES BY THERAPEUTIC CATEGORY
TABLE NO-9: NOVARTIS SALES GROWTH BY THERAPEUTIC CATEGORY
TABLE NO-10: NOVARTIS SALES OF TOP 20 DRUGS

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TABLE NO-11: NOVARTIS SALES GROWTH BY MAJOR DRUG
TABLE PF-1: PFIZER SALES BY DIVISION
TABLE PF-2: PFIZER SALES AND OPERATING PROFIT GROWTH
TABLE PF-3: PFIZER SALES BY THERAPEUTIC CATEGORY
TABLE PF-4: PFIZER SALES BY MAJOR PRODUCT
TABLE PF-5: PFIZER SALES GROWTH BY MAJOR PRODUCT
TABLE PF-6: PFIZER SALES BY GEOGRAPHIC REGION
TABLE PF-7: PFIZER SALES GROWTH BY GEOGRAPHIC REGION
TABLE PH-1: PHIBRO SALES BY BUSINESS SEGMENT
TABLE PH-2: PHIBRO SALES GROWTH BY BUSINESS SEGMENT
TABLE PH-3: PHIBRO OPERATING PROFIT AND MARGINS BY BUSINESS SEGMENT
TABLE PH-4: PHIBRO OPERATING PROFIT GROWTH BY BUSINESS SEGMENT
TABLE PH-5: PHIBRO SALES BY COUNTRY/GEOGRAPHIC REGION
TABLE SP-1: SCHERING-PLOUGH SALES BY PRODUCT GROUP
TABLE SP-2: SCHERING-PLOUGH SALES GROWTH BY PRODUCT GROUP
TABLE SP-3: SCHERING-PLOUGH SALES BY GEOGRAPHIC REGION
TABLE VI-1: VIRBAC SALES BY GEOGRAPHIC REGION
TABLE VI-2: VIRBAC SALES BY MARKET SEGMENT
TABLE WY-1: WYETH SALES BY BUSINESS SEGMENT
TABLE WY-2: WYETH SALES GROWTH BY BUSINESS SEGMENT
TABLE WY-3: WYETH SALES AND OPERATING PROFIT GROWTH
TABLE WY-4: WYETH SALES BY THERAPEUTIC CATEGORY
TABLE WY-5: WYETH SALES BY MAJOR DRUG
TABLE WY-6: WYETH CONSUMER HEALTHCARE SALES BY PRODUCT
TABLE WY-7: WYETH CONSUMER HEALTHCARE SALES GROWTH BY PRODUCT

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