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What's Driving the Animal Health Industry?--Challenges and Opportunities for Suppliers

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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 15-page report from VPGMarketResearch 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.

The company profiles include:

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Specific business, new product development and marketing strategies.

Anticipated acquisitions, joint ventures and divestitures.

Major strengths and weaknesses.

Sales force size in the U.S. and other markets.

Promotional tactics.

Distribution approaches.

Product service and support.

Customer relations.

Internally developed and acquired animal health technologies, processes and related capabilities.

Proprietary technologies and patent litigations.

Contains 110 pages and 6 tables

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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

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Anticipated acquisitions, joint ventures and divestitures.
Major strengths and weaknesses.

LEADING ANIMAL HEALTH COMPANIES MARKETING TACTICS

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Promotional tactics
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LEADING ANIMAL HEALTH COMPANIES TECHNOLOGICAL KNOW-HOW

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Proprietary technologies and patent litigations.

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