Animal Health Market: Information by Animal Type (Farm animal, Companion animal), Product (Pharmaceuticals, Vaccines, Feed Additives), Route of Administration (Oral, Parenteral), Distribution Channel (Retail, E-Commerce) — Global Forecast till 2023

Market Scenario:

The Global Animal Health Market is accounted for USD 38,500 million in 2017 and expected to register ~ 5.7% CAGR during the forecast period (2018–2023).

Animal health is a branch of veterinary science deals with treatment and monitoring of animal disease. This play an important role for economy and safety of the country’s food supply. The rising incidence rate of zoonotic diseases, spending on animal health, rising pet population, and growing pet insurance are expected to drive the growth of the market. Moreover, rising demand for animal protein, improvement in productivity, rising focus toward food safety, and increasing pet ownership are contributing to the growth of the market. For instance, according to the data published by the American Pet Products Association (APPA), the overall expenditure in the pet industry for 2016 was USD 66.75 billion, whereas the expenditure in 2017 was USD 69.51 billion. As per a report published by the European Pet Food Industry Federation (FEDIAF) in 2017, 80 million households in the European Union owned at least one pet animal.

The high cost associated with animal health, lack of awareness regarding animal health, and unaffordability of veterinary services in underdeveloped and developing regions may hamper the growth of the market during the assessment period.

Segmentation:

The Global Animal Health Market has been segmented on the basis of animal type, product, route of administration, and distribution channel.

On the basis of animal type, the market has been classified as farm animal and companion animal. The farm animal segment has been further divided into poultry, swine, cattle, sheep & goats, and others. The companion animal segment has been further classified into dog, cat, equine, and others. The market, by product, has been segmented into pharmaceuticals, vaccines, and feed additives. Pharmaceuticals segment has been sub-segmented into parasiticides, anti-infectives, anti-inflammatory, analgesics, and others. The vaccines segment has been further segmented into live attenuated vaccines, DNA vaccines, recombinant vaccines, inactivated vaccines, and others. Based on route of administration, the market has been segmented into oral, parenteral, topical, and others. The market, by distribution channel, has been segmented into veterinary hospitals & clinics, retail, e-commerce, and others. The farm animal segment is expected to hold the largest market share of the animal health market, by animal type, during the forecast period. Also, vaccines segment to register the highest CAGR in the global animal health market during the forecast period.

The market has been segmented, by region, into the Americas, Europe, Asia-Pacific, and the Middle East & Africa. The animal health market in the Americas has further been segmented into North America and Latin America, with the North American market divided into the US and Canada.

The European animal health market has been segmented into Western Europe and Eastern Europe. Western Europe has further been classified as Germany, France, the UK, Italy, Spain, and the rest of Western Europe.

The Animal Health Market in Asia-Pacific has been segmented into Japan, China, India, South
Korea, Australia, and the rest of Asia-Pacific. The Animal Health market in the Middle East & Africa has been segmented into the Middle East and Africa.

**Regional Market Summary:**

**Global Animal Health Market Share, by Region, 2017 (%)**

![Pie chart showing market share by region]

Source: MRFR Analysis

The Americas are likely to dominate the global animal health market owing to the increasing demand for animal protein, improvement in production, and focus on food safety. Moreover, rising pet ownership and increased medicalization for pets also fueling the growth of the market during forecast periods. For instance, according to the American Pet Products Manufacturing Association (APPA), almost 80% of all dog owners have their dogs treated with drugs. Thus, with the growing spending on the treatment of pets, the demand for veterinary treatments and the equipment required for the same would increase.

The European market is expected to be the second-largest animal health market. The market growth in this region can be attributed to the government support for research & development and rising pet population.

Asia-Pacific is expected to be the fastest-growing animal health market during the forecast period owing to increased pet adoptions, rise in the number of animal welfare programs, and growth in the population of companion animals. Moreover, countries such as India and China are considered the fastest-growing region due to the presence of huge pet population.

The market in the Middle East & Africa is expected to account for the smallest share of the global animal health market due to lack of skilled veterinarians, high cost of treatment, and poor medical facilities.

**Key Players:**

Some of the key players in the global animal health market are Bayer AG, Boehringer Ingelheim GmbH, Ceva Santé Animale, Elanco, Eli Lilly, Merck Animal Health, Nutreco N.V., Vetiquinol SA, Virbac, Zoetis, and Others.

**Global Animal Health Market, by Animal Type:**

- Farm Animal
  - Poultry
  - Swine
  - Cattle
  - Sheep & Goats
  - Others
- Companion Animal
  - Dog
  - Cat
  - Equine
  - Others

**Global Animal Health Market, by Product:**

- Pharmaceuticals
- Parasiticides
- Anti-infectives
- Anti-inflammatory
- Analgesics
- Others

- Vaccines
  - Live Attenuated Vaccines
  - DNA Vaccines
  - Recombinant Vaccines
  - Inactivated Vaccines
  - Others

- Feed Additives

**Global Animal Health Market, by Route of Administration:**
- Oral
- Parenteral
- Topical
- Others

**Global Animal Health Market, by Distribution Channel:**
- Veterinary Hospitals & Clinics
- Retail
- E-Commerce
- Others

**Global Animal Health Market, by Region:**
- Americas
  - North America
    - US
    - Canada
  - Latin America
- Europe
  - Western Europe
    - Germany
    - France
    - Italy
    - Spain
    - UK
    - Rest of Western Europe
  - Eastern Europe
- Asia-Pacific
  - Japan
  - China
  - India
  - Australia
  - South Korea
  - Rest of Asia-Pacific
- The Middle East & Africa
  - Middle East
  - Africa

**Company Profiles:**
- Bayer AG
- Boehringer Ingelheim GmbH
- Ceva Sante Animale
- Elanco
- Eli Lilly
- Merck Animal Health
- Nutreco N.V.
- Vetiquinol SA
Intended Audience:

- Pharmaceutical companies
- Animal health products manufacturers
- Animal health products suppliers
- Contract Research Organizations (CROs)
- Research and Development (R&D) Companies
- Academic Medical Institutes and Universities

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