
Description:
Animal health market includes pharmaceuticals, vaccines and medicinal feed additives. Pharmaceuticals contribute significantly to the health and well-being of food-producing and companion animals. Food producing animals are the species that provide animal protein including cattle (both beef and dairy), swine, poultry, sheep and fish, whereas companion animals are the animals that are kept by people for companionship, protection and enjoyment such as dogs, cats, and horses among others.

Economic development and the corresponding increases in the disposable income, particularly in the emerging markets of India, China, Indonesia, Thailand, Malaysia, and Taiwan; increasing pet ownership; rising demand for improved nutrition, mainly animal protein; intensifying consumer focus on food safety and the escalating need for greater livestock production efficiency are among the major factors driving the animal health market. The market is projected to further grow in years to come and become more specialized due to economic, social and demographic trends.

The global animal health market is consolidated with top eight players controlling by far the majority share of the market. Zoetis, Merck, and Merial are the leading players in the animal health market. Other key players in the market include Elanco, Bayer, Boehringer, Novartis and Virbac.

The report discusses market segments, major growth drivers and also analyzes some of the major regional markets, including the US, the UK, and China. The report also provides competitive landscape and profiles of major players, along with their business strategies.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

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