Description: The market for pet medications in the U.S. is experiencing considerable activity.

Longtime flea and tick leader Frontline (from Merial) is finally feeling the effects of the patent expiration of its active ingredient, fipronil. Several other fipronil products have made a splash, gnawing away at Frontline’s market share. Meanwhile other flea/tick treatments are coming to the fore, such as Elanco’s Trifexis, Bayer’s new flea collar Seresto and Merial’s new answer to its Frontline erosion – NexGard.

The interest in keeping our pets healthy has caught the attention of one important constituent – the investment community. Pfizer spun off its Animal Health unit (renamed Zoetis) in the largest IPO since Facebook. Novartis’ Animal Health unit has drawn interest from several competitors. And Aratana, a now publicly traded biopharma focused on pet therapeutics, is leading a new wave of animal health start-ups.

All of this activity has gotten retailers interested. Pet medications have long been the domain of veterinary clinics. While this is still undoubtedly the most important channel, brick-and-mortar retailers and online retailers have gained ground.

In its third edition, Pet Medications in the U.S: Over-the-Counter and Prescription Remedies as Consumer Products analyzes the market for prescription and over-the-counter medications for dogs and cats, with a particular focus on brand-name products used by consumers and on antiparasitics. Areas covered include parasite prevention and control (flea, tick, heartworm, etc.), pain management (focusing on non-steroidal anti-inflammatory drugs), behavioral health, overweight/obesity, cognitive dysfunction, heart health, ear care and allergies.

The report provides in-depth coverage of competitive trends, new product trends and marketing activity, and draws on insights from other reports in Packaged Facts’ extensive Pet Market Collection. Statistics provided include historical and projected market revenues, along with demographics and psychographics of pet med purchasers, based on data from sources including Simmons and Packaged Facts own pet owner surveys.

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