
Description: This report is a study of the animal healthcare market, its present and forecast positions. It discusses factors affecting market movements, changing animal population and trends. It also elaborates companies' planning and strategies for growth, including their investment plans and new product launches.

The report includes a competitive landscape section to map the competitive position of companies. Company profiles are included at the end of the report which covers company overview, products and services, financial overview and the latest strategic developments of the company.

Major regions covered in the report are North America, Europe and Asia-Pacific which include markets in countries such as the U.S., France, Germany, the U.K., Italy, China, Australia and India. A separate section for the rest of the world is also included which covers the animal healthcare market in Brazil.

Feed additives had the largest share among the product segments in the animal healthcare market. The other two segments included pharmaceuticals and vaccines. By animal type, in 2013, production animals had a larger share, compared to companion animals, in the animal healthcare market which is increasing due to increasing meat and milk consumption globally.

The key companies operating in the animal healthcare market were Zoetis, Merck, Merial, Bayer and Novartis. The market is further fragmented with the top 10 players accounting for less than 75% share. The market is highly volatile with a lot of mergers, acquisitions and joint ventures taking place in the last few years. The competition is expected to reduce in the long run in the animal healthcare market due to increasing consolidation activities taking place. However, the changing regulatory environment in this domain and emergence of regional and country-specific companies, may introduce competition of a new dimension in the global market.

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