Italy Veterinary Healthcare Market- By Animal Types (Farm Animals, Companion Animals, Poultry), By Diagnostic Technologies -Trends And Forecast, 2014 - 2019

Description: This report is a study of Italy's veterinary healthcare market, recent trends, current market estimates and forecasts. Veterinary healthcare in Italy has had a significant boost in revenues due to a number of factors. Prominent among them are the escalating occurrence of zoonotic diseases, growing consumer focus on animal health and food safety, and increasing pet ownership. Going forward, the key factor for the growth of Italy's animal health market will be the need to increase production of farm animal products (eggs, milk, beef and other dairy products).

In Italy, the market for vaccines in 2014 is estimated to be US$1.576 billion and is expected to grow at a CAGR of 9.86% between 2011 and 2019, to reach US$2.47 billion by 2019. The market for parasiticides in the region is currently at US$ 372 million – a significant increase from 2013. Increasing focus on food safety and animal health will drive the market for medicinal feed additives to grow at a healthy CAGR of 6.76 %.

Key companies operating in the veterinary healthcare market in Italy are Zoetis, Merck, Merial, Bayer and Novartis. Growth strategies adopted by these players in the past have differed significantly. While a few like Zoestis and Bayer animal healthcare have focused on horizontal growth by expanding their presence in emerging markets, others like Elanco and Novartis animal healthcare have been content to operate within their established boundaries, going in for vertical growth by product innovation instead.

This report provides a comprehensive analysis of Italy's veterinary healthcare market based on:
1) Type of products: vaccines, anti-infective, parasiticides, medicinal feed additives and other pharmaceuticals
2) Type of animal:
   i) Farm animals: swine, poultry, cattle, sheep and fish
   ii) Companion animals: dogs, cats and horses


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