Global Poultry Health Market Segmented By Products, Diagnostic Market, Genetics & By Geography - Trends & Forecasts 2014-2019

Description:
Growing animal food product consumption is leading to an increase in demand for animal healthcare products and services.

While poultry constitutes a significant share of total animal food product consumption globally, production growth of poultry products has been rocky over the last few years. High feed costs and disease outbreaks have particularly affected poultry meat supply in 2013.

With poultry meat production bouncing back at a decent 1.6% growth in 2014, prospects for poultry healthcare products and services are good. The market is estimated to be worth $3.67 billion in 2013 and is expected to grow at a CAGR of 7.2% to reach $5.76 billion by 2019.

On a more general level, higher demand for animal protein and increasing consumer concern over food safety will enable growth in demand for poultry healthcare products and services.

While Europe leads the veterinary healthcare market followed by North America, developing regions like Asia-pacific and Africa are expected to form new revenue pockets in the market. Countries such as India, China, Brazil will be major contributors to this market over the next decade. For instance, India has consistently averaged over 13% YoY growth in their broiler industry, making it the fourth largest producer in the world.

In this report, the market is segmented by type of disease into vaccines, Paraciticides, Anti-Infectives, Medicinal feed additives, and other pharmaceuticals. The market is further segmented by diagnostics (Enzyme Linked Sorbent Assay (ELISA), Rapid Immuno migration (RIM), and Agar Gel Immuno diffusion (AGID) and genetics. Regional markets analyzed in this report are North America, Europe, Asia-Pacific and the rest of the world (RoW).

Pfizer (U.S.), Merck (U.S.), Sanofi-Aventis (France), Bayer HealthCare (Germany), Virbac (France), Novartis (Switzerland), Boehringer Ingelheim (Germany), Heska Corporation (U.S.), Bioniche Animal Health Canada, Inc. (Canada), and Ceva (France) are the key players in the global swine healthcare market.

What makes our report unique?
1) In-depth analysis of current market trends and future forecasts of the market based on different products available for poultry healthcare.
2) We provide the longest possible market segmentation based on products available and geography. The comprehensive competitive landscape section in the report provides information about major players in the market, their market shares and recent developments.
3) The report provides high-level analysis of animal healthcare products (vaccines, anti-infectives, medicinal feed additives, paraciticides) and covers novel products such as DNA and recombinant vaccines.

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