Global Cattle Health Market - Segmented By Products, Cattle Diagnostics, Cattle Genetics, & Geography - Trends & Forecasts 2014-2019

Description: The global market for cattle healthcare products and services is valued at $1.59 billion in 2014, and is expected to grow at a CAGR of 4.6% to reach $2.02 billion by 2019.

Cattle producers have long recognized the need for proper husbandry and stewardship, given the intensive animal husbandry model that currently houses a majority of cattle reared each year. Growing beef production and increasing demand for animal protein in an era of ever stricter regulations for rearing and food safety testing will have a positive impact on the cattle healthcare market.

Major players are looking at the entire cattle healthcare ecosystem to maximize value for farmers. Creating value in addition to the products and services that firms offer has been a key strategy. The E=P+S program, for instance, helps farmers become profitable while keeping their operations sustainable given more discriminating preferences of end-consumers.

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 cattle 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 cattle 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.

Contents:

1. INTRODUCTION
   1.1 Market Definition
   1.2 Market Recent Trend

2. Market Analysis
   2.1 Market Animal Health Products
   2.2 Animal medicines vs human Medicines

3. Market Dynamics
   3.1 Market Drivers
      3.1.1 Increase in pet ownership
      3.1.2 Improved Nutrition
      3.1.3 Intensifying consumer focus on food safety
      3.1.4 Greater Livestock production
      3.1.5 Increasing Zoonotic and Foodborne Diseases
   3.2 Market Constraints
      3.2.1 Scarcity of arable land and water
      3.2.2 Increased competition for cultivated land
      3.3.3 Cost effective production
      3.3 Porter's Five Force Analysis
3.3.1 Threat of New Entrant
3.3.2 Internal Rivalry
3.3.3 Buyer bargaining power
3.3.4 Supplier bargaining power
3.3.5 Threat of substitutes

4. Global Cattle Healthcare Market Segmentation
4.1 Global Cattele healthcare market, By products
4.1.1 Vaccines
4.1.2 Paraciticides
4.1.3 Anti-Infectives
4.1.4 Medicinal Feed Additives
4.1.5 Other Pharmaceuticals
4.2 Global Poultry Diagnostic market, By products
4.2.1 Introduction
4.2.1.1 Immunodiagnostic Tests
4.2.1.1.1 Enzyme linked immuno-sorbent assay (ELISA)
4.2.1.1.2 Rapid Immuno Migration (RIM™)
4.2.1.1.3 Agar gel immuno-diffusion (AGID)
4.2.1.2 Molecular Diagnostic Tests
4.2.1.2.1 Polymerase Chain Reaction (PCR)
4.2.1.2.2 Diagnostic Imaging
4.2.1.2.3 Ultrasound Imaging
4.2.1.2.4 MRI Scanning
4.3 Global Cattle Genetics Market
4.4 Global Cattle Healthcare Market Segmentation, By Geography
4.4.1 North America
4.4.1.1 US
4.4.1.2 Mexico
4.4.1.3 Canada
4.4.2 Europe
4.4.2.1 France
4.4.2.2 Italy
4.4.2.3 Germany
4.4.2.4 Spain
4.4.2.5 Sweden
4.4.2.6 Rest of Europe
4.4.3 Asia-Pacific
4.4.3.1 India
4.4.3.2 China
4.4.3.3 Japan
4.4.3.4 Rest of Asia-Pacific

5. Competitive landscape
5.1 Major players in the market
5.2 Mergers and acquisitions
5.3 New product launches
5.4 Agreement, Collaborations and Partnerships

6. Company profiles
6.1 Zoetis animal healthcare
6.2 Merck
6.3 Merial (Animal Health Division Of Sanofi)
6.4 Elanco
6.5 Bayer healthcare
6.6 Novartis Animal Health, Inc.
6.7 Virbac
6.8 Boehringer Ingelheim

7. Appendix
7.1 Abbreviations
7.2 Sources
7.3 Bibliography
7.4.Disclaimer

Ordering:

Order Online - http://www.researchandmarkets.com/reports/2970375/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global Cattle Health Market - Segmented By Products, Cattle Diagnostics, Cattle Genetics, & Geography - Trends & Forecasts 2014-2019
Web Address: http://www.researchandmarkets.com/reports/2970375/
Office Code: SCISI538

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Product Format</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td></td>
<td>USD 4250</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td></td>
<td>USD 4500</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td></td>
<td>USD 8750</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐
First Name: ___________________________ Last Name: ___________________________
Email Address: * ___________________________
Job Title: ___________________________
Organisation: ___________________________
Address: ___________________________
City: ___________________________
Postal / Zip Code: ___________________________
Country: ___________________________
Phone Number: ___________________________
Fax Number: ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

- [ ] Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

- [ ] Pay by check: Please post the check, accompanied by this form, to:
  
  Research and Markets,
  Guinness Center,
  Taylors Lane,
  Dublin 8,
  Ireland.

- [ ] Pay by wire transfer: Please transfer funds to:
  
  Account number: 833 130 83
  Sort code: 98-53-30
  Swift code: ULSBIE2D
  IBAN number: IE78ULSB98533083313083
  Bank Address: Ulster Bank,
                27-35 Main Street,
                Blackrock,
                Co. Dublin,
                Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp