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.

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