
Description: The market for veterinary healthcare in Europe stood at an estimated $6.72 billion in 2013. Rising numbers of companion and farm animals in the region are expected to support a healthy CAGR of 8.45%, helping the market reach $10.08 billion by 2018.

With better standards of living, Europe has seen an increase in pet ownership and livestock production. This will propel the need for various animal healthcare products and services. Intensifying consumer focus on food safety is also expected to play a major role in driving the animal health market in Europe.

While innovation remains the key driver for a majority of players in the market, increasing competition for cultivable land and scarcity of the same could significantly affect demand from livestock production.

This report provides an exhaustive coverage of the market with multi-level segmentation focussing on animal species (farm animals and companion animals), type of healthcare products (vaccines, paraciticides, Anti-infectives, medicinal feed additives, and other pharmaceuticals) and by geography. Regional coverage includes a study of the animal healthcare markets in France, Italy Germany, Spain and Sweden.

Sanofi-Aventis (France), Bayer HealthCare (Germany), Virbac (France), Novartis (Switzerland), Boehringer Ingelheim (Germany), and Ceva (France) are the key players in the European animal health care 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 both companion animals and farm animals.
2) We provide longest possible market segmentation of the market based on products available, type of species, and geography. We give you the competitive landscape for the market which provides information about major players in the market, market shares and recent developments.
3) High level analysis on products i.e. vaccines, anti-infectives, medicinal feed additives, paraciticides and other novel products such as DNA and recombinant vaccines.

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