Global Veterinary Diagnostics Market - By Products, By Animal Types & Geography - Trends & Forecasts- 2014-2019

Description: The global market for diagnostics in veterinary healthcare is valued at an estimated $1.59 billion in 2014.

Ever-rising demand for animal protein and stricter regulations concerning food safety will propel the market for diagnostics in animal healthcare to grow at a healthy CAGR of 4.6% to reach a market size of $2.02 billion by 2019.

Diagnostics provide tools for effective and rapid testing to undertake preventative or remedial measures for the health of the animal population. For instance, lateral flow and other rapid tests are used in veterinary medicine to test commercial livestock (large animals – cows, poultry, sheep, pigs, etc.) and household pets (cats, dogs, etc.) to test for the presence of a variety of medical conditions caused by bacteria, viruses, allergies, fertility issues and diabetes.

Developing regions in Asia-Pacific and Africa are expected to form a new revenue pocket in the market, with India, China and Brazil constituting a majority of market growth over the next decade.

This report does not include the food safety testing segment that concerns testing animals that are about to enter (about to be slaughtered) or have entered the food chain.

Global veterinary diagnostics market is segmented by type of products i.e. Enzyme linked Immuno Sorbent Assay (ELISA), Rapid Immuno Migration (RIM), Diagnostic imaging, Ultrasound Imaging, etc. The market is additionally segmented by type of animals into companion animals and farm animals. The report also covers the market by geography, studying diagnostics in North America, Asia-Pacific, Europe and the rest of world.

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 animal diagnostics market.

What makes our report unique?

1) In-depth analysis of current market trends and future forecasts of the market based on different products and services available for diagnostics in animal healthcare.
2) We provide the longest possible market segmentation based on diseases that afflict animals, animal species and by geography.
3) The comprehensive competitive landscape section in the report provides information about major players in the market, their market shares and recent developments.

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