Global Market Study on Animal Healthcare: Feed Additives to Witness Highest Growth by 2019

Description: The global animal healthcare market is growing due to the increasing animal population of both types: companion and production. Companion animals are those which people tame or adopt for companionship, house/office guards and production animals are raised for meat and milk-related products.

The new diseases in animals and their transfer to humans via their product consumption and companionship are propelling the animal healthcare market globally. Zoonoses are infectious diseases in vertebrate animals that can be transmitted directly or indirectly to humans. For example, Anisakiasis is an infection which people can get if they digest the worm (larvae) found in raw or undercooked infected fish. Food-borne zoonotic diseases in animals are caused from consuming food or drinking water which is contaminated by pathogenic micro organism, such as bacteria (including Salmonella, Anisakiasis, Brucellosis, and Campylobacter), parasites and listeria. The incidence of food-borne and zoonotic diseases is increasing globally and it has raised the concern of pet owners and animal farm owners over the health profile of their animals. Brucellosis, a bacterial infection, which causes abortion or still birth in animals, is rising in the U.S. and other countries. This infection mostly affects goats and other livestock animals, such as sheep and cows.

However, some challenges have emerged in the form of regulations against the excess use of antibiotics in production animals, and legislations and protest of animal activists and institutions against animal research.

This report spans covers the present and forecast positions of animal healthcare market. It discusses about the global, regional and country-specific macroeconomic factors that are impacting this market. The report includes a chapter on competitive scenario to map the competitive position of companies. The company profiles covers company overview, products and services, financial performance and the latest strategic developments of the company.

The report covers the major regions including North America, Europe and Asia-Pacific which include major countries with animal healthcare markets. “Rest of the world” features as a separate section which covers the market in Brazil.

"Feed additives" was the largest product segment in the animal healthcare market. Vaccines and pharmaceuticals were the other two segments. Production animals had the largest share as compared to companion animals in the animal healthcare market which is increasing due to increasing meat and milk consumption globally.

The major companies operating in the animal healthcare market were Zoetis, Merck, Merial, Bayer and Novartis. The market is very competitive with the top 10 players accounting for less than 75% share. A high degree of mergers, acquisitions and joint ventures taking place have made the market highly volatile in the last few years.

However, the competition is expected to reduce in the long run due to increasing consolidation activities taking place. The changing regulatory environment and emergence of new companies may introduce competition of a new level in the global market.

Key points covered in the report

The report provides historic, present and forecasted market size, analysis, trend, share, and growth

The report segments the market on the basis of product, animal type and geography

The report covers geographic segmentation
North America
Europe
Asia Pacific
RoW
The report provides company profiles of some of the leading companies operating in the market. The report also provides Porter’s five forces analysis of the market.

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