Japan Veterinary Healthcare Market by Animal types (Farm animals, Companion animals, Poultry), by Diagnostic Technologies - Trends and Forecast, 2015-2020

Description: The Japan veterinary healthcare market, estimated at $1,456 million in 2015, is set to reach $2,970 million by 2020, with a CAGR of 15.31% over the forecast period. Increasing population of farm animals and companion animals is the prime reason for the veterinary healthcare market to grow in Japan.

Veterinary healthcare market is gaining importance as a result of manufacturers focus on production of products with specialized formulations and specialized manufacturing processes.

The importance of livestock animals is generating growth in the animal healthcare market because of more people consuming meat and dairy products. Population boom, stable economy is expected to result in increased demand for protein rich foods, especially in developing regions. Animal health companies are well positioned to address this growing emerging market demand for higher-protein diets.

Increased love for the pets leading to increased ownership, more people awareness for animal health, and far less requirements for animal health drugs approval are the major driving factors for the market. Another factor that drives the market is continuous innovations and technological advances in development of animal health drugs. However, increased competition for cultivated land and scarcity of arable land are the major restraints for the market growth.

The new type of diseases in animals and their subsequent transfer to humans via animal food product consumption and companionship are escalating the veterinary healthcare industry globally. The strategic decisions in research and development of manufacturers are expected to positively impact global veterinary healthcare market.

In this report, Japan veterinary healthcare market is discussed in detail with segmentation by animal products (vaccines, parasiticides, anti-infective, medicinal feed additives and other pharmaceuticals), animal types (companion animals, farm animals), animal diagnostic market and animal genetics market. Companion animals contribute 44.3% and farm animals 55.7% to the global animal market.

In Japan, the total pet related market, which includes pet foods, goods and medical fee, was about 1200 billion yen in 2009. Market for veterinary healthcare is growing steadily in Japan considering the fact that 47.5% of the households own a pet. With increasing popularity in keeping a pet as a companion and in using pets as an animal therapy, the number of pets is expected to increase in the future. Approximately 18.9% of Japanese households have a pet dog and 14.4% have cats. Of all the dog owners over 90% are “very” to “fairly” concerned about the health of their pets.

Speaking about Japan government’s role, Japan Animal Referral Medical Center (JARMeC) is one of the most comprehensive medical centers for animals in Japan which help in providing animal healthcare technologies and knowledge. Increased oncology, cardiology, general medicine, dermatology and radiology treatments in animals drive veterinary healthcare market to grow further. Increasing consumer awareness for animal diseases and food safety, increasing incidence of Zoonotic diseases and increasing pet ownership are the major driving factors for the Japan veterinary healthcare market. With increase in population, consumption of meat and dairy products is estimated to grow which in turn will help veterinary healthcare market to grow. Encouraged by increased consumer demand and government policies, production of livestock population in Japan grew rapidly. The Japanese government provides support to the livestock sector primarily through border measures and administered prices. However, market is constrained by increasing competition for cultivated land and scarcity of arable land.

Competitive Intelligence analysis in the form of Mergers & Acquisition activity, Collaborations, Agreements, New product launches along with the profiles of major players including the likes of Virbac, Zoetis, Merial Animal Health, Elanco, Boehringer Ingelheim, Merck Animal Health and a few others.

What the report offers
1. Market Definition for the Japan Veterinary Healthcare Market along with identification of key drivers and restraints for the market.
2. Market analysis for the Japan Veterinary Healthcare Market, with region specific assessments and competition analysis on a global and regional scale.
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a global and regional scale.
4. Extensively researched competitive landscape section with profiles of major companies along with their strategic initiatives and market shares.
5. Identification and analysis of the Macro and Micro factors that affect the Japan Veterinary Healthcare Market on both global and regional scale.
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

Please note: As this product is updated at the time of order, dispatch will be 72 hours from the date the order and full payment is received.

Contents:
1. Introduction
   1.1 Study Deliverables
   1.2 Market Definition
   1.3 Sizing Units
   1.4 Base Currency
   1.5 Review and Forecast Period Years
   1.6 General Study Assumptions
   1.7 Report Description
2. Research Methodology
   2.1 Introduction
   2.2 Research Design
   2.3 Study Timeline
   2.4 Study Phases
   2.4.1 Secondary Research
   2.4.2 Discussion Guide
   2.4.3 Market Engineering & Econometric Modelling
   2.4.4 Expert Validation
3. Executive Summary
4. Key Inferences
5. Market Overview and Industry Trends
   5.1 Current Market Scenario
   5.2 Applications
   5.3 Technology Overview
   5.4 New Developments
   5.5 Industry Value Chain Analysis
   5.6 Product Life Cycle Analysis
   5.7 Product Benchmarking
   5.8 Investment Analysis
   5.9 Porter's Five Forces
   5.9.1 Bargaining Power of Suppliers
   5.9.2 Bargaining Power of Consumers
   5.9.3 Threat to New Entrants
   5.9.4 Threat to substitute Products and Services
   5.9.5 Competitive Rivalry within the Industry
6. Drivers, Restraints, Opportunities and Challenges Analysis
   6.1 Market Drivers
   6.2 Market Restraints
   6.3 Key Challenges
7. Market Segmentation
   7.1 By Products
   7.1.1 Companion Animal health
   7.1.1.1 Vaccines
   7.1.1.2 Paracitcides
7.1.1.3 Anti-Infectives
7.1.1.4 Medicinal Feed Additives
7.1.1.5 Other Pharmaceuticals
7.1.2 Farm Animal health
7.1.2.1 Vaccines
7.1.2.2 Paraciticides
7.1.2.3 Anti-Infectives
7.1.2.4 Medicinal Feed Additives
7.1.2.5 Other Pharmaceuticals
7.2 Veterinary Diagnostics Market
7.2.1 Enzyme Linked Immuno Sorbent Assay (ELISA)
7.2.2 Rapid Immuno Migration (RIM)
7.2.3 Agar gel Immuno Diffusion (AGiD)
8. Market Segmentation by Geography – Regional Share and forecast
8.1 Japan
9. Competitive Landscape
9.1 Market Share Analysis
9.2 Mergers & Acquisitions
9.3 New Product Launches
9.4 Agreements, Collaborations & Partnerships
10. Key Vendor Analysis
10.1 Zoetis
10.2 Merck
10.3 Merial
10.4 Elanco
10.5 Bayer Healthcare
10.6 Ceva Animal Health
10.7 Virbac
10.8 Boehringer Ingelheim
11. Analyst Outlook for Investment Opportunities
12. Future Outlook of the Market

Ordering:
Order Online - [http://www.researchandmarkets.com/reports/3784685/](http://www.researchandmarkets.com/reports/3784685/)
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: Japan Veterinary Healthcare Market by Animal types (Farm animals, Companion animals, Poultry), by Diagnostic Technologies -Trends and Forecast, 2015-2020
Web Address: http://www.researchandmarkets.com/reports/3784685/
Office Code: SCBRY7D8

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 3000</td>
</tr>
<tr>
<td>1 - 5 Users:</td>
<td>USD 3250</td>
</tr>
<tr>
<td>Enterprisewide:</td>
<td>USD 7250</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:

<table>
<thead>
<tr>
<th>Account number</th>
<th>833 130 83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sort code</td>
<td>98-53-30</td>
</tr>
<tr>
<td>Swift code</td>
<td>ULSBIE2D</td>
</tr>
<tr>
<td>IBAN number</td>
<td>IE78ULSB98533083313083</td>
</tr>
<tr>
<td>Bank Address</td>
<td>Ulster Bank, 27-35 Main Street, Blackrock, Co. Dublin, Ireland.</td>
</tr>
</tbody>
</table>

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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World