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

Description: The Italy Veterinary Healthcare Market was valued at USD 2068 million in 2015 and is projected to reach USD 2897 million by 2020, at a CAGR of 7.3% during the forecast period from 2015 to 2020.

The Italy veterinary healthcare market is gaining importance as a result of manufacturers, who are focusing on the production of products with specialized formulations and specialized manufacturing processes.

The Italy veterinary healthcare market has been segmented on the basis of products into vaccines, anti-infectives, parasiticides, medicinal feed additives, and other pharmaceuticals. On the basis of animals, the market has been segmented into farm animal health market and companion animal health market. The farm animal health market segment has been further segmented into poultry health market, swine health market, fish health market, cattle health market, and sheep health market. The companion animal health market has been further segmented into dogs & cats market and horse health market.

This market has faced challenges in the past five years due to the fall in disposable incomes. The rising demand from farms has also become a major constraint for the market and has restricted this industry’s growth. However, the changing attitude of people towards pet ownership has given this market a much needed reason to grow. Meanwhile, radio and TV shows have increased consumer awareness regarding the animal health issues. Pet insurance is also one of the key factors for the growth of Italy’s veterinary healthcare market. Increased production of farm animal products (eggs, milk, beef, and other dairy products), increased pet ownership, and new product developments in animal health products are the major driving factors for this market.

The importance of livestock animals is generating growth in the animal healthcare market owing to the presence of more people who consume meat and dairy products. The boom in population and stable economy are also expected to result in the 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.

However, the 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 the research and development activities of manufacturers are also expected to positively impact the global veterinary healthcare market as well.

The major players that are included in this report are Virbac, Zoetis, Merial Animal Health, Novartis Animal Health, Boehringer Ingelheim, and Merck Animal Health among others.

Key Deliverables in the Study:

1. Market analysis for the Italy Veterinary Healthcare Market, with region specific assessments and competition analysis on global and regional scales
2. Market definition along with the identification of key drivers and restraints
3. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market
4. Extensively researched competitive landscape section with profiles of major companies along with their market shares
5. Identification and analysis of the macro and micro factors that affect the Italy veterinary healthcare market on both global and regional scales
6. A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
7. A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.

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:
- Introduction
- Study Deliverables
- Market Definition
- Sizing Units
- Base Currency
- Review and forecast period years
- General Study Assumptions

Research Methodology

- Introduction
- Analysis Methodology
- Econometric forecast models
- Research Assumptions

EXECUTIVE SUMMARY

KEY INFERENCES

MARKET OVERVIEW AND INDUSTRY TRENDS
- Current market scenario
- Technology Overview
- New developments in therapeutics
- Investment analysis
- Porter's Five Force Analysis
- Bargaining Power of suppliers
- Bargaining power of buyers
- Degree of competition
- Threat of substitution
- Threat of new entrants

DRIVERS, RESTRAINTS, OPPORTUNITIES AND CHALLENGES ANALYSIS DROC

Market Drivers
- Increasing pet ownership
- Increasing awareness for Animal Healthcare

Market Restraints
- Increased competition for cultivated land

Australia veterinary Healthcare Market Segmentation
- By Product
- Vaccines
- Anti-Infectives
- Paraciticides
- Medicinal Feed Additives
- Other Pharmaceuticals
- By Animal
- Farm Animal
- Poultry Health Market
- Swine Health Market
- Fish Health Market
- Cattle Health Market
- Sheep Health Market
- Companion Animal Health Market
- Dogs and Cats Market
Horse Health Market

Competitive Landscape

Mergers & Acquisitions
New Product Launches
Agreements, Collaborations & Partnerships

Key Vendors

Zoetis Animal Healthcare
Merck Ltd.
Merial
Elanco Animal Health
Bayer Animal Health
Ceva

Analyst outlook for Investment Opportunities
Future outlook of the market

Appendix

Abbreviations
Bibliography
Disclaimer


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:** Italy 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/3784739/
- **Office Code:** SCBRY724

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

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

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr</th>
<th>Mrs</th>
<th>Dr</th>
<th>Miss</th>
<th>Ms</th>
<th>Prof</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Last Name:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Address: *</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Job Title:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax Number:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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:

Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

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