India Veterinary healthcare market by Animal types (Farm animals, Companion animals, Poultry and others), by Products -Trends and Forecast (2015 2020)

Description: The India Veterinary Healthcare Market was valued at USD 1198.8 million in 2015 and is projected to reach USD 2440.0 million by 2020, at a CAGR of 15.27% during the forecast period from 2015 to 2020.

The India 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 India veterinary healthcare market has been segmented on the basis of products into vaccines, anti-infectives, paraciticides, 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 India’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 India 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 India 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.

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