Global Animal Health Market Forecast to 2020 - Inclining Pet Adoption and Awareness among Animal Husbandry Farmers to Foster Growth

Description:

“Global Animal Health Market Forecast to 2020 - Inclining Pet Adoption and Awareness among Animal Husbandry Farmers to Foster Growth” provides a comprehensive analysis of the animal health market. The report includes the market share contributed by the sales of livestock, companion animals and other animal health products globally for maintaining wellbeing of animals. Further, the market in the study is also differentiated by products which include parasiticides, biologicals, feed additives, and anti-infectives. The market is also segmented by five geographical regions across the globe - North America, Europe, Asia Pacific, Latin America, and Rest of the World. Detailed snapshot on key regions of the market which includes North America (US and Canada), Europe (UK, France, Spain, Germany, Denmark, Rest of Developed Countries, and Emerging Economies), Asia Pacific (India, China, Japan, and Australia), and Latin America (Brazil and Mexico) is included in the report to elucidate facts about the market in detail. The study also highlights the detailed information about major drug manufacturers in the global animal health market and their respective shares by revenue in 2015. Various marketing analysis factors such as trends and developments and Porter's five forces analysis are also added in the study for clear understanding about the factors responsible for present scenario of the market. The future analysis of overall global animal health market has also been discussed along with recommendations from analyst view.

Global Animal Health Market:

Rising awareness for pet health worldwide, increasing demand for livestock derived products and increasing disposable income of people in emerging economies are the major factors which have driven the animal health market globally. Increasing prevalence of zoonotic diseases globally, further acts as catalyst for augmenting the revenue of animal health market. Animal health market has been valued at USD ~ billion in 2010 and USD ~ billion in 2015, exhibiting a CAGR of ~% in between the years.

Animal Health Market Segmentation:

By species, livestock segment dominated the animal health market with the revenue share of ~% in 2015. Rising consumption of meat globally is the major factor which is responsible for high demand for animal health products among livestock animals. Additionally, rising government regulations towards the demand for healthy meat availability for consumption further elevates the market. Health products manufactured for cattle use dominated the livestock animal health products with the revenue share of ~% in 2015. Companion animals followed livestock animal with market share of ~% by value in 2015. Increasing trend of keeping pets especially in emerging economies coupled with the rising awareness among pet owners about the well being of animals is the major factor which has driven the market of companion animals globally.

By products, parasiticides dominated the market with the revenue share of ~% in 2015. These products are used for controlling internal and external parasites in livestock and companion animals. The major example of their use includes prevention of flea and tick infestations and internal parasites like tapeworm in companion animals. Biologicals including all antisera, viruses, toxins, serums or any products from natural or scientific origin derived from animals to improve immune system, also forms an important segment. Vaccines form an important part of veterinary biological market with segment capturing a revenue share of ~% in 2015.

By geographical regions, North America dominated the market with revenue share of ~% in 2015. Economic stability among animal owners to opt for expensive healthcare products for animals and awareness among people about available treatment options are the major factors which have driven the animal market in North America. Additionally, presence of pharmaceutical giants in country, who tends to launch innovative products in market, further elevates the total revenue generated by market.

Competitive Scenario:

Zoetis dominated the global animal health market with revenue share of ~% in 2015. Innovative products, diverse product portfolio for various species, broad product line, wide geographical presence, huge investment in research and development activities resulting in launch of innovative products, and protection
of companies' products by around 4,800 patents are the major reasons which have led to the denomination of Zoetis. Other leading players in the market include Elanco, Merial, Bayer AG, Boehringer Ingelheim, Ceva Santé Animale, Virbac, Phibro Animal Health Corporation, and Vetoquinol.

Key Topics Covered in the Report:
- The market size of Global Animal Health Market
- Market segmentation of Global Animal Health Market on the basis of Species, Products, and Geographical Analysis
- Snapshot on North America Animal Health Market
- Snapshot on Europe Animal Health Market
- Snapshot on Asia Pacific Animal Health Market
- Porter's Five Forces Analysis for Global Animal Health Market
- Trends and Developments in Global Animal Health Market
- Competitive Landscape and Detailed Company Profiles of the Major Market Players
- Future Outlook and Projections of Global Animal Health Market
- Analyst Recommendations
- Macro-Economic Factors Impacting the Global Animal Health Market

Contents:
1. Executive Summary
   Market Potential
   Market Segmentation
   North America Animal Health Market
   Europe Animal Health Market
   Asia Pacific Animal Health Market
   Latin America Animal Health Market
   Competitive Landscape
   Future Outlook and Projections

2. Research Methodology
   2.1. Market Definitions
   2.2. Abbreviations
   2.3. Market Size and Modeling
   Approach - Market Sizing
   Market Sizing - Global Animal Health Market
   Variables (Dependent and Independent)
   Multi Factor Based Sensitivity Model
   Limitations
   Final Conclusion

3. Introduction


5. Global Animal Health Market Segmentation
   5.1. By Species (Livestock, Companion Animals, and Others), 2010-2015
   5.1.1. Companion Animal Health Market by Species (Dogs and Cats, and Equine), 2015
   5.1.2. Livestock Animal Health Market by Species (Cattle, Swine, and Poultry), 2015
   5.2. By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, & Other Pharmaceutical Products), 2010 - 2015
   5.2.1. Parasiticides Market by Type (Ectoparasiticides, Endoparasiticides, and Endectocides), 2015
   5.2.2. Biologicals Market by Type (Vaccines, Antisera, and Others), 2015
   5.2.3. Feed Additives Market by Type (Non-Nutritional Additives and Nutritional Additives), 2015
   5.2.4. Anti Infectives Market by Type (Marbofloxacin, Beta Lactams, and Others), 2015
   5.3. By Geographical Regions, 2010 - 2015

   North America Market Size, by Countries
   6.2. Snapshot on United States (US) Animal Health Market
   6.2.2. US Animal Health Market Segmentation
6.2.3. US Animal Health Market Competitive Landscape

6.3. Snapshot on Canada Animal Health Market


6.3.2. Canada Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

6.3.3. Canada Animal Health Market Competitive Landscape

7. Europe Animal Health Market


Europe Market Size, by Countries

7.1.1. Europe Animal Health Market Competitive Landscape

7.2. Snapshot on Germany Animal Health Market


7.2.2. Germany Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

7.3. Snapshot on Spain Animal Health Market


7.3.2. Spain Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

7.4. Snapshot on United Kingdom (UK) Animal Health Market

7.4.1. UK Animal Health Market, 2010 - 2015

7.4.2. UK Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

7.5. Snapshot on France Animal Health Market

7.5.1. France Animal Health Market, 2010 - 2015

7.5.2. France Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

7.6. Snapshot on Denmark Animal Health Market


7.6.2. Denmark Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

7.7. Snapshot on Rest of Developed Countries Market

7.7.1. Rest of Developed Countries Animal Health Market, 2010 - 2015

7.8. Snapshot on Emerging Countries Market


8. Asia Pacific Animal Health Market


Asia Pacific Market Size, by Countries

8.2. Snapshot on China Animal Health Market


8.2.2. China Animal Health Market Segmentation

By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015

By Species (Companion Animals, Livestock and Others), 2015

8.2.3. Competitive Scenario in China Animal Health Market

Major Players

8.3. Snapshot on Japan Animal Health Market
8.3.2. Japan Animal Health Market Segmentation
By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015
By Species (Companion Animals, Livestock and Others), 2015
8.4. Snapshot on India Animal Health Market
8.4.1. India Animal Health Market, 2010 - 2015
8.4.2. India Animal Health Market Segmentation
By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015
By Species (Companion Animals, Livestock and Others), 2015
8.5. Snapshot on Australia Animal Health Market
8.5.1. Australia Animal Health Market, 2010 -2015
8.5.2. Australia Animal Health Market Segmentation
By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015
By Species (Companion Animals, Livestock and Others), 2015
8.5.3. Competitive Scenario in Australia Animal Health Market, 2015
9. Latin America Animal Health Market
Latin America Market Size, by Countries
9.1. Snapshot on Brazil Animal Health Market
9.1.2. Brazil Animal Health Market Segmentation
By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015
By Species (Companion Animals, Livestock and Others), 2015
9.2. Snapshot on Mexico Animal Health Market
9.2.2. Mexico Animal Health Market Segmentation
By Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products), 2015
By Species (Companion Animals, Livestock and Others), 2015
9.2.3. Mexico Animal Health Market Competitive Landscape
10.1. Market Shares of Key Players in Global Animal Health Market
10.2. Company Profiles for Key Manufacturers in Global Animal Health Market
10.2.1. Zoetis
10.2.2. MSD Animal Health
10.2.3. Merial
10.2.4. Elanco
10.2.5. Bayer AG
10.2.6. Boehringer Ingelheim
10.2.7. Ceva Sante Animale
10.2.8. Virbac
10.2.9. The Vetoquinol Group (Vetoquinol)
12. Trends and Developments in Global Animal Health Market
12.1. Emerging Zoonotic Diseases across the Globe
12.2. Acquisitions, Mergers and Alliances
12.3. Rising Adoption of Pets Globally
12.4. Escalating Awareness Programs about Animal Rare Diseases
How OIE Works?
OIE Regional Commissions
OIE Specialist Commission
WAHID Interface
14.1. Future Outlook and Projections, 2016 - 2020

15. Analyst Recommendations

16. Macroeconomic Indicators
16.1. Meat Consumption per Adult
16.2. Demand for Animal Derived Proteins
16.3. Livestock Population
16.4. Pet Population

List of Figures:
Figure 4 1: Global Animal Health Market in USD Billion, 2010 - 2015
Figure 5 1: Global Animal Health Market Segmentation by Species (Livestock, Companion Animals, and Others) on the Basis of Revenue in Percentage, 2010 - 2015
Figure 5 2: Global Meat Consumption by Types of Meat (Pork, Poultry, Beef, and Sheep and Goat) in terms of Percentage, 2015
Figure 5 3: Global Animal Health Market Segmentation by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) on the Basis of Revenue in Percentage, 2010 - 2015
Figure 5 4: Global Animal Health Market Segmentation by Geographical Regions (North America, Europe, Asia Pacific, Latin America and Rest of the World) on the Basis of Revenue in Percentage, 2010 - 2015
Figure 6 1: North America Animal Health Market on the basis of Revenue in USD Billion, 2010 - 2015
Figure 6 2: North America Animal Health Market Segmentation by Countries (US and Canada) on the Basis of Revenue in Percentage, 2010 - 2015
Figure 6 3: US Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 6 4: US Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 6 5: US Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 6 6: US Livestock Health Market by Animals (Cattle, Poultry, and Swine) on the basis of Revenue in Percentage, 2015
Figure 6 7: US Companion Animals Health Market by Animals (Dogs and Cats, and Equine) on the basis of Revenue in Percentage, 2015
Figure 6 8: Market Share of Major Players (Zoetis, Merial, Elanco, Boehringer Ingelheim, Ceva Sante Animale, Virbac, Vetoquinol, Merck Inc. Bayer and Others) in US Animal Health Market on the basis of Revenue in Percentage, 2015
Figure 6 9: Canada Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 6 10: Canada Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 6 11: Canada Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 6 12: Canada Animal Health Market by Companies (MSD Animal Health, Zoetis, and Others) on the basis of Revenue in Percentage, 2015
Figure 7 1: Europe Animal Health Market on the basis of Revenue in USD Billion, 2010 - 2015
Figure 7 2: Europe Animal Health Market Segmentation by Countries (France, UK, Germany, Spain, Denmark, Rest of Developed Countries, and Emerging Countries) the Basis of Revenue in Percentage, 2010 - 2015
Figure 7 3: Europe Animal Health Market by Companies (Zoetis, Merial, Elanco, Boehringer Ingelheim, Ceva Sante Animale, Virbac, Vetoquinol, Merck Inc. Bayer and Others) on the basis of Revenue in Percentage, 2015
Figure 7 4: Germany Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7 5: Germany Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 7 6: Germany Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 7 7: Spain Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7 8: Spain Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 7 9: Spain Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 7 10: UK Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7 11: UK Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 7.12: UK Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 7.13: France Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7.14: France Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 7.15: France Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 7.16: Denmark Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7.17: Denmark Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 7.18: Denmark Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 7.19: Rest of Developed Countries Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 7.20: Emerging Countries Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 8.1: Asia Pacific Animal Health Market on the basis of Revenue in USD Billion, 2010 - 2015
Figure 8.2: Asia Pacific Animal Health Market Segmentation by Countries (India, China, Japan, Australia, and Rest of Asia Pacific) the Basis of Revenue in Percentage, 2010 - 2015
Figure 8.3: China Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 8.4: China Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.5: China’s Meat Consumption Behavior in Percentage of Total Meat Consumed, 2015
Figure 8.6: China Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.7: China Livestock Health Market by Animals (Cattle, Poultry, and Swine) on the basis of Revenue in Percentage, 2015
Figure 8.8: China Animal Health Market by Companies (Zoetis, Boehringer Ingelheim, Merial, MSD Animal Health, Elanco, Bayer, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.9: Japan Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 8.10: Japan Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.11: Japan Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.12: India Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 8.13: India Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.14: India Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.15: India Livestock Health Market by Animals (Cattle, Poultry, and Swine) on the basis of Revenue in Percentage, 2015
Figure 8.16: India Other Livestock Market by Animals (Sheep and Goat, Aqua, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.17: India Animal Health Market by Companies (Virbac Animal Health India Private Limited, Zydus Cadila, MSD, Merial, Venkys, Zoetis India Ltd., Provimi Animal Nutrition India Pvt. Ltd., Intas Pharmaceuticals Ltd., and Others) on the basis of Revenue in Percentage, 2015
Figure 8.18: Australia Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 8.19: Australia Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Others) on the basis of Revenue in Percentage, 2015
Figure 8.20: Australia Animal Health Market by Species (Livestock, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 9.1: Latin America Animal Health Market on the basis of Revenue in USD Billion, 2010 - 2015
Figure 9.2: Latin America Animal Health Market Segmentation by Countries (Brazil, Mexico and Rest of Latin America) on the Basis of Revenue in Percentage, 2010 - 2015
Figure 9.3: Brazil Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 9.4: Brazil Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 9.5: Brazil Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 9.6: Brazil Animal Health Market by Companies (Zoetis, MSD Animal Health, Elanco, Ourofino, and Others) on the basis of Revenue in Percentage, 2015
Figure 9.7: Mexico Animal Health Market on the basis of Revenue in USD Million, 2010 - 2015
Figure 9.8: Mexico Animal Health Market by Products (Feed Additives, Biologicals, Anti-infectives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in Percentage, 2015
Figure 9: Mexico Animal Health Market by Species (Livestock Animals, Companion Animals, and Others) on the basis of Revenue in Percentage, 2015
Figure 10: Market Share of Major Players (Zoetis, MSD Animal Health, Elanco, Ourofino, and Others) in Mexico Animal Health Market on the basis of Revenue in Percentage, 2015
Figure 11: Market Share of Major Players in Global Animal Health Market on the basis of Revenue in Percentage, 2015
Figure 12: Financial Performance of Zoetis on the basis of Revenue in USD Million, 2013 - 2015
Figure 13: Financial Performance of Zoetis by Operating Segment (US and International) on the basis of Revenue in USD Million, 2013 - 2015
Figure 14: Financial Performance of Zoetis by Source of Revenue (Livestock Products, Companion Animal Products, and Contract Manufacturing) on the basis of Revenue in USD Million, 2013 - 2015
Figure 15: Financial Performance of MSD Animal Health on the basis of Revenue in USD Million, 2013 - 2015
Figure 16: Financial Performance of Merial on the basis of Revenue in USD Million, 2013 - 2015
Figure 17: Financial Performance of Merial by Source of Revenue (Companion Animal Products, and Production Animal Products) on the basis of Revenue in USD Million, 2013 - 2015
Figure 18: Financial Performance of Merial by Type of Product (Vaccines, Fipronil-based Products, Avermectin-based Products, and Other Products) on the basis of Revenue in USD Million, 2013 - 2015
Figure 19: Financial Performance of Merial by Geographical Regions (US, Western Europe, Emerging Countries, and Rest of the World) on the basis of Revenue in Percentage, 2015
Figure 20: Financial Performance of Merial by Geographical Regions and Business Segments (US, Western Europe, Emerging Countries, and Rest of the World) on the basis of Revenue in Percentage, 2015
Figure 21: Financial Performance of Elanco on the basis of Revenue in USD Million, 2013 - 2015
Figure 22: Financial Performance of Elanco by Geographical Regions (US and Outside US) on the basis of Revenue in Percentage, 2015
Figure 23: Financial Performance of Bayer AG's Animal Health Division on the basis of Revenue in USD Million, 2013 - 2015
Figure 24: Financial Performance of Boehringer Ingelheim's Animal Health Division on the basis of Revenue in USD Million, 2013 - 2015
Figure 25: Financial Performance of Boehringer Ingelheim's Animal Health Division by Geographical Regions (Americas, Europe, and Asia, Africa and Australia (AAA)) on the basis of Revenue in Percentage, 2015
Figure 26: Financial Performance of Ceva Sante Animale on the basis of Revenue in USD Million, 2013 - 2015
Figure 27: Financial Performance of Ceva Sante Animale by Geographical Regions (Europe, Asia, Latin America, North America - Pacific, and Africa, Middle East, Eastern Europe and Turkey) on the basis of Revenue in Percentage, 2015
Figure 28: Financial Performance of Virbac Group on the basis of Revenue in USD Million, 2013 - 2015
Figure 29: Financial Performance of Virbac by Geographical Regions (Europe, Asia, Latin America, North America, Pacific, and Africa and Middle East) on the basis of Revenue in Percentage, 2015
Figure 30: Financial Performance of Virbac by Animals (Companion Animals and Food Producing Animals) on the basis of Revenue in Percentage, 2015
Figure 31: Financial Performance of Vetoquinol on the basis of Revenue in USD Million, 2013 - 2015
Figure 32: Financial Performance of Vetoquinol by Geographical Regions (Europe, Americas, and Asia Pacific) on the basis of Revenue in Percentage, 2015
Figure 33: Financial Performance of Vetoquinol by Animals (Pets and Livestock) on the basis of Revenue in Percentage, 2015
Figure 34: Porters Five Forces Analysis for Global Animal Health Market
Figure 35: Global Animal Health Market Outlook and Future Projections on the Basis of Revenue in terms of USD Billion, 2016 - 2020
Figure 36: Global Animal Health Market Outlook and Future Projections by Products (Parasiticides, Biologicals, Anti Infectives, Feed Additives, and Other Pharmaceutical Products) on the Basis of Revenue in terms of Percentage, 2016 - 2020
Figure 37: Global Animal Health Market Outlook and Future Projections by Species (Livestock, Companion Animals, and Others) on the Basis of Revenue in terms of Percentage, 2016 - 2020
Figure 38: Global Animal Health Market Outlook and Future Projections by Geographical Regions (North America, Europe, Asia Pacific, Latin America, and Rest of the World) on the Basis of Revenue in terms of Percentage, 2016 - 2020
Figure 39: North America Animal Health Market Outlook and Future Projections by Countries (US and Canada) on the Basis of Revenue in terms of Percentage, 2016 - 2020
Figure 40: Europe Animal Health Market and Future Projections by Countries (France, UK, Germany, Spain, Denmark, Rest of Developed Counties, and Emerging Countries) on the Basis of Revenue in terms of Percentage, 2016 - 2020
Figure 41: Asia Pacific Animal Health Market and Future Projections by Countries (India, China, Japan,
Australia, and Rest of Asia Pacific) on the Basis of Revenue in terms of Percentage, 2016 - 2020

Figure 14: Latin America Animal Health Market and Future Projections by Countries (Brazil, Mexico, and Rest of Latin America) on the Basis of Revenue in terms of Percentage, 2016 - 2020

Figure 16: Global Average Meat Consumption per Adult in Kg, 2010 - 2020

Figure 2: Global Milk Consumption in Billion Liters, 2010 - 2020

Figure 3: Global per Capita Egg Consumption in Kg, 2010 - 2020

Figure 4: Global Cattle Population in Millions, 2010 - 2020

Figure 5: Global Chicken Population in Millions, 2010 - 2020

Figure 6: Global Pigs Population in Millions, 2010 - 2020

Figure 7: Global Pig Population in Millions, 2010 - 2020

Figure 8: Global Dog Population (Excluding Strays) in Millions, 2010 - 2020

Figure 9: Global Cat Population (Excluding Strays) in Millions, 2010 - 2020

List of Tables:
Table 2: Correlation Matrix for Global Animal Health Market
Table 3: Regression Coefficients Output
Table 5: Macroeconomic Factors Affecting the Animal Health Market by Major Countries (US, Canada, UK, Germany, France, Spain, Denmark, India, China, Japan, Australia, Brazil, and Mexico), 2015
Table 5: Global Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2010 - 2015
Table 5: Global Animal Health Market Segmentation by Species (Livestock, Companion Animals, and Others) on the basis of Revenue in USD Billion, 2010 - 2015
Table 5: Global Companion Animal Health Market by Species (Dogs and Cats and Equine) and Rationale for Revenue, 2015
Table 5: Global Companion Animal Health Market Segmentation by Species (Cats and Dogs, and Equine) on the basis of Revenue, 2015
Table 5: Global Livestock Animal Health Market by Species (Cattle, Swine, and Poultry) and Rationale for Revenue, 2015
Table 5: Global Livestock Animal Health Market Segmentation by Species (Cattle, Swine, and Poultry) on the basis of Revenue, 2015
Table 5: Global Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2010 - 2015
Table 5: Global Animal Health Market Segmentation by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) on the basis of Revenue in USD Billion, 2010 - 2015
Table 5: Global Parasiticides Market by Type of Parasiticides (Ectoparasiticides, Endoparasiticides, and Endectocides) and Rationale for Revenue, 2015
Table 5: Global Parasiticides Market Segmentation by Type of Parasiticides (Ectoparasiticides, Endoparasiticides, and Endectocides) on the basis of Revenue, 2015
Table 5: Global Biologicals Market by Type of Biologicals (Vaccines, Antisera, and Others) and Rationale for Revenue, 2015
Table 5: Global Biologicals Market by Type of Biologicals (Vaccines, Antisera, and Others) on the basis of Revenue, 2015
Table 5: Global Feed Additives Market by Type of Additives (Nutritional Additives and Non-nutritional Additives) and Rationale for Revenue, 2015
Table 5: Global Feed Additives Market by Type of Additives (Nutritional Additives and Non-nutritional Additives) on the basis of Revenue, 2015
Table 5: Global Anti-Infectives Market by Type of Anti Infectives (Marbofloxacin, Beta Lactams, and Others) and Rationale for Revenue, 2015
Table 5: Global Anti-Infectives Market by Type (Marbofloxacin, Beta Lactams, and Others) on the basis of Revenue, 2015
Table 5: Global Animal Health Market by Geographical Regions (North America, Europe, Asia Pacific, Latin America and Rest of the World) and Rationale for Revenue, 2010 - 2015
Table 5: Global Animal Health Market Segmentation by Geographical Regions (North America, Europe, Asia Pacific, Latin America and Rest of the World) on the basis of Revenue in USD Billion, 2010 - 2015
Table 6: North America Animal Health Market Segmentation by Countries (US and Canada) on the basis of Revenue in USD Million, 2010 - 2015
Table 6: US Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 6: US Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 6: Rationale for Market Share of Major Players (Zoetis, Merial, Elanco, Boehringer Ingelheim, Ceva Sante Animale, Virbac, Vetoquinol, Merck Inc. Bayer and Others) in the US Animal Health Market by
Revenues, FY'2016

Table 6 5: Canada Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 6 6: Canada Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 6 7: Rationale for Revenue for Major Players (MSD Animal Health, Zoetis, and Others) in Canada Animal Health Market, 2015
Table 7 1: Europe Animal Health Market Segmentation by Countries (France, UK, Germany, Spain, Denmark, Rest of Developed Countries, and Emerging Countries) on the basis of Revenue in USD Billion, 2010 - 2015
Table 7 2: Rationale for Market Share for Major Players (Zoetis, Merial, Elanco, Boehringer Ingelheim, Ceva Sante Animale, Virbac, Vetoquinol, Merck Inc. Bayer and Others) in Europe Animal Health Market by Revenues, FY'2016
Table 7 3: Germany Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 7 4: Germany Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 7 5: Spain Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 7 6: Spain Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 7 7: UK Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 7 8: UK Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 7 9: France Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 7 10: France Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 7 11: Denmark Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 7 12: Denmark Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 8 1: Asia Pacific Animal Health Market Segmentation by Countries (India, China, Japan, Australia, and Rest of Asia Pacific) on the basis of Revenue in USD Million, 2010 - 2015
Table 8 2: China Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 8 3: China Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 8 4: Japan Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 8 5: Japan Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 8 6: India Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 8 7: India Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 8 8: Rationale for Market Share of Major Players (Virbac Animal Health India Private Limited, Zydus Cadila, MSD, Merial, Venkys, Zoetis India Ltd., Provimi Animal Nutrition India Pvt. Ltd., Intas Pharmaceuticals Ltd., and Others) in India Animal Health Market, 2015
Table 8 9: Australia Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 8 10: Australia Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 9 1: Latin America Animal Health Market Segmentation by Countries (Brazil, Mexico, and Rest of Latin America) on the basis of Revenue in USD Million, 2010 - 2015
Table 9 2: Brazil Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Table 9 3: Brazil Animal Health Market by Species (Companion Animals, Livestock and Others) and Rationale for Revenue, 2015
Table 9 4: Brazil Animal Health Market by Companies (Zoetis, MSD Animal Health, Elanco, Ourofino and Others) and Rationale for Revenue, 2015
Table 9 5: Mexico Animal Health Market by Products (Anti Infectives, Biologicals, Feed Additives, Parasiticides, and Other Pharmaceutical Products) and Rationale for Revenue, 2015
Australia, and Rest of Asia Pacific) on the Basis of Revenue in terms of USD Million, 2016 - 2020
Table 14 11: Future Drivers for Latin America Animal Health Market by Countries (Brazil, Mexico, and Rest of Latin America) and Rationale for Revenue
Table 14 12: Latin America Animal Health Market and Future Projections by Countries (Brazil, Mexico, and Rest of Latin America) on the Basis of Revenue in terms of USD Million, 2016 - 2020
Table 15 1: Recommendations for Global Animal Health Market
Table 16 1: Rationale for Global Average Meat Consumption per Adult, 2010 - 2020
Table 16 2: Rationale for Demand for Animal Derived Proteins, 2010 - 2020
Table 16 3: Rationale for Livestock Population, 2010 - 2020
Table 16 4: Rationale for Pet Population, 2010 - 2020

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