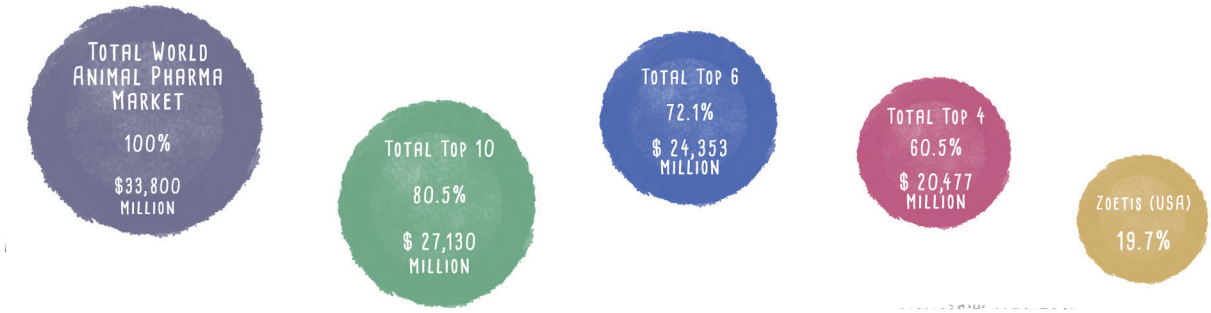
Animal pharma

– IN A NUTSHELL –

Animal Pharma is also known as the animal health industry. The industry sells commercial products for livestock productivity/health and companion animal (pet) health, including medicines and vaccines, diagnostics, medical devices, nutritional supplements, veterinary and other related services. This sector does not include livestock feed and pet food products (although in some cases it may include medicated feed additives).



Rank	% Market Share	Company (Headquarters)	Sales, $US Millions
1	19.7 %	Zoetis (USA)	$ 6,675
2	13.9 %	Merck & Co. (USA)	$ 4,703
3	13.9 %	Boehringer Ingelheim Animal Health (Germany)	$ 4,699
4	13.0 %	Elanco (USA) + Bayer Animal Health (UK)	$ 4,400 pro forma
5	7.6 %	IDEXX Laboratories (USA)	$ 2,532
6	4.0 %	Ceva Santé Animale (France)	$ 1,344 [2019]
7	3.2 %	Virbac (France)	$ 1,065
8	2.0 %	Dechra Pharmaceuticals PLC (UK)	$ 661
9	1.6 %	Phibro Animal Health Corporation (USA)	$ 527
10	1.6 %	Kyoritsu Seiyaku Corporation (Japan)	$ 524

Leading Companies by Animal Pharmaceutical Sales, 2020

etc GROUP

Highlights from the full report:

Globally, the animal pharma industry derives an estimated 59% of its market from the food animal sector and 41% from companion animal products/services. The "humanisation of pets" is driving the largest share of growth in the animal pharma industry.

The global market for the animal pharma industry was almost US$34 billion in 2020, but US pet owners alone spent nearly three times that amount – a record US$104 billion – on pet-related expenses in 2020. In China, pet ownership increased by 300% from 2013 to 2019, and the pet economy shot up 400% during the same period. That's why the animal pharmaceutical industry is rapidly diversifying beyond its traditional boundaries of drugs and medical vet services.

Chew on this

Mars, Inc., the world's sixth largest Food & Beverage processor, now makes more revenue from pet food and veterinary clinics/hospitals than it does from its chocolate candy bars and human food products.

Big data and digital services are the targets of recent mergers and acquisitions. A suite of proprietary, high-tech, digital tools that analyse and diagnose animal health, as well as technologies to remotely monitor, identify and track industrial livestock, are rapidly consolidating in the claws of Animal Pharma giants.

Research by ETC Group, September 2022 - Full report with citations is available here: https://www.etcgroup.org/content/food-barons-2022