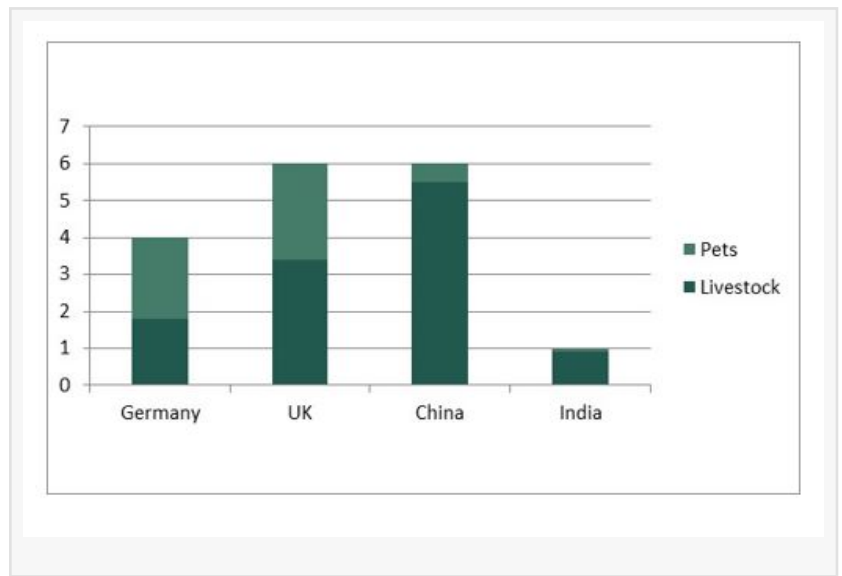


Germany Is Sole Major Economy Where Veterinary Market Statistics Show Spend on Pets Outweighs Livestock, New Research

LONDON, GREATER LONDON, UK, October 4, 2018 /EINPresswire.com/ -- Over 54% of the German veterinary industry sales consists of petcare, against under 46% on caring for livestock. That compares with the UK's veterinary services market, which is of similar size, where nearly the pet vet market is only 43% of the total and 57% goes on livestock. Like in the UK, the veterinary industry analysis for other countries, including France, Italy, Spain, the USA, China, India, Japan, Australia, Brazil and Russia, shows a split in favor of the livestock spend. The difference also shows up in the veterinary services market revenue per animal. In Germany in 2018 that is \$19.4, while in the UK it is a significantly higher \$24.6, in part because livestock treatment usually requires a farm visit, while pet animals are taken to the surgery.



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The main veterinary services market drivers are the growth in the pet population, increasing penetration of pet insurance, pet humanization within the growing global urban population and increased awareness of animal welfare needs due to social media. These drivers are helping the global veterinary services market maintain growth at 6.2% a year. However, the veterinary services market restraints, high costs for equipment, licenses and shortages of trained personnel, are holding growth back below the 7.2% it was achieving until recently. These high costs, which in turn affect prices, make veterinary services less affordable. In developed countries like the USA, one key indicator – the number of visits to veterinary clinics by pet and livestock owners – has fallen recently. This probably results from a combination of decreasing affordability and the availability of information online. According to the American Pet Products Association, 43% of dog owners and 41% of cat owners rely on online information.

[Veterinary Services Global Market Opportunities And Strategies To 2021](#) covers the pet vet market, the vet market, the veterinarian outlook, the veterinary industry, the top veterinary pharmaceutical companies, veterinary industry analysis, and veterinary industry overview. It is one of a series of new market and industry reports from [The Business Research Company](#) that identify opportunities and explain strategies in a range of industries, provide a market overview, analysis and forecasts of market size and industry statistics, market growth rates, market trends, market drivers, market restraints, market revenues, market shares and company profiles of the leading competitors in over 300 industry reports, covering over 2400 market segments and 56

geographies. The industry reports draw on 150,000 datasets. Extensive secondary research is augmented with exclusive insights and quotations from industry leaders obtained through interviews. Market analysis and forecasts are provided by a highly experienced and expert team of analysts and modelers.

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Where To Learn More

Read the Veterinary Services Global Market Opportunities And Strategies To 2021 report from The Business Research Company for information on the following:

Markets Covered: Veterinary services, healthcare.

Veterinary Service Companies Covered: VCA Inc., Banfield Pet Hospital, Greencross Ltd., CVS Group Plc, The Bargh Memorial Animal Hospital ASPCA, The Animal Medical Center.CA Inc.

Regions: North America, Asia Pacific, Western Europe, South America, Eastern Europe, Middle East, Africa.

Countries: USA, China, UK, Japan, France, Germany, Australia, India, Spain, Russia, Italy, Brazil

Time Series: Five years historic (2013-17) and veterinary market forecast (2017-21).

Data Segmentations: Veterinary services market historic and forecast size and growth rates for the world, 7 regions and 12 countries, animal hospitals and clinics, laboratory services and pet food and product segments historic and forecast size and growth rates for the world, 7 regions and 12 countries, animal hospital and clinic routine examinations, surgical procedures and non-surgical procedures for 12 countries, livestock and pets segments size 2017 for 12 countries, global competitor sales and market shares.

Healthcare market historic and forecast size and growth rates for the world, 7 regions and 12 countries, healthcare market size, percentage of gdp, global, healthcare per capita expenditure, by country, healthcare services market historic and forecast size and growth rates, and split by segments 2017, global.

Other Data: Veterinary services expenditure as % of GDP, per capita veterinary services expenditure, pet population split by type, by country, 2017, livestock and poultry population by country, 2017, global veterinary services and healthcare market growth rate comparison.

Other Information: Drivers and restraints of the global veterinary services market 2013-17 and 2017-21, Porter's Five Forces Model, PESTEL analysis and customer information for the global veterinary services market, company profiles including products, strategy and financial performance for 6 veterinary service companies, veterinary services market trends and strategies.

Suggested Strategies For Providers In The Veterinary Services Market Include: Using molecular biology advances to provide new diagnostic tools, using big data to identify areas of pet disease concentration and launching premium veterinary care services.

Key Opportunities In The Veterinary Services Market Include: Pinpointing the largest global segments and subsegments, and country segments and subsegments in 2018 and 2022; pinpointing the fastest-growing global segments and subsegments, and country segments and subsegments 2014-18 and 2018-2022.

Number of Pages: 321

Number of Figures: 137

Number of Tables: 134

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes. Sources include primary as well as extensive secondary research.

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The Business Research Company is a Business Intelligence Company which excels in company, market and consumer research. It has offices in the UK, the US and India and a network of trained researchers in 15 countries globally.

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