

# Veterinary Services Market Set to Reach USD 244.4 Billion by 2032, Driven by Rising Demand and Government Initiatives

*Veterinary services market is projected to grow USD 244.4 billion by 2032 with a 8.4% of CAGR, driven by zoonotic diseases & emergency care needs*

NEWARK, DE, UNITED STATES, January 21, 2025 /EINPresswire.com/ -- The [veterinary services market](#) has experienced significant growth over the past decade, reaching a value of USD 102.3 billion in 2021. From 2022 to 2032, the market is projected to expand at a compound annual growth rate (CAGR) of 8.4%, significantly outpacing historical growth rates. This surge in demand for veterinary services can be attributed to several factors, including rising awareness regarding zoonotic diseases, increasing incidences of food-borne infections, and growing government programs focused on biosecurity and animal safety. By 2032, the veterinary services market is expected to reach approximately USD 244.4 billion, nearly doubling from its 2022 value.



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## Key Growth Drivers

**Increase in Zoonotic and Food-Borne Infections:** The rising incidence of these infections has heightened the demand for veterinary services to manage animal health effectively.

**Emergency Medical Treatment Demand:** There is a growing need for safe and effective emergency medical treatments for animals, which is propelling market expansion.

Government Initiatives: Increased government programs aimed at improving food and nutrition security, biosecurity, and animal safety are expected to accelerate the development of veterinary care. Impact of COVID-19 on the Cattle Industry: The pandemic caused disruptions in the cattle business, leading to temporary closures of processing facilities and affecting supply chains. This has highlighted the need for robust veterinary services. Adoption of Telemedicine: The pandemic also prompted pet owners and veterinarians to adopt telemedicine solutions, expanding access to veterinary care.



Global Veterinary Services Market

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How are technological advancements influencing the veterinary services industry?

Technological advancements are significantly influencing the veterinary services industry, enhancing both the quality of care and operational efficiency. Here are some key areas where technology is making an impact:

### Key Technological Influences

#### Telemedicine:

Telemedicine has emerged as a game-changer, especially highlighted during the COVID-19 pandemic. It allows veterinarians to provide care remotely, facilitating consultations and follow-ups through video calls and messaging apps. This increases access to veterinary services for pet owners in remote or underserved areas, ensuring that animals receive timely care without the need for physical visits.

#### Wearable Technology:

The pet wearable market is rapidly expanding, with devices that monitor health metrics such as heart rate and activity levels. These wearables provide veterinarians with real-time data, enabling

early detection of health issues and fostering better communication between pet owners and vets.

#### Artificial Intelligence (AI):

AI is revolutionizing diagnostics in veterinary medicine. AI-powered tools analyze vast amounts of data to identify patterns and detect anomalies in medical imaging, such as X-rays and MRIs. This leads to earlier diagnoses of conditions like hip dysplasia, improving treatment outcomes.

#### Robotics and Automation:

Robotics is beginning to play a role in veterinary procedures, particularly in surgery and rehabilitation. Surgical robots can enhance precision during operations, while automated systems streamline routine tasks, allowing veterinarians to focus more on patient care.

#### Internet of Things (IoT):

IoT applications provide proactive health alerts by continuously monitoring animals' health metrics remotely. This technology allows for real-time insights into animal well-being, improving preventive care strategies.

#### 3D Printing:

3D printing technology is being utilized to create customized prosthetics and surgical models. This innovation enhances the quality of life for pets by providing tailored solutions that meet specific needs.

#### Enhanced Software Solutions:

Advanced software systems are improving practice management, enabling better record-keeping, client communication, and workflow optimization within veterinary clinics. These systems help streamline operations, making it easier for veterinarians to manage their practices effectively.

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#### Component Insights:

The veterinary services market is composed of various segments, including diagnostics, treatment, surgery, and post-care services. Diagnostics play a crucial role in ensuring timely intervention and proper management of animal diseases. Treatment and surgical services are

expected to see significant growth due to an increase in complex cases and the demand for specialized care. Post-care services, including rehabilitation and recovery treatments, are also becoming increasingly popular, with pet owners focusing on holistic and long-term health solutions for their animals.

#### Challenges Facing the Market:

Despite the promising growth forecast, the veterinary services market faces certain challenges. The COVID-19 pandemic disrupted the global cattle industry, resulting in temporary closures of packaging and processing plants, as well as delivery delays. Additionally, the pandemic led to limited animal sample testing in veterinary laboratories, which impacted the growth of certain market segments. The lack of skilled veterinary professionals in certain regions, particularly in rural and underserved areas, remains another hurdle. Moreover, the high cost of veterinary treatments, especially for specialized services, can be a barrier to accessing care for some pet owners and livestock farmers.

#### Regional Insights:

The veterinary services market is witnessing varying growth patterns across regions. North America holds a significant share of the market, driven by high pet ownership rates, well-established healthcare infrastructure, and advanced veterinary technologies. Europe is also witnessing steady growth due to strong governmental support for animal health and biosecurity programs. The Asia-Pacific region is expected to experience the highest growth rate, driven by increasing urbanization, rising disposable incomes, and a growing focus on animal health and safety. Latin America and the Middle East and Africa are also emerging as important markets, with increasing awareness of veterinary care and growing investments in the agricultural and livestock industries.

#### Key Companies Profiled

Mars Inc.; Greencross Ltd.; National Veterinary Care Ltd.; Pets at Home Group PLC; CVS Group PLC; Ethos Veterinary Health; Addison Biological Laboratory; Armor Animal Health; PetIQ, LLC

#### Market Segments Covered In Veterinary Services Industry Analysis

##### By Animal Type:

Production Animal

Cattle

Poultry

Swine

Other Production Animals

Companion Animal

Dogs

Cats  
Horses  
Other Companion Animals

By Region:

North America  
Europe  
Asia Pacific  
Middle East and Africa  
Latin America

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The global [sales of veterinary point of care diagnostics](#) are estimated to be worth USD 1,987.5 million in 2024 and anticipated to reach a value of USD 5,202.2 million by 2034.

The global sales of [veterinary dietary supplements market size](#) are estimated to be worth USD 2,110.4 million in 2024 and anticipated to reach a value of USD 4,190.4 million by 2034.

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