

# Equine Healthcare Market Set to Grow at 4.8% CAGR, Reaching USD 1.3 Bn by 2035 | Transparency Market Research

*Global equine healthcare market expands with rising horse ownership, equestrian sports, and demand for preventive care, therapeutics, and diagnostics.*

WILMINGTON, DE, UNITED STATES, August 22, 2025 /EINPresswire.com/ -- The global [equine healthcare market](#) is poised for steady growth over the next decade. Valued at USD 0.8 billion in 2024, the market is projected to expand at a compound annual growth rate (CAGR) of 4.8%, reaching more than USD 1.3 billion by 2035.

Increasing horse populations, rising participation in equestrian sports, and growing awareness regarding preventive care are key factors driving market expansion. Advanced therapeutics, diagnostics, and regenerative medicine are further supporting growth, providing enhanced treatment outcomes and disease management for equines.

## Market Overview

The equine healthcare market is witnessing steady growth, driven by a surge in horse ownership for sport, leisure, and agricultural purposes. With rising awareness of horse welfare and preventive care, owners and veterinarians are increasingly focusing on routine check-ups, vaccinations, and deworming programs. The growing popularity of equestrian sports—including racing, dressage, showjumping, endurance, and rodeo—has created a demand for high-quality veterinary care to ensure optimal horse performance.

Therapeutics, particularly corticosteroids for joint injections, and bisphosphonates like tiludronate disodium (Tildren) and clodronate (Osphos), are extensively utilized to manage conditions such as navicular syndrome. Research suggests a need for further studies on bisphosphonate use in horses under the age of four, indicating a potential avenue for innovation



and specialized therapeutic development.

Diagnostic solutions, including blood tests, imaging modalities (X-ray, ultrasound, MRI, CT scans), and genetic testing, are playing a pivotal role in early disease detection, improving treatment outcomes, and reducing long-term costs. Early intervention in equine diseases allows veterinarians to administer targeted therapy, minimizing complications and maximizing the health, longevity, and productivity of horses.

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## Key Drivers of Market Growth

### 1. Rising Incidence of Equine Diseases

The global equine population faces a growing burden of infectious and non-infectious diseases. Conditions such as equine influenza, equine herpes virus (EHV), West Nile virus, Potomac Horse Fever, tetanus, and osteoarthritis are increasingly prevalent. The rising incidence of these diseases is fueling demand for vaccines, therapeutics, and diagnostics.

Preventive healthcare measures, including routine vaccinations, deworming programs, and regular health check-ups, have become standard practice among horse owners. Effective parasiticides are in high demand due to the increasing prevalence of internal and external parasites. Similarly, advanced vaccines and therapeutic agents targeting viral and bacterial infections are gaining traction, reflecting heightened awareness among owners and veterinarians regarding equine disease prevention.

### 2. Technological Advancements in Veterinary R&D

Research and development in the veterinary field is driving innovation in equine therapeutics and diagnostics. Novel chemical species-specific drugs, slow-release medications, and advanced anthelmintics are reducing toxicity and enhancing long-term efficacy.

In diagnostics, high-tech imaging modalities—such as digital radiography, endoscopy, and advanced ultrasonography—allow veterinarians to detect musculoskeletal, respiratory, and reproductive diseases at early stages. Regenerative therapies, including stem cell treatments, platelet-rich plasma (PRP), and prolotherapy, are revolutionizing care for tendon, ligament, and joint injuries, particularly in performance horses.

Additionally, genetic diagnostics, biomarker identification, and individualized health planning are enabling proactive disease management and optimized breeding programs. These innovations contribute to improved treatment precision, reduced complications, and enhanced horse

welfare.

### 3. Increasing Demand for Therapeutics

The therapeutics segment dominates the equine healthcare market due to its pivotal role in treating respiratory infections, gastrointestinal disorders, lameness, osteoarthritis, and parasitic diseases. Anti-infectives, anti-inflammatory drugs, and analgesics are routinely administered, particularly to racehorses and showjumpers, to accelerate recovery and maintain peak performance.

The rising adoption of regenerative medicine and targeted therapies has expanded the therapeutic portfolio, providing more effective and specialized treatment options. Long-acting injectables and stem cell therapies are being increasingly utilized for joint and soft tissue injuries, offering superior healing outcomes. This surge in therapeutic demand reflects both increasing horse populations and the heightened focus on high-performance equine care.

#### Market Segmentation

The equine healthcare market can be segmented based on product type, indication, end-user, and region:

##### Product Type:

Therapeutics: Drugs (Anti-infective, Anti-inflammatory, Parasiticides, Others)

Vaccines: Inactivated, Live Attenuated, Recombinant, Others (DNA vaccines, etc.)

Supplemental Feed Additives: Proteins, Amino acids, Vitamins, Enzymes, Minerals, Probiotics

##### Regenerative Medicine

Diagnostics: Diagnostic kits, reagents, and instruments

##### Indication:

Equine influenza, EHV, equine encephalomyelitis, West Nile virus, equine rabies, Potomac Horse Fever, osteoarthritis, tetanus, and other infectious or metabolic conditions.

##### End-User:

Veterinary hospitals, equine clinics, equestrian facilities, and other specialized care centers.

#### Regional Outlook

## North America

North America dominates the global equine healthcare market, led by the United States. Factors driving this leadership include high horse ownership rates, strong veterinary infrastructure, and widespread adoption of advanced therapeutics and diagnostics. North American consumers prioritize quality care, convenience, and technology, creating a receptive market for premium products.

## Europe

European countries such as Germany, the U.K., and France show strong demand for equine healthcare solutions due to established equestrian sports culture and supportive veterinary policies. Advanced diagnostic modalities, vaccines, and therapeutics are widely adopted, and veterinary R&D initiatives continue to shape the market landscape.

## Asia Pacific

The Asia Pacific market is witnessing robust growth, fueled by rising equestrian sports participation, increasing disposable income, and expanding veterinary healthcare infrastructure in countries such as India, China, and Australia. Growth in horse ownership for sport, leisure, and agriculture is contributing significantly to market expansion.

## Latin America & Middle East/Africa

Emerging regions, including Latin America and the Middle East & Africa, present untapped potential. Increasing awareness regarding equine health, growing horse populations, and rising investments in veterinary infrastructure are expected to drive gradual adoption of advanced therapeutics and diagnostics in these regions.

## Competitive Landscape

The equine healthcare market is highly competitive, with companies focusing on innovation, partnerships, and geographic expansion. Leading players include:

Zoetis

Arthrex, Inc.

Dechra Pharmaceuticals

Boehringer Ingelheim Animal Health USA Inc.

Ceva

Heska Corporation

Merck & Co., Inc.

Esaote SpA

IDEXX

Covetrus

Elanco

Cargill, Incorporated

Santa Cruz Biotechnology Inc.

These players are actively investing in research & development, collaborations with veterinary hospitals and specialty clinics, and the launch of innovative products to strengthen their market position.

### Key Developments

Dechra Pharmaceuticals (February 2024): Launched Pergocoat for equine Cushing's disease (PPID), a dopamine receptor agonist available in precise 0.5 mg and 1 mg tablet formulations for accurate dosing.

Vetlen Advanced Veterinary Devices (June 2024): Introduced the Vetlen Pouch for localized, high-dose antibiotic delivery in horses and dogs, enhancing wound infection treatment.

These developments demonstrate the growing focus on specialized and effective treatment modalities that cater to both routine and high-performance equine care.

### Market Opportunities and Challenges

#### Opportunities:

Rising horse ownership for sports, leisure, and agriculture

Expanding awareness regarding preventive healthcare and disease management

Adoption of regenerative medicine and advanced diagnostics

Growth of equestrian sports, creating demand for high-performance healthcare

#### Challenges:

High cost of advanced therapeutics and diagnostics, particularly in emerging economies

Limited access to specialized veterinary care in remote regions

Dependence on traditional therapies in regions with lower awareness or resources

Despite these challenges, increased adoption of preventive measures, technological advancements, and growing demand for performance optimization among horses is expected to fuel consistent market growth over the forecast period.

#### Future Outlook

The equine healthcare market is expected to witness steady growth over the next decade, with key trends shaping the industry:

**Regenerative Medicine:** Stem cell therapies, PRP, and prolotherapy are becoming mainstream for joint and tendon care.

**Advanced Diagnostics:** Genetic testing, imaging modalities, and biomarker-based diagnostics enable early detection and effective management of diseases.

**Preventive Care:** Routine vaccinations, deworming, and check-ups are increasingly recognized as essential for equine welfare.

**Therapeutic Innovation:** Long-acting drugs, targeted therapies, and biologics are expanding treatment options for both standard and high-performance horses.

As a result, the market is expected to achieve sustainable growth, with increasing investment opportunities for companies focusing on high-quality therapeutics, diagnostics, and equine wellness solutions.

#### Why Buy This Report?

Actionable insights into market trends and growth opportunities

Detailed analysis of key drivers, challenges, and regional trends

Comprehensive segmentation by product, indication, end-user, and geography

Profiles of leading market players and their strategic developments

Quantitative and qualitative analysis including drivers, restraints, opportunities, and value chain

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