



Freedonia Focus Reports
US Collection

Pet Medications: United States

August 2017



CLICK TO ORDER
FULL REPORT

BROCHURE

CLICK TO ORDER
FULL REPORT

www.freedoniafocusreports.com

Table of Contents

1. Highlights	4
2. Market Overview	5
Market Size	5
Product Regulation	6
Share of Sales by Distribution Channel	7
Share of Sales by Animal Type	7
Share of Sales by Product Type	8
Age of Pets	9
Veterinary Visits	10
Pet Owners Rely on Vet Advice	10
Sales Trends	11
Pet Owners Have Options	11
Veterinary Pharmacies Online	12
Consumer Trends	14
Most Dog or Cat Households Use Flea/Tick Products	14
Spot-On Still on Top	14
More Than Three-Fifths of Dog-Owning Households Use Heartworm Meds	14
Allergy Meds Top List of Other Pet Medications	14
Attitudes on Veterinarian/Professional vs. Store Products	15
Market Opportunities	16
Veterinary Consolidation	16
Human/Animal Bond	16
Veterinary Services Growth	17
Exploring E-Commerce	17
Generics Increasing Competition and Spurring Innovation	17
Millennials	18
Chewable Tablets	18
Combo Products	19
Pet Ownership Growth	19
3. Industry Structure	21
Competitive Overview	21
Global Animal Health Rankings Get Another Change	21
Retail Pet Medication Marketers	22
Notable Deals	23

4. About This Report	24
Scope & Method	24
Sources	24
Industry Codes	25
Resources	26

List of Tables & Figures

Figure 1 US Pet Medication Retail Sales, 2013-2021 (US\$ bil)	5
Table 1 US Pet Medication Retail Sales, 2013-2021 (US\$ bil)	5
Figure 2 US Pet Medication Retail Sales by Distribution Channel, 2017 (%)	7
Figure 3 US Pet Medication Retail Sales by Animal Type, 2017 (%)	8
Figure 4 US Pet Medication Retail Sales by Product Type, 2017 (%)	8
Table 2 Age of Dogs and Cats, 2017 (% of pet owners)	9
Table 3 Percentage of Dog and Cat Owners Who Have Visited the Vet in the Last 12 Months, 2016	10
Table 4 Percentage of Dog and Cat Owners Who Rely on Their Veterinarian for Advice by Topic, 2016	10
Table 5 Survey Response: Dog Owners vs. Cat Owners Regarding Veterinarian Recommendations*, 2017 (%)	15
Table 6 Survey Response: Dog Owners vs. Cat Owners Regarding Pet Medications at Stores*, 2017 (%)	15
Table 7 Global Pharmaceutical Marketers: Total Sales vs. Animal Health Sales, 2015-2016 (US\$ mil)	22
Table 8 Global Pharmaceutical Marketers by Change in Global Sales: Animal Health, 2017 Projected (US\$ mil)	22
Table 9 Industry Codes Related to Pet Medications	25

About This Report

Scope & Method

This report forecasts US pet medication retail sales in US dollars for 2017-2021. To illustrate historical trends, total retail sales are provided in annual series from 2013 to 2016.

This report examines the consumer market for medications for dogs and cats, with a focus on products used by consumers. These include prescription, over-the-counter (also known as OTC or “retail”), and ethical products (nonprescription medications whose distribution is restricted by the manufacturer to veterinarians). The primary focus of this report is on antiparasitics (flea, tick, heartworm, etc), but it also covers market-shaping developments in other areas including cancer, cognitive dysfunction, mood disorder, pain management, and obesity/diabetes. Animal health products for production animals and horses are excluded from this market analysis, as are nutritional supplements for horses and companion animals.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year. A full outline of report items by page is available in the Table of Contents.

Sources

Pet Medications: United States (FF40060) is based on *Pet Medications in the US*, a comprehensive industry report published by Packaged Facts. The information contained in this report was obtained from primary and secondary research. Primary research entailed informal interviews with leading manufacturers of pet medications and with other pet industry experts, attendance of the Global Pet Expo and Petfood Forum trade events from 2005 through 2017, consultations with pet product manufacturers and members of the trade, and an on-site examination of retail venues. Secondary research included extensive internet canvassing and research- and data-gathering from relevant consumer business and trade publications; company reports including annual reports, press releases, and investor conference calls; company profiles in trade and consumer publications; government reports; and other pet market reports by Packaged Facts.

About This Report

Sales estimates are based on published and estimated sales of major market participants, market size estimates from other sources appearing in the trade press, figures obtained through consultation with market participants, the performance of relevant retail venues, consumer usage rates for pet medications, rates of company and product entries into the market, and sales data from syndicated resources.

Consumer analysis draws primarily on two sources:

- Simmons National Consumer Surveys from Experian Marketing Services – on an ongoing basis, Experian Marketing Services conducts booklet-based surveys of a large and random sample of consumers (approximately 25,000 for each 12-month survey compilation) who in aggregate represent a statistically accurate cross-section of the US population.
- Packaged Facts Pet Owner Surveys, including one conducted in June/July 2017 – these surveys had a sample of 2,000 US respondents age 18 or over who in aggregate are representative of the primary demographic measures of gender, age bracket, race/ethnicity, geographic region, household income bracket, and presence of children in the household of the US Census Bureau.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 9 | Industry Codes Related to Pet Medications

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
325412	Pharmaceutical Preparation Mfg	0742	Veterinary Services for Animal Specialties
325414	Biological Product (except Diagnostic) Mfg	2834	Pharmaceutical Preparations
524128	Other Direct Insurance (except Life, Health, and Medical) Carriers	2836	Biological Products, Except Diagnostic Substances
541940	Veterinary Services	6399	Insurance Carriers, NEC

Source: US Census Bureau

Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

Resources

Packaged Facts

Pet Medications in the US, August 2017

The Freedonia Group

Freedonia Industry Studies

Pharmaceutical Packaging Market in the US, June 2017

Medical Implants in the US, November 2016

Infection Prevention Products & Services, April 2016

Medical & Dental Adhesives & Sealants, March 2016

Freedonia Focus Reports

Drug Delivery Products: United States

Durable Petcare Products: United States

Healthcare: United States

Medical Equipment & Supplies: United States

Natural, Organic & Eco-Friendly Pet Products: United States

Nutritional Supplements: United States

Pet Clean-Up & Odor-Control Products: United States

Pet Food: United States

Pet Products & Services: United States

Pet Supplements: United States

Pet Supplies: United States

Pharmaceuticals: United States

World Clinical Nutrition Products

Freedonia Custom Research

Trade Publications

dvm360

Pet Age

Pet Business

Pet Product News International

Veterinary Practice News

Agencies & Associations

American Pet Products Association

American Veterinary Medical Association

Association of American Feed Control Officials

Bureau of Labor Statistics – Consumer Expenditure Survey

About This Report

National Animal Supplement Council
Simmons National Consumer Survey
United States Census Bureau
United States Department of Agriculture
United States Environmental Protection Agency
United States Food and Drug Administration
United States International Trade Commission
World Pet Association