



Freedonia Focus Reports
US Collection

Pet Medications: United States

June 2021



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Table of Contents

| | |
|------------------------------------------------------------------|----------|
| 1. Highlights | 4 |
| 2. Market Environment | 5 |
| Market Size | 5 |
| US Retail Sales of Pet Medications Approach \$11 Billion in 2020 | 6 |
| Share of Sales by Animal Type | 6 |
| Share of Sales by Distribution Channel | 7 |
| Pet Medication Sales by Pet-Ownning Household | 8 |
| Share of Sales by Product Type | 8 |
| Parasiticide Sales by Type | 8 |
| COVID Has Positive Impact on Pet Medications Market | 9 |
| Increased Focus on Health & Wellness | 9 |
| Pandemic Fuels Pet Population Boom | 9 |
| Innovation Spurred by Cost, Convenience, & Safety | 10 |
| Veterinary Sector Rebounds After COVID Shutdowns | 10 |
| Pet Medications Sales Shifting to Online Platforms | 10 |
| Aging, Overweight Pets More Likely to Require Medication | 10 |
| Competition from Supplements & Pet Food/Treats | 10 |
| Retail Trends | 11 |
| Veterinarians Are Top Destination for Pet Meds Purchases | 11 |
| E-Commerce Attracts New Participants | 11 |
| Pet Specialty Brick & Mortar Stores Focus on OTC Medications | 11 |
| Prescription Products | 12 |
| Parasiticides | 12 |
| Vaccines & Other Drugs | 12 |
| OTC Products | 13 |
| Parasiticides | 13 |
| First Aid Products | 13 |
| Natural Products | 13 |
| Consumer Trends | 14 |
| Pet Population & Pet Ownership Trends | 14 |
| From Smaller Dogs to Medium | 14 |
| Age of Dog & Cat Population | 14 |
| Surge in Pet Acquisition & Adoption | 14 |
| First-Time Pet Owners | 14 |
| COVID Motivators for Pet Acquisition | 15 |
| Pet Population Churn | 15 |
| Pet Acquisition by Generational Cohort | 15 |
| Pet Medication Purchasing Patterns by Product Type | 15 |
| Two-Thirds of Dog or Cat Households Use Parasiticide Products | 15 |
| Tablet/Oral Medications Now Most Popular Type | 16 |

| | |
|------------------------------------------------------------------------|-----------|
| Oral Flea/Tick Medication More Popular Among Dog Owners | 16 |
| Parasiticide Usage by Number, Age of Pets | 16 |
| FRONTLINE Most Frequently Used Flea/Tick Brand | 16 |
| Demographics by Parasiticide Type | 16 |
| Demographics for Parasiticide Brands | 16 |
| Vet Clinics Most Frequently Used Channel for Pet Meds Purchases | 17 |
| Shopping Patterns by Channel | 17 |
| Convenience Prime Motivator for Online Purchases | 17 |
| Comfort Level, Convenience Driving Factors in Vet Clinic Purchases | 17 |
| Parasiticide Purchase Patterns by Channel | 17 |
| Share of Spending on Pet Medications by Channel | 17 |
| Market Opportunities | 18 |
| Increased Focus on Health & Wellness | 18 |
| Pet Population Boom | 18 |
| Senior Pets | 18 |
| Omnichannel Marketing | 19 |
| Autoship & Subscriptions | 19 |
| Felines | 20 |
| Veterinary Sector Growth | 20 |
| New Products Fueled by Generics & Patent Expiration | 21 |
| Affordability | 22 |
| Combo Products | 22 |
| 3. Industry Structure | 23 |
| Competitive Overview | 23 |
| Prescription & OTC Marketers | 23 |
| M&A & Investment Activity | 23 |
| Global & US Conglomerates Dominate Market | 23 |
| Generics Increasing Competition & Spurring Innovation | 24 |
| Dozens of Marketers Participate in Prescription Pet Medications Market | 24 |
| OTC Marketers Focus on Parasiticides, First Aid Products | 24 |
| Leading Marketer Profiles | 25 |
| Zoetis | 25 |
| Boehringer Ingelheim | 25 |
| Elanco | 26 |
| 4. About This Report | 27 |
| Scope | 27 |
| Sources | 27 |
| Industry Codes | 29 |
| Resources | 30 |

List of Tables & Figures

| | |
|-------------------------------------------------------------------------------------------------------|----|
| Figure 1 US Pet Medication Retail Sales, 2016 – 2025 (US\$ bil) | 5 |
| Table 1 US Pet Medication Retail Sales, 2016 – 2025 (US\$ bil) | 5 |
| Figure 2 US Pet Medication Retail Sales by Animal Type, 2020 (%) | 6 |
| Figure 3 US Pet Medication Retail Sales by Distribution Channel, 2020 (%) | 7 |
| Figure 4 US Pet Medication Retail Sales by Product Type, 2020 (%) | 8 |
| Table 2 US Retail Sales of Parasiticides by Product Type: Prescription vs. OTC, 2020 | 9 |
| Table 3 Channel Choice for Pet Product Purchases in Past Three Months, 2021 (% of dog & cat owners) | 11 |
| Table 4 Selected Suppliers to the US Pet Medication Market | 24 |
| Table 5 NAICS & SIC Codes Related to Pet Medication | 29 |

About This Report

Scope

This report forecasts US pet medication retail sales in nominal US dollars for 2021-2025. To illustrate historical trends, total retail sales are provided in annual series from 2016-2020.

This report examines the retail market for medications for domestic dogs and cats, centering on products purchased directly by consumers. These include prescription, over-the-counter (also called OTC or retail), and “ethical” products (nonprescription medications that are only distributed to and through veterinarians). The primary focus of this report is on the core types of antiparasitics/parasiticides – heartworm preventatives, flea/tick preventatives, heartworm/ flea combo products, and other dewormers (some of which also target other external parasites such as mosquitoes, flies, ear mites, lice, and sarcoptic mange, and/or other types of internal parasites such as hookworms, roundworms, whipworms, and tapeworms). “Flea/tick” can refer to products that provide protection only against fleas and ticks, but can also refer to combination products that additionally protect against worms, lice, mosquitos, mites, etc., except heartworms.

Animal health products for production animals and horses are excluded from this market analysis, as are nutritional supplements for companion animals (including CBD supplements), which are covered in Packaged Facts’ January 2021 report [Pet Supplements in the U.S.](#)

Freedonia 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 U.S.](#), a comprehensive industry study published by Packaged Facts. The information contained in that report was obtained from primary and secondary research. Primary research included

About This Report

national online consumer surveys of US adult pet owners (age 18+) conducted on an ongoing basis by Packaged Facts, designed to measure purchasing patterns and attitudes regarding pet products and services. With sample sizes of approximately 2,000 pet owners, these surveys are based on national online research panels that are census representative on the primary demographic measures of age, gender, geographic region, race/ethnicity, and household income. The main surveys used in this report were conducted in February 2021 and February/March 2021.

Primary research also included interviews with pet market experts; participation in pet and vet industry events including American Pet Products Association (APPA) Global Pet Expos, United Veterinary Services Association (UVSA) National Conference, KC (Kansas City) Animal Health Corridor Market Insight Seminar, North American Veterinary Community (NAVC) VMX Conferences and E-Commerce Summits, and VetHealth Global; on-site examination of retail and service provider venues; and internet canvassing, including blogs.

Secondary research included information- and data-gathering from consumer business and trade publications, company profiles in trade and consumer publications, annual reports of companies in the pet market, and information culled from Packaged Facts' extensive pet market research database and report collection.

Estimates of market size and company performance were based on reported revenues of pet product manufacturers, retailers, and pet services providers; background sales data from syndicated sales-tracking sources; surveys of independent and chain pet store retailers; government data including US Bureau of Labor Statistics Consumer Expenditure Surveys; and figures from other market research sources.

The consumer trend discussion draws on trended MRI National Consumer Study data though the Fall 2020 release, with field dates through November 2020, thereby capturing COVID-19 impacts.

Packaged Facts defines generational cohorts as follows, adjusted into five-year age bracket groupings in reporting consumer survey data:

- Gen Z: born 1997-2020, currently adults age 18-24
- Millennials: born 1977-1996, currently age 25-44
- Gen X: born 1965-1976, currently age 45-54
- Baby Boomers: born 1946-1964, currently age 55-74
- Pre-Boomers/Older Seniors: born before 1946, currently age 75+

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

Industry Codes

Table 5 | NAICS & SIC Codes Related to Pet Medication

| NAICS/SCIAN 2017 | | SIC | |
|-----------------------------------------------|--------------------------------------------------------------------|------------------------------------|---------------------------------------------------|
| North American Industry Classification System | | Standard Industrial Classification | |
| 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

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Resources

Packaged Facts

Durable Dog and Cat Petcare Products

Pet Food in the U.S.

Pet Litter, Clean-Up, and Odor Control: U.S. Market Trends and Opportunities

Pet Medications in the U.S.

Pet Population and Ownership Trends in the U.S.: Dogs, Cats, and Other Pets

Pet Supplements in the U.S.

U.S. Pet Market Outlook, 2021-2022

Veterinary Services in the U.S.: Competing for the Pet Care Customer

The Freedonia Group

Freedonia Industry Studies

Cannabis Growing Market

Converted Flexible Packaging

Food Safety Products in the US

Global E-Commerce

Global E-Commerce Packaging

Global Food Processing Machinery

Global Housing

Global Pharmaceutical Packaging

Retail-Ready Packaging

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Cannabis Production: United States

COVID-19 Market Impact Analysis

Demographics: United States

Durable Petcare Products: United States

E-Commerce: United States

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

Pet Food: United States

Pet Insurance: United States

Pet Oral Care: United States

Pet Products & Services: United States

Pet Supplements: United States

Pet Treats & Chews: United States

Pharmaceuticals: United States

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Trade Publications

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Pet Age

Pet Business

Pet Product News International

Veterinary Practice News

Agencies & Associations

American Animal Hospital Association

American College of Veterinary Nutrition

American Kennel Club

American Pet Products Association

American Veterinary Medical Association

Companion Animal Parasite Council

National Animal Supplement Council

North American Pet Health Insurance Association

North American Veterinary Community

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

United Veterinary Services Association

World Pet Association