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Veterinary Services: United States

December 2019



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About This Report

Scope

This report forecasts US veterinary service retail sales in nominal US dollars for 2019-2023. To illustrate historical trends, total veterinary service retail sales are provided in annual series from 2014 to 2018.

This report analyzes veterinary care services, with a focus on dogs and cats.

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

Veterinary Services: United States (FF40089) is based on *Veterinary Services in the U.S.: Competing for the Pet Care Customer*, a comprehensive industry study published by Packaged Facts. The information contained in that report was obtained from primary and secondary research. Primary research includes three national online consumer surveys of US adult pet owners (age 18+) conducted throughout 2019 by Packaged Facts, to measure usage patterns and attitudes regarding veterinary services and related markets. With a sample size of approximately 2,000, 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. Our primary research also includes interviews with vet market experts and providing conference presentations for veterinary industry events including VMX 2019, UVSA Annual Conference 2019, VMAE Summer Conference 2019, AVMA Economic Summit 2018, NAVC E-Commerce Summit 2019, and the KC Animal Health Corridor Market Insight Seminar 2019.

Secondary research includes information- and data-gathering from consumer business and trade publications, company profiles in trade and consumer publications, and information culled from Packaged Facts' extensive pet and vet market research database and report collection.

About This Report

Our analysis of veterinary care customer and pet ownership trends relies in part on cross-tabulations of data compiled by MRI-Simmons, New York, NY. On an ongoing basis, Simmons Research 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. These Simmons surveys allow for detailed consumer profiles across service and product markets.

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 Veterinary Services

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
541940	Veterinary Services	2836	Biological Products, Except Diagnostic Substances

Source: US Census Bureau

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Resources

Packaged Facts

Pet Industry Outlook: Veterinary Services and Pet Product Retailing

Pet Medications in the U.S.

Pet Supplements in the U.S.

U.S. Pet Market Outlook, 2019-2020

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

The Freedonia Group

Freedonia Industry Studies

Cannabis Growing Market

Global E-Commerce

Global Housing

Global Pharmaceutical Packaging

Retail-Ready Packaging

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Cannabis Production: United States

Demographics: United States

E-Commerce: United States

Pet Food: United States

Pet Insurance: United States

Pet Medications: 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

Pet Age

Pet Business

Petfood Industry

Pet Product News International

Today's Veterinary Business

Vet Advantage

Veterinary Practice News

Agencies & Associations

American Pet Products Association
American Veterinary Medical Association
Association of American Feed Control Officials
Companion Animal Parasite Council
National Animal Supplement Council
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