

## **Animal Pregnancy Test Kit Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The animal pregnancy test kit market is expected to register a CAGR of 4.5 % over the forecast period.

Many veterinary organizations, including the World Veterinary Association, concentrated on animal health during the COVID-19 pandemic to address the demand for food, medications, necessities, vaccines, tests, and diagnostics equipment. Due to the lockdown and travel restrictions, many veterinarians and livestock owners were unable to receive necessary veterinary services, such as regular health checks, medications, vaccinations, and testing and diagnostic equipment. Medicine shortages and supply disruptions for animal healthcare goods have been reported in a number of nations. To reduce the supply of drugs, the government has implemented a number of initiatives. Such as, in July 2020, the Centers For Disease Control and Prevention recommended certain guidelines to veterinary professionals for routine health check-in. To fill the void left by supply disruptions, "Health for Animal" has taken an initiative to supply 90% of the world's veterinary supplies, such as veterinary diagnostic kits and veterinary medicine and it also ensures that there was no scarcity of veterinary supplies in the United States and Europe. Thus, owing to the aforementioned factors, COVID-19 had a profound impact on the market studied. However, due to the relaxation of strict regulation during the post pandemic period is expected to drive the demand for animal pregnancy kits due to the usual functioning of the supply chain management, thereby contributing to the growth of the market over the coming five years.

The animal pregnancy test kits market is largely driven by rising pet adoption. According to the 2021-2022 National Pet Owners Survey, conducted by the American Pet Products Association (APPA), around 70% of United States households own a pet, which equates to 90.5 million homes, including 45.3 million cats and 69 million dogs. Such high adoption of pet, creates more awareness about animal health, care and checkups and thus it is expected to contribute in the growth of the studied market.

Additionally, rising veterinary care spending, a growing focus on animal health, and the rise in availability of test kits drive the market over the forecast period. For instance, according to the 2022 statistics published by the Insurance Information Institute, it has been observed that in the United States 3.9 million pets were insured at the end of 2021, with an increase of 20% as compared to 2020. Such increase in the pet insurance, the owners are more likely to focus on animal healthcare, thereby

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contributing to the growing demand for animal pregnancy test kits and boosting the growth of the market over the forecast period.

Animal health is one of the important components of the livestock business in which productive efficiencies of animals drive the demand and supply of livestock products. For instance, in June 2020, to increase the productive efficiencies of animals the Government of India launched program, called the National Artificial Insemination Programme, through which 76 lakh bovines had been inseminated with the semen of high genetic merit bulls. Hence, this drives the demand for animal pregnancy test kits as these kits have been increasingly used to check the success of insemination.

Also, the increasing product launches are expected to drive the growth of the market over the forecast period. For instance, in October 2021, Bellylabs launched a dog pregnancy rapid test for home use. The test kit contains all equipment needed to perform the test at home by a breeder or owner.

However, the high cost of animal pregnancy test kits and low expenditure on animal healthcare products in underdeveloped countries is anticipated to restrain the growth of the market studied over the forecast period.

#### Animal Pregnancy Test Kit Market Trends

##### Enzymes-Linked Immunoassay Based Animal Pregnancy Test Kit is Expected to Show Lucrative Growth Over the Forecast Period

Enzyme-linked immunosorbent assay (ELISA) is used to detect antibodies in the blood and urine. Pregnancy tests are sandwich ELISA that uses capillary action to automate the detection of pregnancy hormones, such as chorionic gonadotropin and pregnancy-associated glycoprotein (PAG) in urine and serum, with a high degree of sensitivity.

The presence of PAG in the maternal serum of cows may serve as an indicator of pregnancy from day 28 after artificial insemination. Hence, pregnancy could reliably be diagnosed from day 28 onwards in serum and day 150 onwards in milk.

There are several advantages that ELISA offers, such as its relative simplicity, ease of detection by shining light through the liquid to measure optical density, and the lack of the need for radioisotopes. As a result, the test is extremely reliable, accurate, and sensitive. This is supported by a study conducted by the Nepal Agriculture Research Council in December 2020, which examined that the ELISA kit's performance accuracy is 80% with a high sensitivity of 91%.

Thus, the above-mentioned factors are expected to contribute to the segment's growth over the forecast period.

##### North America Dominates the Market and Expected to do Same Over the Forecast Period

Geographically, North America is the most lucrative market expected to hold the maximum market share in animal pregnancy test kits. Due to certain factors, such as the rising adoption of pets, an increase in the rate of artificial insemination, and growing awareness among livestock owners, the regional market is likely to grow significantly.

For instance, according to the Society of Prevention of Cruelty to Animals published in May 2021, the United States reported a higher adoption rate of pets. 90% of households own dogs, and 85% own cats. To increase the population of pets, the livestock owner focused on increasing the breeding rate. Thus, checking the success of breeding increases the demand for animal pregnancy test kits. According to the American Veterinary Medical Association, in September 2021, more than 90% of veterinary hospitals in the United States offered insemination services. As the rate of insemination increases, the sales of animal pregnancy test kits are expected to rise over the forecasted period.

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Additionally, the increasing collaboration and mergers and acquisitions between the companies are expected to contribute to the market's growth. For instance, in August 2020, Elanco Animal Health Inc. acquired Bayer's Animal Healthcare unit to expand its animal healthcare portfolio.

Thus, the above-mentioned factors are likely to boost regional growth over the forecast period.

#### Animal Pregnancy Test Kit Market Competitor Analysis

The animal pregnancy test kits market is highly competitive due to the presence of major market players. The competitive landscape includes an analysis of a few international and local companies that hold market shares and are well known. Some of the major players in the market are IDEXX, Fassis, Biotracking, and others.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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