

Companion Animal Ear Infection Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The companion animal ear infection treatment market is expected to register a CAGR of 6% during the forecast period.

Key Highlights

-The COVID-19 pandemic was an unprecedented health concern and significantly impacted the companion animal ear infection treatment market. Due to the COVID-19 pandemic outbreak, supply chain disruptions and shortages of veterinary medicines were observed in several countries, primarily due to the temporary lockdowns of manufacturing sites, export bans, and increased demand for medicine for the treatment of COVID-19. For instance, in November 2021, the European Medicines Agency (EMA) issued guidance for companies responsible for veterinary medicines concerning adaptations to the regulatory framework, primarily to address the challenges faced during this pandemic. Thus, the increasing initiatives taken by government organizations during the pandemic regarding the adaptations of the regulatory framework for veterinary medicines impacted market growth. In addition, an article published by the National Center for Biotechnology Information (NCBI) in April 2021 discussed the toll of the COVID-19 pandemic on the veterinary healthcare industry. It showed how socially isolated veterinary medicine practice hurt personnel. The restricted studies and practices related to veterinary medicines also raised operating costs by 0.5% during the pandemic, necessitating a further increase in professional fees, thereby impacting market growth. Therefore, looking at the overall scenario, it was observed that the COVID-19 pandemic had a significant impact on the market studied. However, currently, the market has reached its pre-pandemic nature in terms of the demand for companion animal ear infection products and is expected to witness healthy growth during the forecast period.

-The market's growth can be attributed to the increasing prevalence of ear infections in companion animals, the growing number of pet and animal healthcare services, and an increasing number of pet adoptions.

-The increasing prevalence of ear infections in companion animals drives the demand for ear infection treatment. For instance, according to the article published by the Royal Veterinary College, University of London, in September 2021, one in every 14 dogs

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in the United Kingdom (7.3%) suffers from an ear infection yearly. As per the same source, dogs aged over one year are at higher risk of ear infections than those under one.

-Furthermore, the People's Dispensary for Sick Animals (PDSA) 2022 findings revealed that 52% of the United Kingdom adults owned a pet in 2022, and 27% of United Kingdom adults have a dog, with an estimated population of 10.2 million pet dogs. Also, 24% of the United Kingdom's adult population has a cat, with an estimated population of 11.1 million pet cats. Thus, the statistics indicate that the burden of ear infections in companion animals can increase with the growing pet population, thereby increasing the demand for ear infection treatment products.

-Moreover, government organizations' active participation in increasing awareness regarding companion animal infection treatment products is also increasing market growth. For instance, in July 2021, the US Food and Drug Administration (USFDA) launched a new resource to improve transparency and communication with veterinarians, animal producers, and consumers about safety-related labeling changes made to FDA-approved animal drug products, including animal ear products.

-Such studies indicate the growing burden of ear infections in companion animals, boosting the demand for ear infection treatment. However, the lack of pet care and the side effects of ear infection treatment in companion animals hinder the market growth.

Companion Animal Ear Infection Treatment Market Trends

Dogs Segment is Expected to Hold a Significant Growth Rate in the Companion Animal Ear Infection Treatment Market

- The rising prevalence of ear infections among dogs and increasing companion animal ownership drive segment growth. For instance, as per an article published by the National Center for Biotechnology Information. (NCBI) in April 2022, *Cutibacterium acnes* (previously known as *Propionibacterium acnes*), *Staphylococcus pseudintermedius*, and *Streptococcus* spp are the top three most dominant bacteria found in dog ears. Also, Otitis externa, otitis media, and pineal diseases are commonly seen in companion dogs. Hence, such research studies indicate the high prevalence of companion ear infections that must be addressed, thereby driving market growth.

- Furthermore, the prominent players are actively participating in launching various drugs for treating infections in dogs, driving the segment growth. For instance, in September 2022, Vetoquinol, United States, launched Simplera (florfenicol, terbinafine, mometasone furoate) Otic Solution for Dogs. It is a single-dose treatment for canine otitis externa associated with susceptible yeast strains (*Malassezia pachydermatis*) and bacteria (*Staphylococcus pseudintermedius*).

- Moreover, in January 2023, W.F. Young introduced its new Silver Honey Rapid Ear Care line for pets, joining its Silver Honey family of products, including Hot Spot & Wound Care Spray Gel and Ointment. Silver Honey's Rapid Ear Care offers ear care products to treat ear infections effectively and naturally at home using Manuka honey and MicroSilver BG in dogs. Hence, the rising number of such product launches by key players is also augmenting segment growth.

North America is Expected to Dominate the Market

- The geographical analysis of the companion animal ear infection market shows that North America holds a major market share in the global market. This is due to the rising pet adoption and the increasing per capita animal healthcare expenditure. Additionally, the rise in various ear infections amongst animals has been identified as the primary factor fuelling market growth.

- According to the 2023-2024 APPA National Pet Owners Survey, approximately USD 136.8 billion was spent on pets in the United States in 2022 and around USD 123.6 billion in 2021. As per the same source, the United States spent around USD 35.9 billion on vet care products and USD 31.5 billion on pet supplies and OTC medicines in 2022. Thus, the increasing spending on pets in the United States is predicted to drive the studied market growth during the forecast period.

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- Furthermore, there is an increasing adoption of pet insurance in the country. As per the North American Pet Health Insurance Association (NAPHIA), 4.41 million pets were insured in North America at the end of 2021. Additionally, as per NAPHIA, the average monthly cost of pet insurance is USD 50 for dogs and USD 28 for cats for plans that cover accidents and illnesses.
- Thus, due to the abovementioned factors, the market in North America is expected to witness significant growth over the forecast period.

Companion Animal Ear Infection Treatment Industry Overview

The companion animal ear infection treatment market is moderately competitive, with the presence of few major players. The market players are implementing various strategies such as acquisitions, mergers, and product launches to secure their position in the global market. These companies include Zoetis Inc., Elanco Animal Health Incorporated, Dechra Pharmaceuticals PLC, Merck & Co., Inc., and Virbac Corporation, among others.

Additional Benefits:

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

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