

Flea And Tick Product - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Global Flea and Tick Product Market size is expected to grow from USD 6.7 billion in 2024 to USD 10.5 billion by 2029, at a CAGR of 9.32% during the forecast period.

The COVID-19 pandemic had a mildly adverse impact on the flea and tick product market initially. The outbreak of the pandemic led to a massive surge in the number of COVID-19 patients which led to a lockdown and temporary cancellation of non-COVID and veterinary care. This led to restrictions on visiting veterinary clinics and hospitals for flea and tick treatment which adversely impacted the market. For instance, a study published in the *Frontiers in Veterinary Science* in October 2021 highlighted the barriers faced by pet owners when it came to accessing veterinary services amid the pandemic which included limited appointments, and several pet owners were compelled to access the emergency veterinary services which incurred high costs. The zoonotic origin of SARS-CoV2 also caused fear of infection from pet animals which resulted in several cases of pet abandonment. According to research published in *Frontiers in Veterinary Science* in January 2021, stated that a few cases of COVID-19 in dogs and cats were reported in different countries worldwide, and there was concern that the fear of zoonotic transmission might cause people to abandon their pets. Although, certain factors amid the pandemic have supported the growth of the flea and tick product market. Due to the imposition of lockdown and social distancing, several factors led to a surge in pet adoption by people, which was helpful to get rid of the loneliness and anxiety caused by isolation. For instance, a study published in the *Frontiers in Veterinary Science* in May 2021, underlined the elevated interest of people in adopting dogs amid the pandemic, globally. It was stated by the study that the RSV (relative search volume) ratio (2020/2019) for the adoption of both cats and dog adoption increased by up to 250% from 2019 to 2020. Furthermore, in the post-pandemic phase, the number of cases of COVID-19 infection decreased which led to the resumption of the veterinary services and it enabled the market to . Thus, the COVID-19 outbreak had a mildly adverse impact on the market's growth in its preliminary phase. Moreover, the market is expected to grow further at a stable pace with the resumption of the veterinary care which is anticipated to increase the demand

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for flea and tick products, globally.

Further, the rising prevalence of flea- and tick-transmitted diseases in pets, growing awareness about zoonotic diseases, and increasing pet adoption are expected to bolster the growth of the market.

Public and private bodies across the world are raising awareness about the risk of zoonotic diseases and their prevention in animals. There are several dedicated platforms and associations which regularly spread awareness about the well-being of pet animals and the prevention of flea- and tick-transmitted diseases. For instance, in March 2021, Blue Cross announced to support the newly launched Petfished campaign by the government of United Kingdom, to raise awareness about the poorly bred puppies and kittens which have the issues of flea infestations and other concerns. Further, in February 2022, the United Kingdom Health Security Agency released a 'Be tick aware' toolkit which was focused to raise awareness about the potential risk posed by ticks and tick-borne diseases in the United Kingdom. The tick awareness toolkit focuses to facilitate the implementation of locally driven tick awareness initiatives. The toolkit can be used by local authorities and other stakeholders to educate the residents and visiting members of the public in their area about the risk posed by ticks. The increasing number of pet adoption is also expected to boost the demand for the flea & tick product market since the increasing population of the pet along with the high prevalence of flea- and tick-transmitted diseases would bolster the growth of the market.

Therefore, owing to the aforementioned factors the studied market is anticipated to witness growth over the analysis period. However, the side effects associated with the treatment and availability of counterfeit pesticide products for pets are likely to impede market growth.

Flea and Tick Products Market Trends

The Dog Segment is Expected to Witness Significant Growth Over the Forecast Period

The soft, warm fur of dogs provides the perfect environment for fleas and ticks. These insects feed on the pet's blood and can cause health problems ranging from allergic reactions to serious tick-borne illnesses. Both fleas and ticks are more common during the warmer months. As a result, various products have been introduced to the market.

The demand for flea and tick control products has increased, especially in developed countries, due to the increasing pet dog population. A study published in the Veterinary Sciences in January 2021 stated that over 48 million American households own one or more dog(s) with an estimated 20 million pet dogs in the United States. According to Simply Insurance, in 2021, the global dog population was estimated at around 900 million and rising. The vast popularity of dogs as pets has positively affected the market's growth and is expected to boost growth in the future.

Further, product launches are another key factor for the market's growth. For instance, in July 2022, Pet Wellness Direct launched its new flea shampoo, called Protect which is intended to protect dogs from flea manifestations. Further in June 2021, Elanco launched a broad-spectrum oral parasiticide, Credelio Plus, which is intended for the management of fleas, ticks, and worms in dogs. Such product launches increase the number of innovative products, thus boosting the market's growth. Therefore, the dog segment is expected to witness significant growth over the forecast period due to the abovementioned factors.

North America is Expected to Witness Significant Growth Over the Forecast Period

North America is expected to experience significant growth in the market with the increasing adoption rates of companion animals, growing disposable income, and rising per capita animal healthcare expenditure, coupled with increasing product innovations

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The pet adoption has been on rise in the North America region which is expected to boost the demand for the flea and tick products for the well being of the pets. For instance, according to a survey of Vetsource 2021, veterinary patient visits are increasing, in the United States. It was found that in 2019, 2020, and 2021 the companion animal patients per doctor witnessed a growth rate of 6% to 7.5% year-over-year. The region has a significant expenditure on pet well-being and medical care which are also expected to boost the growth of the market in the region. For instance, data published by the National Pet Owners Survey 2021-2022 conducted by the American Pet Products Association (APPA), 70% of households own a pet in the United States, which equates to 90.5 million homes.

Furthermore, along with the rising adoption of pets, the pet insurance in the region is also increasing which is expected to further boost the growth of the flea and tick market. For instance, data published by the North American Pet Health Insurance Association (NAPHIA) in May 2022, 4.41 million pets were insured in North America at the end of 2021. The same source also stated that the average monthly cost of pet insurance was observed to be USD 50 for dogs and USD 28 for cats, under the plans which cover both accidents and illnesses. Also, as per the data published by the American Pet Products Association, Inc., in 2021, over USD 123.6 billion was spent on pets in the United States, which increased from around USD 103.6 billion in 2020.

In addition, the key developments of the market players in the region are also expected to boost the market growth. For instance, in May 2021, Elanco Animal Health launched the first oral flea and tick product for cats, Credelio CAT, in the United States. Credelio Cat starts killing fleas on cats within 6 hours.

Therefore, owing to the increasing pet adoption, and high animal healthcare expenditure, the growth of the studied market is anticipated in the North America Region.

Flea and Tick Products Industry Overview

The Flea and Tick Product Market is moderately competitive due to the presence of several companies operating globally as well as regionally. The key players operating in the market include Ceva, Elanco, Virbac, Boehringer Ingelheim, and Zoetis Inc.

Additional Benefits:

- The market estimate (ME) sheet in Excel format

Table of Contents:

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 High Prevalence of Flea- and Tick-transmitted Diseases in Animals
 - 4.2.2 Growing Awareness about Zoonotic Diseases
 - 4.2.3 Increasing Pet Adoption

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4.3 Market Restraints

4.3.1 Side Effects Associated with the Treatment

4.3.2 Availability of Counterfeit Pesticide Products for Pets

4.4 Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION (Market Size by Value - USD million)

5.1 By Product

5.1.1 Oral Pill

5.1.2 Spray

5.1.3 Spot On

5.1.4 Powder

5.1.5 Shampoo

5.1.6 Collar

5.1.7 Other Products

5.2 By Animal

5.2.1 Dog

5.2.2 Cat

5.2.3 Other Animals

5.3 By Geography

5.3.1 North America

5.3.1.1 United States

5.3.1.2 Canada

5.3.1.3 Mexico

5.3.2 Europe

5.3.2.1 Germany

5.3.2.2 United Kingdom

5.3.2.3 France

5.3.2.4 Italy

5.3.2.5 Spain

5.3.2.6 Rest of Europe

5.3.3 Asia-Pacific

5.3.3.1 China

5.3.3.2 Japan

5.3.3.3 India

5.3.3.4 Australia

5.3.3.5 South Korea

5.3.3.6 Rest of Asia-Pacific

5.3.4 Middle East and Africa

5.3.4.1 GCC

5.3.4.2 South Africa

5.3.4.3 Rest of Middle East and Africa

5.3.5 South America

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- 5.3.5.1 Brazil
- 5.3.5.2 Argentina
- 5.3.5.3 Rest of South America

6 COMPETITIVE LANDSCAPE

- 6.1 Company Profiles
 - 6.1.1 Boehringer Ingelheim International GmbH.
 - 6.1.2 Central Garden & Pet Company.
 - 6.1.3 Ceva
 - 6.1.4 ECTO DEVELOPMENT
 - 6.1.5 Elanco
 - 6.1.6 Laboratoires Francodex
 - 6.1.7 Merck Animal Health
 - 6.1.8 Professional Pet Products Inc.
 - 6.1.9 Sergeant's Pet Care Products Inc.
 - 6.1.10 The Hartz Mountain Corporation
 - 6.1.11 Virbac
 - 6.1.12 Zoetis Inc.

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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