

## **Global Animal Wound Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 120 pages | Mordor Intelligence

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### **Report description:**

The Global Animal Wound Care Market size is estimated at USD 1.38 billion in 2024, and is expected to reach USD 1.71 billion by 2029, growing at a CAGR of 4.48% during the forecast period (2024-2029).

Due to the outbreak of COVID-19, there was a significant impact on the animal wound care market. For instance, several studies have been conducted to understand the spread of coronavirus across pets worldwide. For instance, as per the article published in 2021 titled, 'Host traits, ownership behavior and risk factors of SARS-CoV-2 infection in domestic pets in Mexico,' IgG ELISA positive results were found in 31.8% of dogs and 27.3% of cats in Mexico's surveyed pets. As per the same source, the COVID-positive pet owner residing in the home or pet food purchased from a store had no impact on the health of the animal according to COVID-19. Moreover, the animal wound care market observed a setback in growth due to the disruption of the supply chain in the market studied.

The major factors attributing to the growth of the animal wound care market are the increasing initiatives by the governments and animal welfare associations and increased animal adoption and animal healthcare expenditure. The World Organization for Animal Health (OIE) is committed to ensuring that all animal welfare standards, including veterinary healthcare, are science-based. It also recognizes that other factors must also be considered. The International Coalition for Farm Animal Welfare (ICFAW) was formed to represent the interests of non-governmental animal welfare organizations globally.

Moreover, the veterinary wound healing association conducted its conference in Paris on May 2022. The theme of the conference was 'Wound and Surgical Site Infections In The Modern Veterinary Clinic: Prevention And Treatment' and this theme addressed issues and queries that all veterinarians deal with daily. Surgical site infections (SSI) is one of the main issue faced by veterinarian, owner, and the animal. Therefore, the conference has given priority to the SSI considering the significance and

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necessity of a prompt cure for surgical site infections in pets and animals. Hence, the increasing government initiatives and rising animal welfare worldwide are helping in the growth of the market studied, as these initiatives are making people consider their pet's health as important.

Hence as per the factors mentioned above, the animal wound care market is expected to grow significantly over the forecast period. However, the lack of well-designed comparative studies of wound healing products in cats and dogs and the high costs associated with veterinary healthcare restrain the market growth.

#### Animal Wound Care Market Trends

##### Companion Animal Wound Care Market is Expected to Observe Good Growth Over the Forecast Period

With the outbreak of COVID-19, a significant increase in the adoption of pets was observed, which is likely to influence the market studied significantly. For instance, as per the article published in May 2021 under the title 'Did the COVID-19 Pandemic Spark a Public Interest in Pet Adoption?', Following the COVID-19 epidemic, the study noticed a global interest in pet adoption worldwide, with dogs garnering the most interest which is expected to have a significant impact on the market growth.

Moreover, the number of pets is increasing globally. The National Pet Owners Survey during 2021-2022 found that 70% of US households have a companion animal. Owning a pet is associated with lower blood pressure, less stress, a lower risk of heart disease, and cheaper total health care expenses, according to recent studies. In summary, having pets around improves the quality of life. Hence, pet owners generally ensure that the wounds and problems affecting their animals are properly addressed. That has a favorable effect on the market and thereby promotes market growth over the forecast period. Moreover, according to the annual report of the European Pet Food Industry Association (FEDIAF) for 2020, dogs and cats are the major pets adopted in Europe. Moreover, approximately 85 million European households own at least one pet animal which is likely to boost the animal wound care market. Moreover, many of the research articles point out the advancements in the wound healing process in companion animals. For instance, as per the article published in August 2022 under the title 'Locally Injected Autologous Platelet-Rich Plasma Improves Cutaneous Wound Healing in Cats', the topical use of Platelet-rich plasma (PRP) in the treatment of open wounds in laboratory cats, and results from the research found to be promising, they indicate that the PRP group saw more rapid recovery. Hence such research initiatives in the field of pet wound care boost the market growth.

Companies are developing new products for companion animals, which are expected to accelerate the market studied in this segment. For instance, in March 2021, Healers PetCare introduced a combination kit offering for pet health. This kit includes Skin and Coat Health Chews, Hot Spot Relief cream, and Conditioning Tea Tree Oil Shampoo for pet health and wellness. Thus, the aforementioned factors are expected to positively impact the market studied.

##### North America is Expected to Dominate the Market Over the Forecast Period

North America is expected to dominate the overall market throughout the forecast period owing to the factors such as increasing initiatives by the governments and animal welfare associations and an increase in animal adoption and animal healthcare expenditure. According to the 2021-2022 National Pet Owners Survey, conducted by the American Pet Products Association (APPA), total pet industry expenditures in the United totaled USD 123.6 billion, up 19% from USD 103.6 billion in 2020.

Furthermore, the North American Pet Health Insurance Association's (NAPHIA) State of the Industry Report 2022 Highlights stated that the total premium volume for pet insurance in the United States was nearly USD 2.6 billion. The total number of pets insured in the United States at year-end 2021 was 3.9 million, a 28% increase since 2020. The average accident and illness premium for dogs was USD 583 a year or USD 49 a month. The largest share of insured pets lives in California, New York, and Florida. The largest number of pets insured were dogs at 82 % versus cats at 18 %. In Canada, 77.5% of insured pets were dogs versus 22.5%

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of cats.

Additionally, Mexico's Ministry of Agriculture and Rural Development has begun training veterinarians throughout the nation virtually for severe animal diseases. This organization has trained more than 2,000 veterinarians in Mexico so far in 2021. With this training, various illnesses, including autism, and their therapies have been covered. The market for animal wound healing in the studied region is anticipated to increase strongly over the forecast period as a result of such training programs.

In North America, the United States holds the largest market share. The United States Animal Health Association is an organization that takes care of wound care in veterinary. This organization keeps track of the upcoming products that are required for animal healthcare. Various promotion programs are being carried out by this association in the country, which enables veterinary professionals and the general population to understand effective wound care management for animals. Furthermore, as per the American Pet Products Association Inc., in 2020, it was estimated that around USD 99 billion was spent on pets in the United States, up from USD 95.7 billion in 2019. A similar high expenditure can be observed both in Canada and Mexico, which shows the demand for treatment and awareness among the owners regarding the treatment of their pets. Such factors help in the growth of the wound care market. Thus, the aforementioned factors are expected to accelerate market growth.

#### Animal Wound Care Industry Overview

The animal wound care market is moderately competitive with several major players. In terms of market share, few of the major players currently dominate the market. With the rising awareness levels of animal care among the population, few other smaller players are expected to enter the market in the coming years. Some of the major players in the market are Advancis Veterinary Ltd, Virbac, and Medtronic PLC among others.

#### Additional Benefits:

- <ul> <li> The market estimate (ME) sheet in Excel format </li>
- <li> 3 months of analyst support </li> </ul>

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