

**Poultry Medicine/Pharmaceuticals Market by Animal Type (Chickens, Turkeys, Ducks), Product (Drugs, Vaccines, Feed Additives), Disease Indication (Newcastle disease, Infectious Bursal Disease, Salmonella), Route of Administration - Global Forecast to 2029**

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**Report description:**

The poultry medicine/pharmaceuticals market is projected to reach USD 6.68 billion by 2029 from USD 5.01 billion in 2024, at a CAGR of 5.9% during the forecast period. The increasing consumption of poultry and its products from the developing countries is mainly responsible for the growth of poultry medicine/pharmaceuticals market as it results in increased poultry farming practices. The rise in illnesses in poultry, especially Newcastle disease and Coccidiosis, leads to the need for vaccines, antibiotics, and immune boosters. Also, the growing attention towards food safety and the reduction of antibiotics, has made many farms to resort to alternative therapies such as probiotics and more effective vaccines. Furthermore, the growing rates of poultry production amongst developing countries increases the demand for efficacious medicine/pharmaceuticals, which contributes to the sustainable, safe and productive poultry keeping.

"By animal type, chickens segment is expected to have the largest market share in the poultry medicine/pharmaceuticals market."

Based on animal type, the chickens segment is expected to hold the largest market share in the poultry medicine/pharmaceuticals market. Owing to high domestic poultry consumption of protein sources like chicken meat and eggs. This increase in demand has contributed change in age to the poultry farming especially in developing areas with an increase in the production of chickens. Chickens are also commonly affected by several diseases; Newcastle disease, Infectious Bronchitis and Coccidiosis, which explains the use of vaccines, antibiotics and probiotics to enhance the health and productivity of the flocks. Several factors attributed to increasing food production also explain the need for higher standards biologically and on farm bio-security interventions. Innovations in vaccine delivery methods such as in ovo vaccination have enhanced the efficiency and effectiveness of

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immunization on a large scale providing more avenues for consumption of poultry medicine/pharmaceuticals.

"By product, vaccine segment is expected to have the largest market share in the poultry medicine/pharmaceuticals market." Based on product, the largest share of this market is vaccines since they are critical in the prevention of infectious diseases which can rapidly spread through large flocks, like Newcastle disease, Infectious Bronchitis, and Avian Influenza. Effective vaccination of a poultry flock ensures health, productivity, and minimization of losses due to eventual flock culling order by the veterinary authority. Regulatory pressure to lower the use of antibiotics makes vaccines a preferred choice in the management of diseases as they prevent infections without adding to antimicrobial resistance. Technology advancement, such as ovo vaccination, allows for efficient mass immunization; thus, vaccine administration has become practical and scalable to large poultry farms. In the context of disease prevention and sustainable farming practices, vaccines have cemented their position as the largest segment in the poultry medicine/pharmaceuticals market.

"By disease indication, newcastle disease segment is expected to have the largest market share in the poultry medicine/pharmaceuticals market."

Based on disease indication, the largest share of this market is newcastle disease since the disease affects the poultry worldwide and severely impacts poultry farmers economically. High mortality rates and losses in productivity due to outbreak required vaccination programmes; therefore, vaccines against Newcastle disease are indispensable in poultry health management. Second-generation recombinant and thermostable vaccines have helped increase the ease of use and thus their usage in countries with intensive poultry farming. The continued emphasis on disease prevention and government containment programs have made Newcastle Disease the largest category in the poultry medicine/pharmaceuticals market.

"By route of administration, oral segment is expected to have the largest market share in the poultry medicine/pharmaceuticals market."

Based on route of administration, The oral route of administration in poultry medicine/pharmaceuticals is efficient and convenient in the medication of large flocks in comparison to the other routes as it delivers medication through either water or feed, thereby getting an equal amount of dose delivery to all birds without time-consuming and stressful individual birds' handling. The oral route is most suited for antibiotics, vaccines, probiotics, and vitamins and therefore used in a very diversified preventive and therapeutic mode of application. Labor cost-cutting, simplification in dosing, and accommodation in large-scale poultry systems where quick effective management of disease is important make this route highly acceptable. Given the practicality and economies of scale involved in oral delivery, this mode forms the mainstay in the poultry farming business and commands the market for medicine/pharmaceuticals.

"By region, North America region is expected to have the largest market share in the poultry medicine/pharmaceuticals market." The poultry medicine/pharmaceuticals market is dominated by North America as a result of advanced poultry farming systems prevalent in the region, high poultry products intake, and greater concern for biosecurity and disease control. The region is characterized by existing legislation that encourages responsible antibiotic use and as a consequence drive producers to vaccines and other health solutions in the production of food. Continuous investments in research and development as well as modern technologies put in place for the management and therapy of diseases further promotes upward movement of this market. On top of that, due to the fact that there is a growing need for sustainable as well as high-yield systems of poultry rearing, the production of medicines that assist in maintaining flocks health and productivity has increased in the region thereby further entrenching North America's market leader position.

A breakdown of the primary participants (supply-side) for the poultry medicine/pharmaceuticals market referred to for this report is provided below:

-□By Company Type: Tier 1-35%, Tier 2-40%, and Tier 3-25%

-□By Designation: C-level-20%, Director Level-35%, and Others-45%

-□By Region: North America-27%, Europe-25%, Asia Pacific-30%, ROW-18%

Prominent players in the poultry medicine/pharmaceuticals market are are MSD (US), Elanco (US), Boehringer Ingelheim (Germany), Ceva Sante Animale (France), Zoetis Service LLC (US), Virbac (France), Phibro Animal Health (US), Hester Biosciences

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Limited (India), Meiji Animal Health (Japan), Venky's India (India), Bimeda Corporate (Ireland), Calier (Spain), Hipra (Spain), Vetanco (Argentina), Vaxxinova (Netherlands), Biovac Group (Israel), Kemin Industries (US), O.L.KAR Agrozoovet Service (Ukraine), Indovax (India), Avimex (Mexico), Synthese Elevage (France), Provet Pharma Pvt Ltd (India), Huvepharma (Bulgaria), Romvac Company (Romania), and VMN Pharmaceuticals (Turkey).

#### Research Coverage:

The report analyzes the poultry medicine/pharmaceuticals market and aims at estimating the market size and future growth potential of this market based on various segments such as animal type, product, route of administration and region. The report also includes a competitive analysis of the key players in this market along with their company profiles, service offerings, recent developments, and key market strategies.

#### Reasons to Buy the Report

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall poultry medicine/pharmaceuticals market and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report provides insights into the following pointers:

- Analysis of key drivers (increasing poultry consumption, growing incidence of poultry diseases, advances in poultry medicine/pharmaceuticals, initiatives by government agencies and animal associations), restraints (high cost of vaccines development, antibiotic resistance concerns), opportunities (growth in emerging markets, industrialization of poultry farming), challenges (regulatory compliance)
- Market Penetration: It includes extensive information on products offered by the major players in the global the poultry medicine/pharmaceuticals market. The report includes various segments in offering, application, end user and region.
- Product Enhancement/Innovation: Comprehensive details about new product launches and anticipated trends in the global poultry medicine/pharmaceuticals market.
- Market Development: Thorough knowledge and analysis of the profitable rising markets by offering, application, end user and region.
- Market Diversification: Comprehensive information about newly launched products, expanding markets, current advancements, and investments in the global the poultry medicine/pharmaceuticals market.
- Competitive Assessment: Thorough evaluation of the market shares, growth plans, offerings of products, and capacities of the major competitors in the global poultry medicine/pharmaceuticals market.

#### Table of Contents:

1□INTRODUCTION□	35
1.1□STUDY OBJECTIVES□	35
1.2□MARKET DEFINITION□	35
1.3□MARKETS & REGIONS COVERED□	36
1.3.1□YEARS CONSIDERED□	37
1.3.2□CURRENCY CONSIDERED□	37
1.4□STAKEHOLDERS□	38
2□RESEARCH METHODOLOGY□	39
2.1□RESEARCH DATA□	39
2.1.1□SECONDARY DATA□	40
2.1.1.1□Key data from secondary sources□	41
2.1.2□PRIMARY DATA□	41
2.1.2.1□Key data from primary sources□	42

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2.1.2.2	Key industry insights	43
2.2	MARKET SIZE ESTIMATION	45
2.3	MARKET BREAKDOWN AND DATA TRIANGULATION	50
2.4	MARKET SHARE ESTIMATION	52
2.5	STUDY ASSUMPTIONS	52
2.6	LIMITATIONS	52
2.6.1	METHODOLOGY-RELATED LIMITATIONS	52
2.6.2	SCOPE-RELATED LIMITATIONS	52
2.7	RISK ASSESSMENT	53
3	EXECUTIVE SUMMARY	54
4	PREMIUM INSIGHTS	58
4.1	POULTRY PHARMACEUTICALS MARKET OVERVIEW	58
4.2	ASIA PACIFIC: POULTRY PHARMACEUTICALS MARKET, BY PRODUCT AND COUNTRY (2023)	59
4.3	POULTRY PHARMACEUTICALS MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES	60
4.4	POULTRY PHARMACEUTICALS MARKET, BY REGION (2022?2029)	60
4.5	POULTRY PHARMACEUTICALS MARKET: DEVELOPED VS. EMERGING MARKETS	61
5	MARKET OVERVIEW	62
5.1	INTRODUCTION	62
5.2	MARKET DYNAMICS	62
5.2.1	DRIVERS	63
5.2.1.1	Increasing poultry consumption	63
5.2.1.2	Growing incidence of poultry diseases	63
5.2.1.3	Advancements in poultry pharmaceuticals	64
5.2.1.4	Favorable initiatives by government agencies & animal welfare associations	64
5.2.2	RESTRAINTS	65
5.2.2.1	High cost of vaccine development	65
5.2.2.2	Concerns associated with antibiotic resistance	65
5.2.3	OPPORTUNITIES	65
5.2.3.1	High growth potential of emerging economies	65
5.2.3.2	Industrialization of poultry farming	66
5.2.4	CHALLENGES	66
5.2.4.1	Stringent regulatory compliance for poultry pharmaceuticals	66
5.3	INDUSTRY TRENDS	67
5.3.1	ANTIBIOTIC-FREE SOLUTIONS	67
5.3.2	EMERGENCE OF INNOVATIVE VACCINE TECHNOLOGIES	67
5.4	VALUE CHAIN ANALYSIS	67
5.5	SUPPLY CHAIN ANALYSIS	68
5.6	TECHNOLOGY ANALYSIS	70
5.6.1	KEY TECHNOLOGIES	70
5.6.1.1	mRNA vaccines	70
5.6.1.2	Nanoparticle drug delivery	70
5.6.1.3	CRISPR gene editing	70
5.6.2	COMPLEMENTARY TECHNOLOGIES	71
5.6.2.1	IoT-enabled health monitoring	71
5.6.3	ADJACENT TECHNOLOGIES	71

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5.6.3.1	Automated drug delivery systems	71
5.7	PORTER'S FIVE FORCES ANALYSIS	72
5.7.1	THREAT OF NEW ENTRANTS	73
5.7.2	THREAT OF SUBSTITUTES	73
5.7.3	BARGAINING POWER OF SUPPLIERS	73
5.7.4	BARGAINING POWER OF BUYERS	73
5.7.5	INTENSITY OF COMPETITIVE RIVALRY	73
5.8	REGULATORY LANDSCAPE	74
5.8.1	REGULATORY ANALYSIS	74
5.8.1.1	US	74
5.8.1.2	Europe	74
5.8.1.3	Asia Pacific	74
5.8.1.4	Latin America	74
5.8.1.5	Middle East & Africa	75
5.8.2	REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER ORGANIZATIONS	75
5.8.2.1	North America	75
5.8.2.2	Europe	76
5.8.2.3	Rest of the World	77
5.9	PATENT ANALYSIS	78
5.9.1	PATENT PUBLICATION TRENDS FOR POULTRY PHARMACEUTICALS	78
5.10	TRADE ANALYSIS	81
5.11	PRICING ANALYSIS	83
5.11.1	AVERAGE SELLING PRICE TREND OF POULTRY PHARMACEUTICALS, BY REGION (2022?2024)	83
5.11.2	AVERAGE SELLING PRICE OF POULTRY VACCINES, BY KEY PLAYER (2023)	84
5.12	KEY CONFERENCES AND EVENTS, 2024?2025	84
5.13	KEY STAKEHOLDERS AND BUYING CRITERIA	85
5.13.1	KEY STAKEHOLDERS IN BUYING PROCESS	85
5.13.2	BUYING CRITERIA	85
5.14	UNMET NEEDS AND END-USER EXPECTATIONS	86
5.14.1	UNMET NEEDS	86
5.14.2	END-USER EXPECTATIONS	88
5.15	ECOSYSTEM MARKET ANALYSIS	88
5.16	CASE STUDY ANALYSIS	90
5.16.1	CASE STUDY 1: MARKET DEVELOPMENT IN NIGER DELTA (MADE)	90
5.16.2	CASE STUDY 2: JOURNEY OF TRIBAL WOMEN	91
5.16.3	CASE STUDY 3: PROBLEMS & PROSPECTS OF POULTRY FARMING IN CHITTOOR, ANDHRA PRADESH	91
5.17	ADJACENT MARKET ANALYSIS	92
5.18	INVESTMENT & FUNDING SCENARIO	92
5.19	IMPACT OF AI/GENAI ON POULTRY PHARMACEUTICALS MARKET	93
6	POULTRY PHARMACEUTICALS MARKET, BY ANIMAL TYPE	94
6.1	INTRODUCTION	95
6.2	CHICKEN	96
6.2.1	BROILER	99
6.2.1.1	Specifically bred for high meat yield to drive market	99
6.2.2	LAYER	102
6.2.2.1	Growing demand for eggs to fuel market	102

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6.3	TURKEY	105
6.3.1	CONSUMER PREFERENCE FOR ORGANIC TURKEY BY-PRODUCTS TO DRIVE MARKET	105
6.4	DUCK	108
6.4.1	GROWING FOCUS ON DEVELOPMENT OF TARGETED VACCINES FOR DVH TO FUEL UPTAKE	108
6.5	OTHER POULTRY	110
	?	
7	POULTRY PHARMACEUTICALS MARKET, BY PRODUCT	113
7.1	INTRODUCTION	114
7.2	DRUGS	115
7.2.1	ANTIBIOTICS	118
7.2.1.1	Most widely used drug in poultry management to drive market	118
7.2.2	ANTIPARASITICS	121
7.2.2.1	Ability to combat against coccidiosis and ectoparasites to boost demand	121
7.2.3	ANTISEPTICS	124
7.2.3.1	Maintainance of biosecurity through infection reduction to fuel uptake	124
7.2.4	NUTRITIONALS	127
7.2.4.1	Optimization of poultry health with enhanced productivity to support market growth	127
7.2.5	OTHER DRUGS	130
7.3	VACCINES	132
7.3.1	LIVE-ATTENUATED VACCINES	136
7.3.1.1	Cost-efficiency and high efficacy benefits to fuel uptake	136
7.3.2	INACTIVATED VACCINES	139
7.3.2.1	Pathogen carriers with high stability to drive market	139
7.3.3	RECOMBINANT VACCINES	142
7.3.3.1	Ability to combat several avian diseases to boost demand	142
7.3.4	OTHER VACCINES	144
7.4	FEED ADDITIVES	147
7.4.1	ADDITIONAL INCORPORATION TO DIETS FOR ENHANCED BENEFITS TO SUPPORT MARKET GROWTH	147
8	POULTRY PHARMACEUTICALS MARKET, BY DISEASE TYPE	150
8.1	INTRODUCTION	151
8.2	NEWCASTLE DISEASE	152
8.2.1	INNOVATIONS IN NEXT-GEN VACCINES TO PROPEL MARKET	152
8.3	INFECTIOUS BRONCHITIS	155
8.3.1	HIGH MORTALITY CASES TO BOOST DEMAND	155
8.4	INFECTIOUS BURSAL DISEASE	158
8.4.1	GROWING DEMAND FOR MULTIVALENT VACCINES TO FUEL MARKET	158
8.5	COCCIDIOSIS	161
8.5.1	DEVELOPMENT OF ANTI-COCCIDIAL DRUGS TO FUEL UPTAKE	161
8.6	SALMONELLA	164
8.6.1	INCREASING INCIDENCE OF SALMONELLA OUTBREAKS TO DRIVE MARKET	164
8.7	MAREK'S DISEASE	167

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8.7.1	GROWING FOCUS ON ENSURING FLOCK PRODUCTIVITY TO SUPPORT MARKET	167
8.8	OTHER DISEASES	169
9	POULTRY PHARMACEUTICALS MARKET, BY ROUTE OF ADMINISTRATION	172
9.1	INTRODUCTION	173
9.2	ORAL ROUTE OF ADMINISTRATION	174
9.2.1	HIGH UPTAKE OF ANTIBIOTICS DUE TO SCALABILITY AND COST-EFFICIENCY TO DRIVE MARKET	174
9.3	INJECTABLE ROUTE OF ADMINISTRATION	177
9.3.1	RAPID TREATMENT RESPONSE TO FUEL MARKET	177
9.4	TOPICAL ROUTE OF ADMINISTRATION	180
9.4.1	UPTAKE OF ANTIPARASITIC TREATMENT TO SUPPORT MARKET GROWTH	180
9.5	OTHER ROUTES	182
10	POULTRY PHARMACEUTICALS MARKET, BY REGION	185
10.1	INTRODUCTION	186
10.2	NORTH AMERICA	187
10.2.1	MACROECONOMIC OUTLOOK FOR NORTH AMERICA	194
10.2.2	US	194
10.2.2.1	Stringent regulatory protocols for disease prevention to drive market	194
10.2.3	CANADA	200
10.2.3.1	Growing focus on animal health to drive market	200
10.3	EUROPE	205
10.3.1	MACROECONOMIC OUTLOOK FOR EUROPE	211
10.3.2	GERMANY	212
10.3.2.1	Growing awareness of poultry health issues in Germany	212
10.3.3	UK	218
10.3.3.1	Growing focus on antibiotic-free poultry to boost demand	218
10.3.4	FRANCE	223
10.3.4.1	Avian influenza outbreaks and disease prevention strategies to fuel market growth	223
10.3.5	SPAIN	228
10.3.5.1	Increased poultry production and export to drive market	228
10.3.6	ITALY	234
10.3.6.1	Rising poultry trade and biosecurity measures to drive market	234
10.3.7	REST OF EUROPE	240
10.4	ASIA PACIFIC	245
10.4.1	MACROECONOMIC OUTLOOK FOR ASIA PACIFIC	252
10.4.2	JAPAN	253
10.4.2.1	Focus on biosecurity and innovative pharmaceutical products to drive market	253
10.4.3	CHINA	259
10.4.3.1	Increasing incidence of avian influenza to boost demand	259
10.4.4	INDIA	264
10.4.4.1	Rapid expansion of poultry farming to fuel uptake	264
?		
10.4.5	AUSTRALIA	270
10.4.5.1	Growing focus on advanced pharmaceuticals to support market	270
10.4.6	SOUTH KOREA	275
10.4.6.1	Frequent outbreak of coccidiosis to support market growth	275
10.4.7	REST OF ASIA PACIFIC	281

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10.5	LATIN AMERICA	286
10.5.1	MACROECONOMIC OUTLOOK FOR LATIN AMERICA	292
10.5.2	BRAZIL	293
10.5.2.1	Surge in poultry export to fuel uptake	293
10.5.3	MEXICO	299
10.5.3.1	Increasing investments in broiler genetics to propel market	299
10.5.4	REST OF LATIN AMERICA	304
10.6	MIDDLE EAST & AFRICA	310
10.6.1	MACROECONOMIC OUTLOOK FOR MIDDLE EAST & AFRICA	315
10.6.2	GCC COUNTRIES	316
10.6.2.1	Expanding poultry sector to fuel uptake	316
10.6.3	REST OF MIDDLE EAST & AFRICA	322
11	COMPETITIVE LANDSCAPE	328
11.1	OVERVIEW	328
11.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	328
11.2.1	OVERVIEW OF STRATEGIES ADOPTED BY PLAYERS IN POULTRY PHARMACEUTICALS MARKET	329
11.3	REVENUE ANALYSIS, 2019?2023	330
11.4	MARKET SHARE ANALYSIS, 2023	331
11.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2023	333
11.5.1	STARS	333
11.5.2	EMERGING LEADERS	334
11.5.3	PERVASIVE PLAYERS	334
11.5.4	PARTICIPANTS	334
11.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2023	336
11.5.5.1	Company footprint	336
11.5.5.2	Region footprint	337
11.5.5.3	Animal type footprint	338
11.5.5.4	Product footprint	339
11.5.5.5	Disease indication footprint	340
11.5.5.6	Route of administration footprint	341
11.6	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2023	342
11.6.1	PROGRESSIVE COMPANIES	342
11.6.2	RESPONSIVE COMPANIES	342
11.6.3	DYNAMIC COMPANIES	342
11.6.4	STARTING BLOCKS	342
11.6.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2023	344
11.7	COMPANY VALUATION & FINANCIAL METRICS	345
11.7.1	FINANCIAL METRICS	345
11.7.2	COMPANY VALUATION	345
11.8	BRAND/PRODUCT COMPARISON	346
11.9	COMPETITIVE SCENARIO	346
11.9.1	PRODUCT LAUNCHES & APPROVALS	346
11.9.2	DEALS	347
11.9.3	EXPANSIONS	348
11.9.4	OTHER DEVELOPMENTS	348
12	COMPANY PROFILES	349
12.1	KEY PLAYERS	349

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12.1.1□MERCK ANIMAL HEALTH (SUBSIDIARY OF MERCK & CO., INC.)□349

12.1.1.1□Business overview□349

12.1.1.2□Products offered□350

12.1.1.3□MnM view□352

12.1.1.3.1□Key strengths□352

12.1.1.3.2□Strategic choices□352

12.1.1.3.3□Weaknesses & competitive threats□352

12.1.2□ELANCO□353

12.1.2.1□Business overview□353

12.1.2.2□Products offered□354

12.1.2.3□Recent developments□355

12.1.2.3.1□Deals□355

12.1.2.3.2□Expansions□356

12.1.2.4□MnM view□356

12.1.2.4.1□Key strengths□356

12.1.2.4.2□Strategic choices□356

12.1.2.4.3□Weaknesses & competitive threats□356

12.1.3□BOEHRINGER INGELHEIM INTERNATIONAL GMBH□357

12.1.3.1□Business overview□357

12.1.3.2□Products offered□358

12.1.3.3□Recent developments□359

12.1.3.3.1□Product approvals□359

12.1.3.3.2□Deals□359

12.1.3.3.3□Expansions□360

12.1.3.4□MnM view□360

12.1.3.4.1□Key strengths□360

12.1.3.4.2□Strategic choices□360

12.1.3.4.3□Weaknesses & competitive threats□360

?

12.1.4□CEVA SANTE ANIMALE□361

12.1.4.1□Business overview□361

12.1.4.2□Products offered□361

12.1.4.3□MnM view□362

12.1.4.3.1□Key strengths□362

12.1.4.3.2□Strategic choices□362

12.1.4.3.3□Weaknesses & competitive threats□362

12.1.5□ZOETIS SERVICES LLC□363

12.1.5.1□Business overview□363

12.1.5.2□Products offered□364

12.1.5.3□Recent developments□366

12.1.5.3.1□Deals□366

12.1.5.3.2□Expansions□366

12.1.5.3.3□Other developments□366

12.1.5.4□MnM view□367

12.1.5.4.1□Key strengths□367

12.1.5.4.2□Strategic choices□367

12.1.5.4.3□Weaknesses & competitive threats□367

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12.1.6	VIRBAC	368
12.1.6.1	Business overview	368
12.1.6.2	Products offered	369
12.1.6.3	Recent developments	370
12.1.6.3.1	Deals	370
12.1.7	PHIBRO ANIMAL HEALTH CORPORATION	371
12.1.7.1	Business overview	371
12.1.7.2	Products offered	372
12.1.7.3	Recent developments	374
12.1.7.3.1	Deals	374
12.1.8	HESTER BIOSCIENCES LIMITED	375
12.1.8.1	Business overview	375
12.1.8.2	Products offered	376
12.1.8.3	Recent developments	378
12.1.8.3.1	Deals	378
12.1.9	MEIJI ANIMAL HEALTH CO, LTD. (SUBSIDIARY OF K.M BIOLOGICS CO. LTD.)	379
12.1.9.1	Business overview	379
12.1.9.2	Products offered	380
12.1.10	VENKY'S INDIA	382
12.1.10.1	Business overview	382
12.1.10.2	Products offered	383
12.1.11	BIMEDA CORPORATE	386
12.1.11.1	Business overview	386
12.1.11.2	Products offered	386
12.1.12	CALIER	388
12.1.12.1	Business overview	388
12.1.12.2	Products offered	388
12.1.13	HIPRA	390
12.1.13.1	Business overview	390
12.1.13.2	Products offered	391
12.1.14	VETANCO	392
12.1.14.1	Business overview	392
12.1.14.2	Products offered	392
12.1.15	VAXXINOVA INTERNATIONAL BV	394
12.1.15.1	Business overview	394
12.1.15.2	Products offered	394
12.1.16	BIOVAC GROUP	396
12.1.16.1	Business overview	396
12.1.16.2	Products offered	396
12.1.17	KEMIN INDUSTRIES, INC.	399
12.1.17.1	Business overview	399
12.1.17.2	Products offered	399
12.1.18	L.KAR.-AGROZOOVET-SERVICE	401
12.1.18.1	Business overview	401
12.1.18.2	Products offered	401
12.1.19	INDOVAX	404
12.1.19.1	Business overview	404

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12.1.19.2	Products offered	405
12.1.20	AVIMEX	406
12.1.20.1	Business overview	406
12.1.20.2	Products offered	406
12.2	OTHER PLAYERS	408
12.2.1	SYNTHESE ELEVAGE	408
12.2.2	PROVET PHARMA PRIVATE LIMITED	410
12.2.3	HUVEPHARMA	412
12.2.4	ROMVAC COMPANY S.A.	413
12.2.5	VMN PHARMACEUTICALS	414
13	APPENDIX	417
13.1	DISCUSSION GUIDE	417
13.2	KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL	421
13.3	CUSTOMIZATION OPTIONS	423
13.4	RELATED REPORTS	423
13.5	AUTHOR DETAILS	424

**Poultry Medicine/Pharmaceuticals Market by Animal Type (Chickens, Turkeys, Ducks), Product (Drugs, Vaccines, Feed Additives), Disease Indication (Newcastle disease, Infectious Bursal Disease, Salmonella), Route of Administration - Global Forecast to 2029**

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