



Dairy Outlook

the first global study of the dairy sector and dairy healthcare market prospects

Dairy production is the world's largest food animal sector by volume. Global dairy product consumption is growing strongly as a result of changing dietary preferences, increasing household income and greater availability of dairy products.

The dairy sector is important to animal health companies and our study examines the impact of growing dairy product consumption on dairy production, trade and the dairy healthcare market.

Dairy Outlook is the first global study to deliver:

- Dairy consumption, production and trade forecasts
- Dairy healthcare market forecasts
- Profiles of the dairy sector and dairy healthcare market in nine key countries, including BRIC
- Profiles of the 10 leading companies' dairy business

Dairy Outlook delivers unique insight, which has important implications for the global dairy healthcare market and the companies that compete in the sector.

To learn more about Dairy Outlook we are pleased to provide more detail on the Study, including a detailed Table of Contents.



Methodology

Vetnosis combined its proprietary market simulation tool and dairy healthcare model with qualitative opinion leader research to generate unique insights and intelligence on the dairy sector and dairy healthcare market.

We forecast dairy product consumption by country and simulated dairy production, productivity and trade, which is a growing factor in balancing regional asymmetry between dairy supply and demand. We simulated the number of dairy animals needed to meet consumer demand and where these animals will be located.

Our dairy healthcare market model simulated the two critical drivers: 1) the number of dairy animals with access to healthcare in each country and; 2) healthcare expenditure per animal.

Deliverable

Dairy Outlook is a 240-slide Report delivered as a written report in electronic PDF format and was published in June 2010.

Section Headings

- Executive Summary
- Dairy Sector Benchmarking
- Dairy Sector Supply & Demand
- Dairy Disease Issues & Trends
- Dairy Healthcare Market Forecasts
- Key Dairy Healthcare Markets
- Dairy Sector Opportunities, Challenges & Risks
- Competitor Analysis

Who Will Benefit from Dairy Outlook

Any company competing in the dairy healthcare market will benefit from Dairy Outlook, which includes unique data and analysis that has not been published before. If you are involved in the dairy sector globally, regionally or within one of the nine countries we profile, you will find Dairy Outlook and invaluable source of dairy sector and dairy healthcare market data, analysis and comment.

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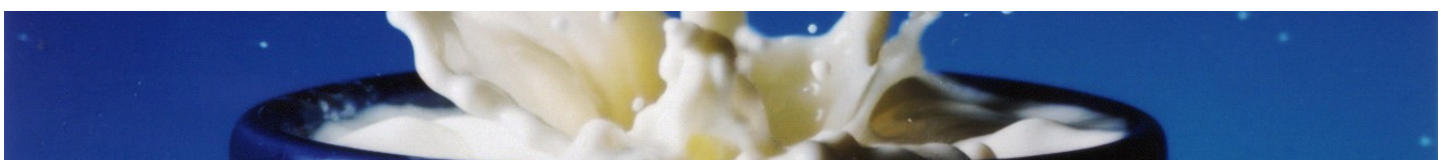
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Germany

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Russia

India

China



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Bubble chart of leading company positioning within dairy biologicals by sales, share & contribution to dairy sales

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Pie chart of company dairy portfolio by category (\$m & %)

Key brands table (key brand, active/antigen/brand, launch year, dairy sales (\$m), product group, product group share)

Commentary

Table summarising company strengths, weaknesses and strategic intent

Competitor profiles for each of the following companies:

Bayer

Boehringer Ingelheim

CEVA

Elanco

Intervet/Schering-Plough

Merial

Novartis

Pfizer

Vétoquinol

Virbac

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