

Emerging Asia Outlook

a new multi-client study analysing the animal health market potential for seven key emerging Asian countries

March 2012



Brochure & Table of Contents

Introduction, Methodology & Timelines

- Emerging Asia Outlook is a new multi-client study analysing the potential for seven key emerging Asian countries, namely: China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam








- Emerging markets are increasingly critical to multinational animal health companies' growth strategies and emerging Asian countries have significant growth potential, however, each country presents its own challenges and opportunities to be carefully evaluated

- Methodology
 - Macro-economic, consumption, production and trade outlook projections were taken from our proprietary market simulation tool, STORM FORECASTS
 - Extensive secondary research
 - Animal health market potential benchmarking model was created
 - medicalised treatable units (animals with access to healthcare) x average spend per medicalised treatable unit

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China, India, Indonesia, Malaysia, Philippines, Thailand and Vietnam

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