

Growing Trend and Outlook of Indian Animal Healthcare

India continues to hold leadership positions in global milk, egg, and meat production, ranking 1st, 2nd, and 5th, respectively, making a substantial contribution to the country's economy. The animal healthcare industry plays a crucial role in supporting the nation's animal husbandry sector. The animal healthcare in India has evolved from focusing solely on curative treatments to adoption of preventive approach aimed at enhancing productivity, and the overall well-being of animals. The Indian animal health market is estimated to be valued at INR 11662.30 crore in FY 2024 with a CAGR of ~ 10% for last 5 years. Various government schemes and regulatory frameworks designed to address the specialised needs of animal welfare have been driving the development of the sector.

The Indian animal healthcare sector is witnessing a range of emerging trends, reflecting advancements in technology, changing consumer behaviour, and evolving industry needs. These trends are transforming the animal healthcare landscape, leading to more efficient, sustainable, and productive practices.

Increased Focus on Animal Health and Welfare

There is an increasing focus on the importance of animal health, both for the well-being of animals and for the safety and quality of animal produce (milk, meat, and eggs). Animal welfare initiatives like improved breeding practices, disease management, and preventive healthcare, are gaining wider acceptance.

Rise in Animal Protein Consumption

Due to rising demand for animal-derived proteins, the need for healthy and productive livestock, fuelling the demand for vet-

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erinary products like vaccines, antibiotics, and nutritional supplements are increasing. Government is also supporting the growth of the dairy and meat industries, which are significant contributors to the national economy.

Technological Advancements

Advancements in veterinary medicines, vaccines, and diagnostics are developing the animal healthcare industry. With increased adoption of technology, more efficient and cost-effective ways to diagnose and treat diseases in animals are emerging. Technologies such as genomics, digital monitoring tools for livestock health, and artificial intelligence-based diagnostic platforms are gaining traction.

Government Initiatives and Regulations

The Indian government has recognized the importance of the animal healthcare sector and is introducing several initiatives to support the industry. Programs focused on improving livestock productivity, controlling diseases, and ensuring food safety are contributing to the growth of the sector. The National Livestock Mission and other support programs for dairy and poultry farmers are creating an enabling environment for better veterinary care. Also, regulatory frameworks for veterinary products are being strengthened, ensuring that animal healthcare products meet quality standards and are safe for both animals and consumers.

Export Opportunities

India is a key player in the global livestock and animal products market, including the export of dairy, meat, and poultry. Additionally, the country has a significant opportunity to expand its presence in the global animal healthcare market, driven by its robust manufacturing capabilities, cost

advantages, and the rising global demand for veterinary products.

Veterinary Diagnostics and Lab Services

With increasing awareness on early diagnosis and prevention, there is a growing demand for veterinary diagnostic services such as point-of-care diagnostics and other diagnostic tools. Laboratory services are expanding to provide faster and more accurate results, allowing for timely treatment of diseases.

Sustainable Practices with Herbal alternatives

Sustainability is becoming a major focus in the Indian animal healthcare sector. Many companies are developing eco-friendly veterinary products and focusing on sustainable practices in the production of feed, supplements and medicines. There is a rising interest in herbal animal feed supplements and drugs, which are not only seen as more environmentally friendly but also healthier for the animals.

Improved Veterinary Education and Training

The rise in demand for skilled veterinary professionals is driving improvements

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in veterinary education and training programs. Veterinary institutes and private companies are focusing on training veterinarians and livestock farmers on the latest techniques in animal healthcare, diagnostics, and management practices.

Challenges Facing the Sector

While the outlook is generally positive, several challenges could impact the growth of the sector:

Small & Marginal Farmers: Lack of awareness about health, nutrition and farm management persists as the sector is dominated by small & marginal farmers.

Inadequate Infrastructure: Despite

advancements in urban areas, rural India still lacks sufficient veterinary services and infrastructure to support the growing needs of the livestock sector.

Dependency on Import: Due to cost & technology advantages as well as non-availability of key starting materials, the country is dependent on imported raw materials/APIs.

Fluctuating price of animal produce

The growing trends in Indian animal healthcare reflect the evolving needs of the sector. From a shift toward preventive care and the adoption of technology to a focus on sustainable practices, the industry is moving toward more efficient, compassionate, and productive solutions. Overall, the Indian animal healthcare industry is poised for strong growth, driven by a rising livestock population, advancements in veterinary technology, increasing consumer demand for animal products, and government initiatives. However, challenges such as unorganized farming, infrastructure limitations, appropriate remuneration of animal produce, technology disadvantage etc. need to be addressed to ensure the sustainable development of the sector.