

# **Zoetis/Pfizer: Global Challenges, Technological Capabilities, Marketing Tactics, And Strategic Direction in the Animal Health Industry**

## **Table of Contents**

### **The Global Animal Health Market Dynamics and Trends**

Strategic overview of the worldwide animal health market.

Five-year forecasts for major market segments and key geographic regions.

Assessment of major U.S. and international trends with potentially significant impact on the animal health industry during the next five years.

Pricing, industry consolidation, market globalization, growing R&D cost, and generics.

Advances in genomics, proteomics, drug screening, tissue engineering, bioinformatics and other technologies.

Key market segments.

Major geographic areas.

### **Zoetis/Pfizer Strategic Directions**

### **Zoetis/Pfizer Marketing Tactics**

### **Zoetis/Pfizer Technological Know-How**

## **List of Tables**

Table 1: World Animal Health Market Estimated Sales  
By Market Segment

Table 2: World Animal Health Market Sales Forecast  
By Market Segment

Table 3: World Animal Health Market Estimated Sales  
By Geographic Region

Table 4: World Animal Health Market Sales Forecast  
By Geographic Region

Table 5: World Animal Health Market Estimated Sales  
By Animal Species

Table 6: World Animal Health Market Sales Forecast by Species