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## **US Veterinary Generics Market Profiled in New Brakke Consulting Report**

(October 3, 2016) Dallas – Brakke Consulting announced the recent publication of an all-new report on the US Veterinary Generic Drugs Market.

The report is an overview of small package generic pharmaceuticals for animal health. It includes a review of the regulation of veterinary drugs, estimates of the market size, and profiles of leading generic drug manufacturers.

As part of the report, Brakke Consulting surveyed several hundred veterinarians to learn more about which types of generic products they carry, perceptions of generic drugs, and trends they are seeing at the practice level. The respondents included veterinarians who see small animals, horses, and livestock, as well as a survey of beef and dairy producers.

“Generic veterinary drugs are much less common than is seen in the human drug market, but FDA approvals of generic drugs have outpaced new active ingredients in the past several years,” says project manager Dr. Lynn Fondon. “We are seeing good growth in the generics area, particularly in generics for use in dogs and cats.”

The full report is available to interested parties for a purchase price of \$7,995.00. For more information, contact Dr. Lynn Fondon at (972) 243-4033 or [LFondon@BrakkeConsulting.com](mailto:LFondon@BrakkeConsulting.com).

### **About Brakke Consulting**

For more than 30 years, Brakke Consulting has offered comprehensive solutions for the animal health industry, including strategic planning, market research and competitive intelligence, transaction assistance, executive recruiting, and general business consulting. The company is also known for its syndicated market studies, providing strategic, timely information for the industry.

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