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**Small animal pain management market profiled in Brakke Consulting's new report**

(April 18, 2017) Brakke Consulting's latest multi-client study takes an in-depth look at pain management products for dogs and cats.

"The pain management market is one of the largest segments in animal health," said Lynn Fondon DVM MBA, senior consultant of Brakke Consulting. "Sales of small animal analgesics have increased 20-fold since the introduction of Rimadyl, the first of the new-generation NSAIDs, in 1996."

The study, **Pain Management Products for Dogs and Cats**, profiles the veterinary market for analgesics, both veterinary and human products, as well as nutritional supplements, therapeutic diets for joint support, and complementary therapies. The report includes an overview of pain management in veterinary medicine, leading product sales and pricing, and a discussion of new and developing products including Galliprant and Nocita, as well as a number of novel molecules. The report also includes a survey of 325 small animal veterinarians probing their use of analgesics for both acute and chronic pain.

"Our veterinary survey found that veterinarians are generally satisfied with the available products for dogs, but feel there is a need for safer analgesics for cats, particularly those that can be used long-term," commented Dr. Fondon.

The **2017 Pain Management Products for Dogs and Cats** report is available from Brakke Consulting for \$5,500. For more information, interested companies should contact [lfondon@brakkeconsulting.com](mailto:lfondon@brakkeconsulting.com).

About Brakke Consulting

For over 30 years, Brakke Consulting has offered comprehensive solutions for the animal health industry, including market research, new business development, product evaluation, and distribution strategies. The company is known for its syndicated market studies, providing strategic, timely information for the industry. Learn more about the company at [www.BrakkeConsulting.com](http://www.BrakkeConsulting.com)

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