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New oral combination products are changing the parasiticide landscape

(December 13, 2023) A new study from Brakke Consulting takes an in-depth look at the U.S. flea, tick and heartworm products market, the largest segment of the companion animal market.

“The flea control and heartworm preventatives market continues to be one of the most innovative areas in animal health, with a variety of novel formulations,” said Lynn Fondon DVM MBA, Brakke Consulting Senior Consultant. “The newest generation of triple-combo products are transforming the landscape once again.”

The study, **The US Flea Control and Heartworm Markets**, profiles the veterinary and OTC markets for flea and tick products and heartworm preventatives, including veterinary product historical sales and pricing. The report provides a look at the evolution of the new oral triple-combo products including Simparica Trio® and NexGard® Plus, and provides intelligence on products on the horizon.

The report – published annually by Brakke for over two decades – gathered information from a variety of sources, including published information, industry interviews and a survey of 400 small animal veterinarians and 500 pet owners.

The **US Flea Control and Heartworm Markets** report is available from Brakke Consulting for \$7,995. For more information, interested companies should contact project manager Lynn Fondon at info@brakkeconsulting.com.