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Veterinary Cancer Market Profiled in New Report

(March 19, 2025) A new study from Brakke Consulting takes an in-depth look at the U.S. market for cancer diagnosis and treatment in pets.

“Veterinary medicine has often followed a path forged by human medicine, but a new focus on translational medicine has spurred veterinary innovation,” said Lynn Fondon DVM MBA, Brakke Consulting Senior Consultant and project manager. “Research into therapies to treat cancer in pets will also benefit people.”

The study, **Cancer in Dogs and Cats**, profiles the veterinary oncology space, including cancer incidence, diagnosis, and treatment, with a special focus on veterinary-exclusive diagnostic tests and therapies. The report gathered information from a variety of sources and includes surveys of 310 small animal veterinarians and 1,000 pet owners, which provided on-the-ground insights into the proportion of pets who receive treatment following a cancer diagnosis.

The **2025 Cancer in Dogs and Cats** report is available from Brakke Consulting for \$8,500. For more information, interested companies should contact info@brakkeconsulting.com.

About Brakke Consulting

Established in 1986, Brakke Consulting is the premier consulting firm serving the animal health and related industries. The firm is made up of a team of seasoned professionals with strong credentials in management, finance, sales, distribution, marketing, brand development, communications, market research and veterinary practice management. For more information, visit our website at www.brakkeconsulting.com.