

→ MAIN TOPICS

Behavioral disorders (Q1 2024)

Importance of behavioral disorders, awareness and perception of the main products, image of products, usage and attitude, image of pharmaceutical companies, vets' expectations, demographics

Corporate clinics barometer (Q2 & Q4 2024)

Awareness and image, penetration rate, intention to join a chain
Barriers and motivations.

Cardiology (Q4 2024)

Landscape and protocols, diagnostic means, factors limiting the implementation of treatments, spontaneous awareness of the products, awareness and interest of the new products, benchmark of the main products regarding key criteria, overall assessment of the main products, prescription behaviour, image of companies

Cat owners (Q1 2024)

Attitudes and expectation regarding the care of their cats and perception of their vets.

Pain management in arthrosis (Q3 2024)

Global usage and attitudes in cats and dogs regarding the use of NSAIDs, DMOAs and monoclonal antibodies. Level of satisfaction and outlook regarding monoclonal antibodies...

Antibiotics (Q2 2024)

Spontaneous awareness of oral and injectable antibiotics, awareness and image of pharmaceutical companies, share of the different pathologies, 1st line and 2nd line prescription, prescription of generic antibiotics / human health products, forward looking questions

Companies image assessment (Q3 2024)

Awareness / Skill area, Benchmark of the main pharma companies regarding 40 Key Performance Indicators (KPI), Overall scoring

Food Supplements including DMOA's and CBD (Q4 2024)

Global usage and attitudes in cats and dogs. Focus on new products. Penetration and benchmark of the main products. NPS, Unmet needs...

Parasites control (Q2 2024)

Global usage and attitudes in cats and dogs. Focus on new products. Penetration and benchmark of the main products. NPS, Unmet needs...

Dermatology (Q3 2024)

Importance of dermatological problems, key facts and figures regarding dogs, spontaneous awareness of companies / range names, spontaneous awareness of products / brand names, advertising recall, awareness of new products, benchmark of selection criteria, breakdown prescriptions between dogs and cats, breakdown of prescriptions between oral and topical treatments, most often used range of oral and topical products by pathology, level of satisfaction with the products, unmet needs, company image

Vaccines (Q4 2024)

Awareness of vaccine manufacturers and vaccine brands, new products and innovations, attitude of the owners according to the vets, prevalence of the infectious diseases, knowledge/ benchmark of the main vaccine ranges, penetration rate of vaccine ranges by pathology, providers of vaccines, trend in vaccination, assessment of factors limiting vaccination, prescription development drivers

→ RATES

↘ EU CORE COUNTRIES

1 country in Europe

On demand

5 countries in Europe

On demand

↘ NORTH AMERICA

The USA

On demand

Canada

On demand

→ DELIVERABLES

Delivery of one report per country in English

Delivery of a European comparison report for the purchase of 5 countries in Europe ...

Options: customized report, presentation of the results online or on your premises,...

→ SAMPLE SIZES

Veterinarians

110 small animal vets per country in Europe

200 small animal vets in the USA

80 small animal vets in Canada

Cat Owners:

400 people in each country

