

Innovation in Animal Health: Turning Potential into Progress

Advanced technologies are reshaping care and driving value. Here's how to seize the advantage.



Innovation is scaling

New tools are no longer confined to the lab. Biologics, gene and cell therapies, novel vaccine platforms and AI are already improving care quality, reducing antibiotic use and shifting cost structures.



Early evidence from the market

Companion animal

 New biologics offer long-acting treatment options without the side effects of legacy drugs

 Digital tools reduce diagnostic time and generate real-world evidence to inform development



Livestock examples



Rapid-response vaccine platforms help producers respond to emerging disease threats



Combination products lower handling costs and improve compliance



Sensor technologies enable earlier intervention and more targeted treatment

Where clinical relevance aligns with clear operational value, adoption has followed quickly.

A framework for action

How companies can take advantage of innovation strategy:



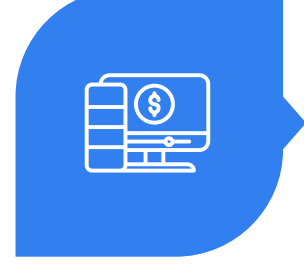
Prioritise indications

Identify where clinical need and economic incentive are already aligned



Map technologies

Consider all feasible modalities for each target, not just trending ones



Screen assets

Assess pipeline fit, speed to market, commercial relevance and cultural match



Assess capabilities

Use this to decide whether to build in-house or seek external partnerships



Model value

Use scenario planning to select the most robust commercial path



Strategy needs focus

Strong execution depends on three inputs:



Gaps in any area reduce the likelihood of market impact.

Take a closer look

Uncover the trends shaping the future of animal health in **Unleashing Growth: How Innovation Is Reshaping Animal Health**



Let's talk



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