

SESSION SPOTLIGHT:

Extending Animal Longevity Through Innovation

Opening AHNTI EU, Zoetis CEO Kristin Peck set out a clear vision for the future of animal health. Her keynote focused on one central theme: longevity. As science, technology, and the human–animal bond continue to evolve, the industry has an unprecedented opportunity to help animals live longer, healthier lives.

Peck described animal health as one of the most resilient sectors in healthcare. Despite macroeconomic and geopolitical uncertainty, the need for animal health solutions remains constant. The global market currently stands at around \$50 billion and is expected to double by 2035, driven largely by continued innovation.

A key driver of this growth is the changing relationship between people and their pets. Millennials and Gen Z increasingly see pets as family members and are willing to pursue advanced treatments that were rarely considered a decade ago. At the same time, economic pressures are creating new challenges for access to care, with many younger pet owners delaying or avoiding veterinary treatment due to cost.

Peck highlighted how innovation has already transformed animal health. Over the past 30 years, advances in medicine, diagnostics, and prevention have extended the lifespan of pets by roughly 1.5 to 1.7 times.

Looking ahead, the next wave of breakthroughs will focus on addressing major unmet medical needs across areas such as chronic kidney disease, oncology, cardiology, obesity, and anxiety.

“Innovation has always been the lifeblood of our industry, but the opportunities ahead of us are even greater than they have ever been.”

– Kristin Peck, CEO, Zoetis



The opportunity is just as significant in livestock health. With the global population growing and demand for protein rising, farmers will need to produce 50 to 70 percent more protein by 2050. Peck emphasised that innovation in disease prevention, genetics, and predictive health technologies will be critical to supporting producers while ensuring sustainable and efficient food production.

Central to this vision is what Peck described as a continuum of care. Future animal health solutions will combine genetics, prediction, prevention, diagnostics, and treatment to deliver more integrated and proactive care.

She closed by emphasising that achieving this future will require collaboration across the entire ecosystem. Partnerships between industry, startups, academics, and regulators will be essential to translating new technologies into real-world solutions for veterinarians, farmers, and pet owners.

Key Takeaways

- Longevity is emerging as a central goal for the animal health industry
- The global animal health market is expected to double by 2035
- Pet lifespans have already increased significantly due to advances in medicine and prevention
- Major unmet needs remain across diseases such as oncology, chronic kidney disease, cardiology, and obesity
- Livestock innovation will be critical to meeting rising global protein demand
- Collaboration across the ecosystem will be essential to bring new technologies to market

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