



ANIMAL HEALTH,
NUTRITION &
TECHNOLOGY
INNOVATION



STONEHAVEN
COZMIX GROUP

SESSION SPOTLIGHT:

The Animal Health Market in Transition:

Innovation, AI and New Competitive Dynamics

At AHNTI EU, Matthias Hofer and Beatrice Vos from Stonehaven Cozmix Group provided a strategic overview of how the animal health industry is evolving. Their keynote examined the forces shaping the market today, from shifting growth dynamics and investment trends to the rising influence of AI and generics.

Despite macroeconomic uncertainty, the sector continues to demonstrate strong fundamentals. The speakers highlighted that while growth has moderated slightly following the post-COVID surge, the industry is still expanding at more than five percent annually. Innovation pipelines remain strong and investor confidence remains high, with more than sixty percent of private equity firms indicating plans to increase investment in the sector.

One of the most significant structural trends is the continued shift toward companion animals, particularly in the United States. By 2030, companion animals are expected to account for roughly three quarters of US animal health revenues, reflecting the growing role of pets in households and the expanding range of treatments available.

The presentation also explored how innovation is evolving across the industry. Many recent launches have focused on major therapeutic areas such as dermatology, cardiology, pain and parasiticides, while vaccines continue to dominate in livestock health. Meanwhile, startup activity is accelerating, with more than 500 emerging companies developing new technologies across therapeutics, diagnostics and digital health.



“Investor confidence in the sector remains high, with a majority of private equity firms planning to increase their investment.”

– Matthias Hofer, CEO & Managing Partner, Stonehaven Cozmix Group



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Beyond scientific innovation, the speakers highlighted three structural shifts reshaping the industry.

1 First, changes in go to market models are transforming how veterinary products reach clinics. Online B2B purchasing platforms are expanding rapidly, while increasing clinic consolidation and corporate ownership are altering purchasing dynamics across the veterinary sector.

2 Second, artificial intelligence is beginning to impact the entire value chain. From accelerating drug discovery and clinical trials to improving manufacturing processes, commercial strategy and diagnostics, AI is expected to enhance efficiency and enable more predictive approaches to animal care.

Finally, the industry is experiencing growing competition from generics. As more blockbuster veterinary medicines approach patent expiry, a wave of generic alternatives is expected to enter the market. Combined with increased online purchasing and the rise of cost focused veterinary groups, generics could reshape competitive dynamics in the years ahead.

Together, these trends point to a sector that remains resilient but is entering a new phase of transformation. For innovators, investors and industry leaders, understanding these structural shifts will be essential to navigating the next decade of animal health.

Key Takeaways

- The animal health market continues to grow strongly, with annual growth still exceeding five percent
- Companion animals are becoming an increasingly dominant segment, particularly in the US market
- Innovation pipelines remain active, with hundreds of startups developing new therapies and technologies
- Go to market models are evolving as online purchasing platforms and clinic consolidation reshape distribution
- AI is beginning to influence every stage of the value chain from research to clinical decision making
- Generic competition is expected to intensify as major products approach patent expiry

“Artificial intelligence will shape the entire animal health value chain, from research and manufacturing to diagnostics and clinical care.”

– Beatrice Vos, Managing Partner Stonehaven Transactions Ltd

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