



ANIMAL HEALTH,
NUTRITION &
TECHNOLOGY
INNOVATION



SESSION SPOTLIGHT:

Why Animal Health Has Never Been More Relevant

In his keynote at AHNTI EU, Jeff Simmons, CEO of Elanco, delivered a provocative and forward-looking perspective on the future of the animal health industry. Drawing on nearly four decades in the sector, Simmons challenged the audience to think about the industry's relevance, competitiveness, and long-term growth trajectory.

He began with a simple but powerful reminder. During the most difficult moments of the COVID pandemic, when global supply chains were disrupted and uncertainty dominated many industries, the world turned to animal agriculture and animal health. Meat shelves emptied, and animal shelters were adopted out at record levels. For Simmons, this moment highlighted something fundamental. The industry plays a critical role in society, and its importance is only increasing.

Simmons argued that the sector now stands at a crossroads. Historically, animal health has drawn inspiration from two industries: human pharmaceuticals and agricultural chemicals. One of these sectors has continued to innovate and grow rapidly, while the other has struggled with commoditisation and declining innovation. His challenge to the audience was clear. Animal health must choose which path it wants to follow.

Despite recent volatility in investment markets, Simmons believes the industry has one of the most compelling value propositions in healthcare. Animal health combines the scientific rigour and regulatory standards of pharmaceuticals with strong brand loyalty and direct customer purchasing, creating a durable and resilient market structure.

Several macro trends are strengthening this position. Global demand for animal protein continues to grow, supported by changing dietary guidelines, rising demand for high-quality nutrition, and demographic shifts such as ageing populations focused on muscle retention and health. At the same time, the bond between people and their pets continues to deepen, giving consumers greater influence over treatment decisions and purchasing behaviour.



Looking ahead, Simmons argued that the industry has the potential to grow from roughly \$40 billion today to \$60 billion or more over the coming decade. Achieving this will require stronger collaboration across the ecosystem, increased investment in innovation, and a more unified effort to communicate the industry's value to society and to investors.

His message to the audience was ultimately optimistic. Animal health sits at the intersection of food security, human wellbeing, and animal care. As global demand for protein rises and the human-animal bond continues to strengthen, the industry's impact on society will only grow.



Key Takeaways

- Animal health proved its relevance during the COVID pandemic when global food systems and pet adoption relied heavily on the sector
- The industry sits at a strategic crossroads between innovation driven growth and commoditisation
- Strong brand loyalty and direct purchasing give animal health a unique market structure compared to human healthcare
- Rising global demand for protein and the strengthening human animal bond are major long term growth drivers
- With the right collaboration and investment, the industry could grow from roughly \$40 billion to \$60 billion or more over the next decade

"We have one of the most compelling value propositions of any industry. We combine the science of pharma with the loyalty and durability of consumer brands."

— Jeff Simmons, President and CEO, Elanco



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