



VetTrak Republic of Ireland Vet Medicines Review

August 2011

Denise Roche

ROI DATA SUPPLIERS

- ❖ AGRIHEALTH (MONAGHAN)
- ❖ C&M (LIMERICK)
- ❖ CAHL/CAHL RETAIL (CARLOW)
- ❖ CHANELLE (GALWAY)
- ❖ UNIPHAR/ALLPHAR (DUBLIN)

- ❖ TP WHELEHAN
- ❖ CMR
- ❖ ALMAN CHEMICALS
- ❖ ACRAVET
- ❖ COYLE VET
- ❖ INTERVET DIRECTS
- ❖ VETOQUINOL DIRECTS
- ❖ BIMEDA DIRECTS
- ❖ NOVARTIS DIRECTS

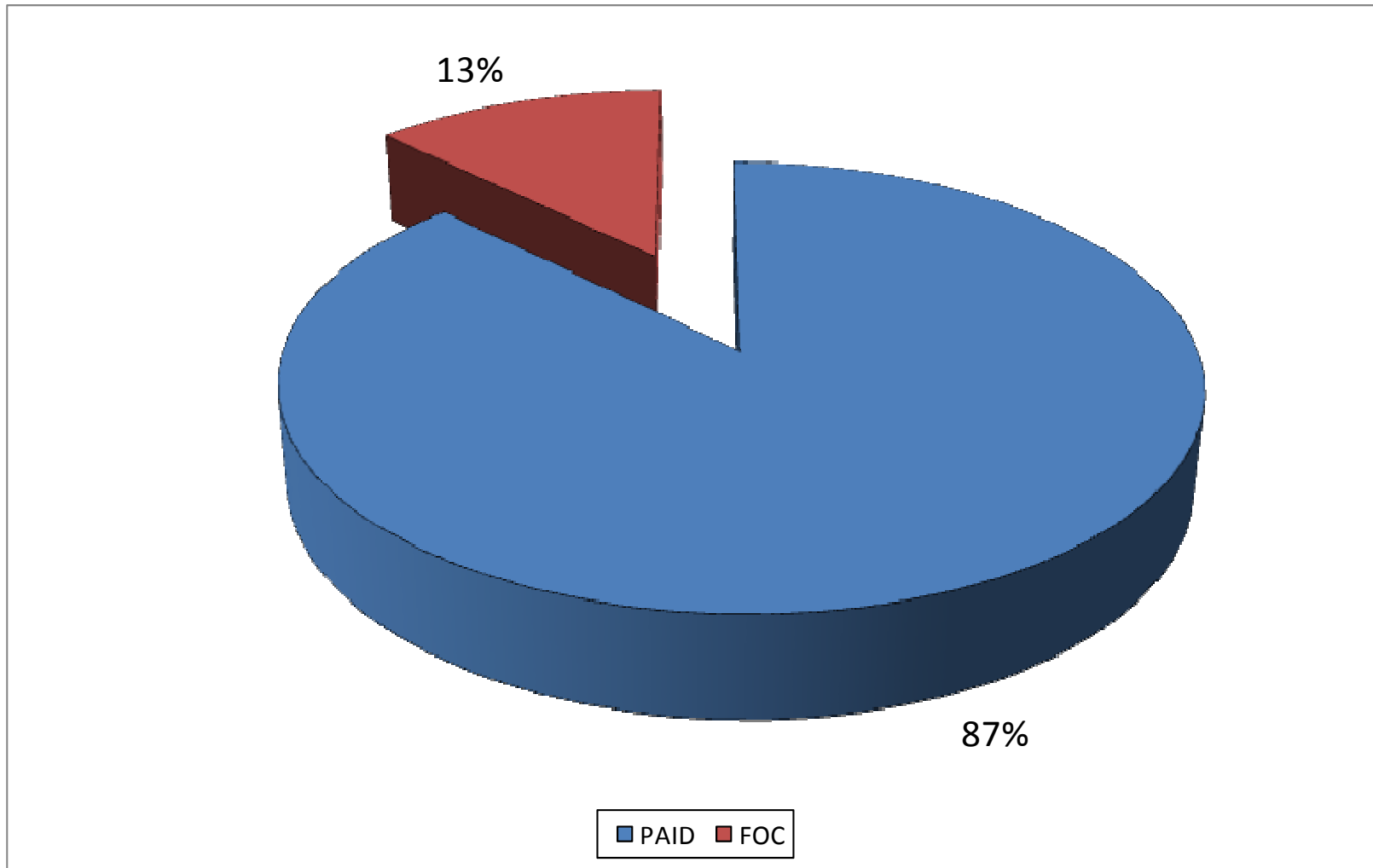
Methodology



3

- ❖ The charts produced in this review are created from the data collected and processed each month.
- ❖ Data is received from the 5 major Animal Health wholesalers in the ROI – **Agrihealth, C&M, CAHL, Chanelle, Uniphar**. We also collect data from a number of smaller wholesalers and direct sales manufacturers – Acravet, Allphar, Alman Chemicals, Bimeda, CMR, Coyle Vet, Intervet/SP, TP Whelehan, Vetoquinol.
- ❖ From these we receive - a Sales, Product and Customer file, which are imported into our Production system. Each product unit of data we collect is multiplied by the professional/list (trade) price of that product in order to get a €value (excl. VAT).
- ❖ The result is a comprehensive monthly survey of the products being sold into vet practices, pharmacies, co-ops, merchants, farms etc in the ROI. Our database monitors **product usage** in ROI. Note: We pick up circa 12.5% of deliveries as free of charge.

Free of charge v Paid for product deliveries MAT August 2011 €134 Million



Next.....

VetTrak

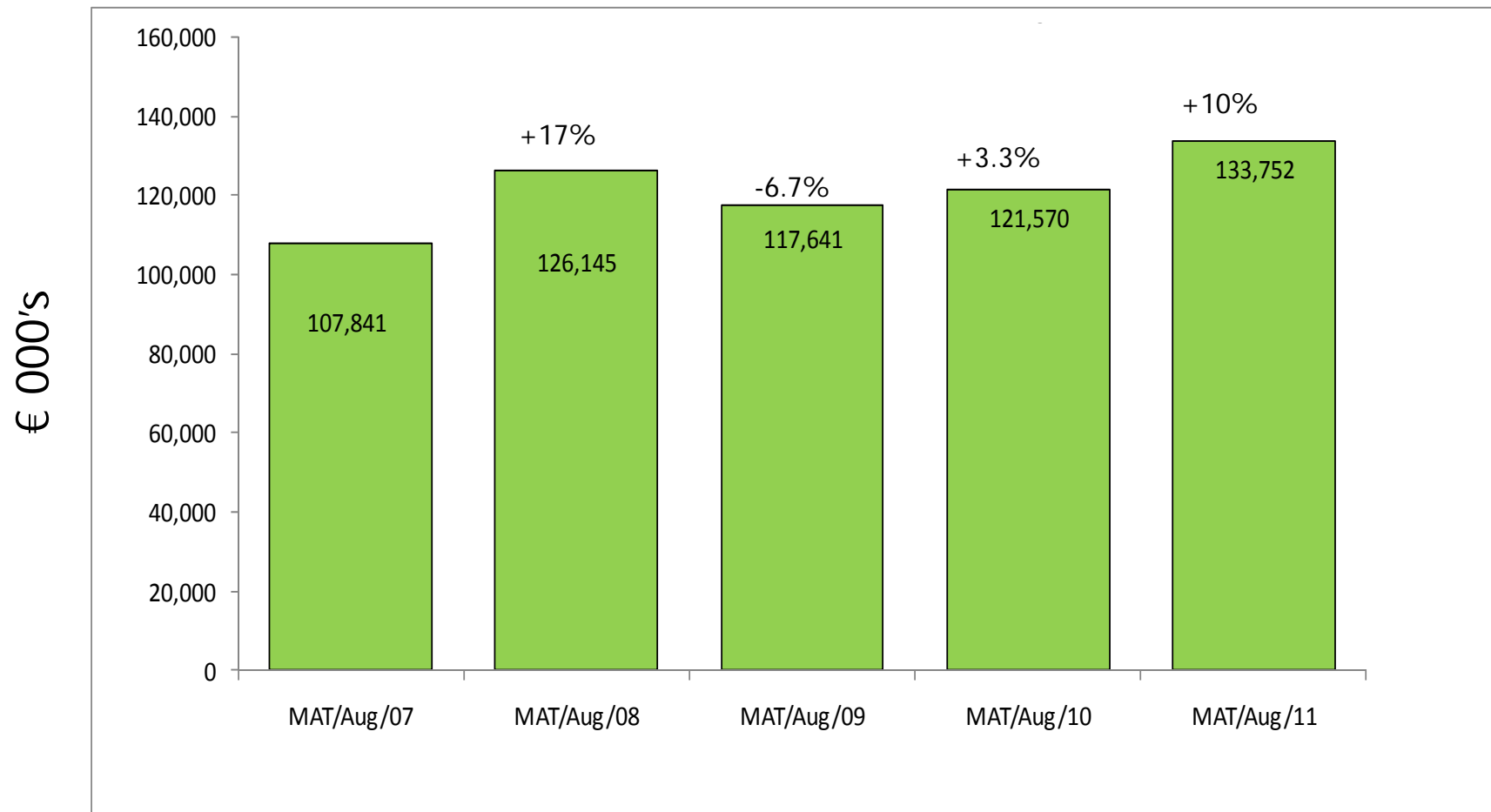
5

- ❖ **The total market performance**
 - ❖ **The age of products**
- ❖ **The concentration of outlets/customers**
- ❖ **The concentration of manufacturers**
- ❖ **The concentration of the market**

Total market performance over the last 5 years MAT August 2011

VetTrak

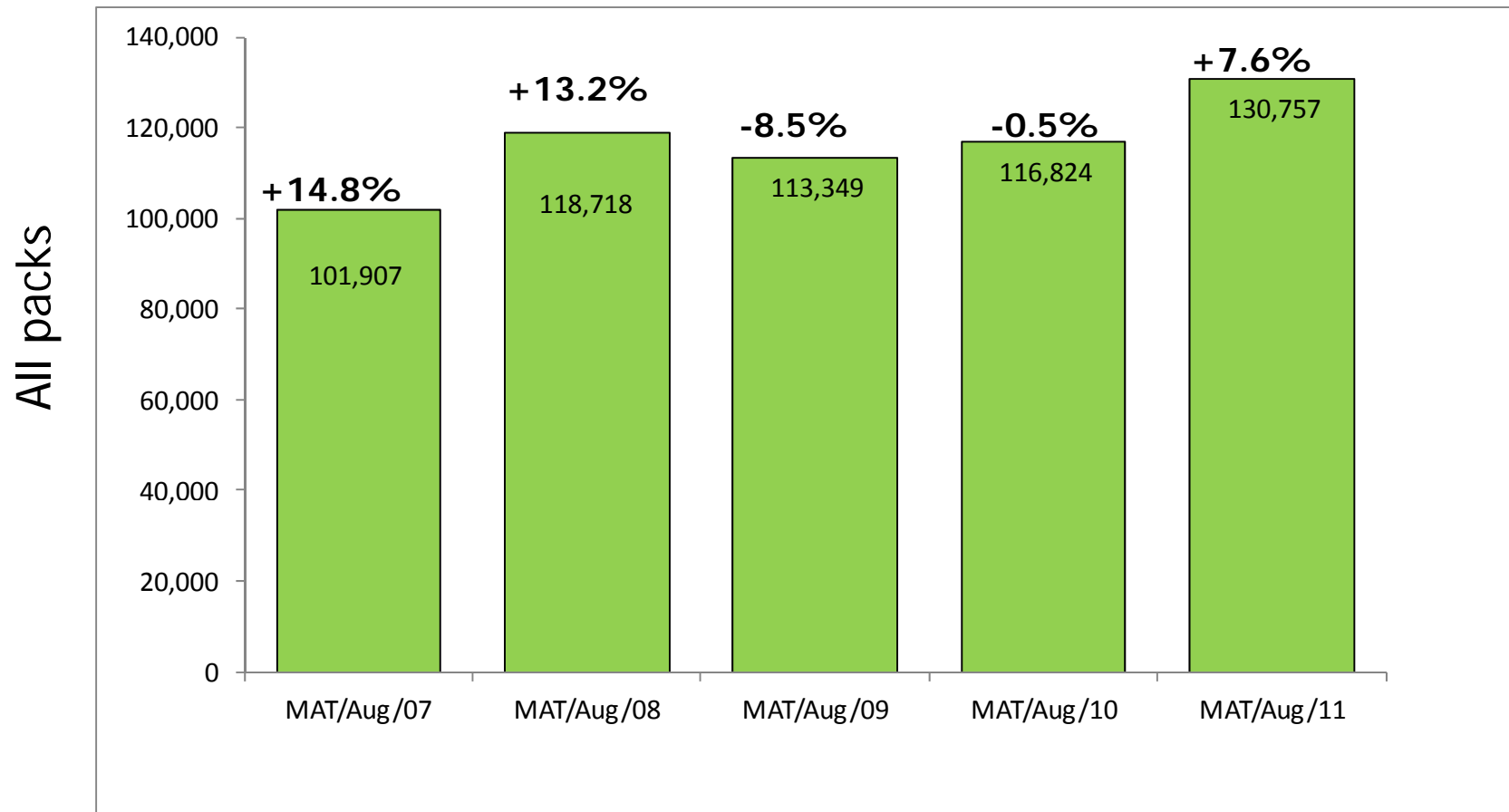
6



Total market performance without new products over the last 5 years MAT August 2011

VetTrak

7

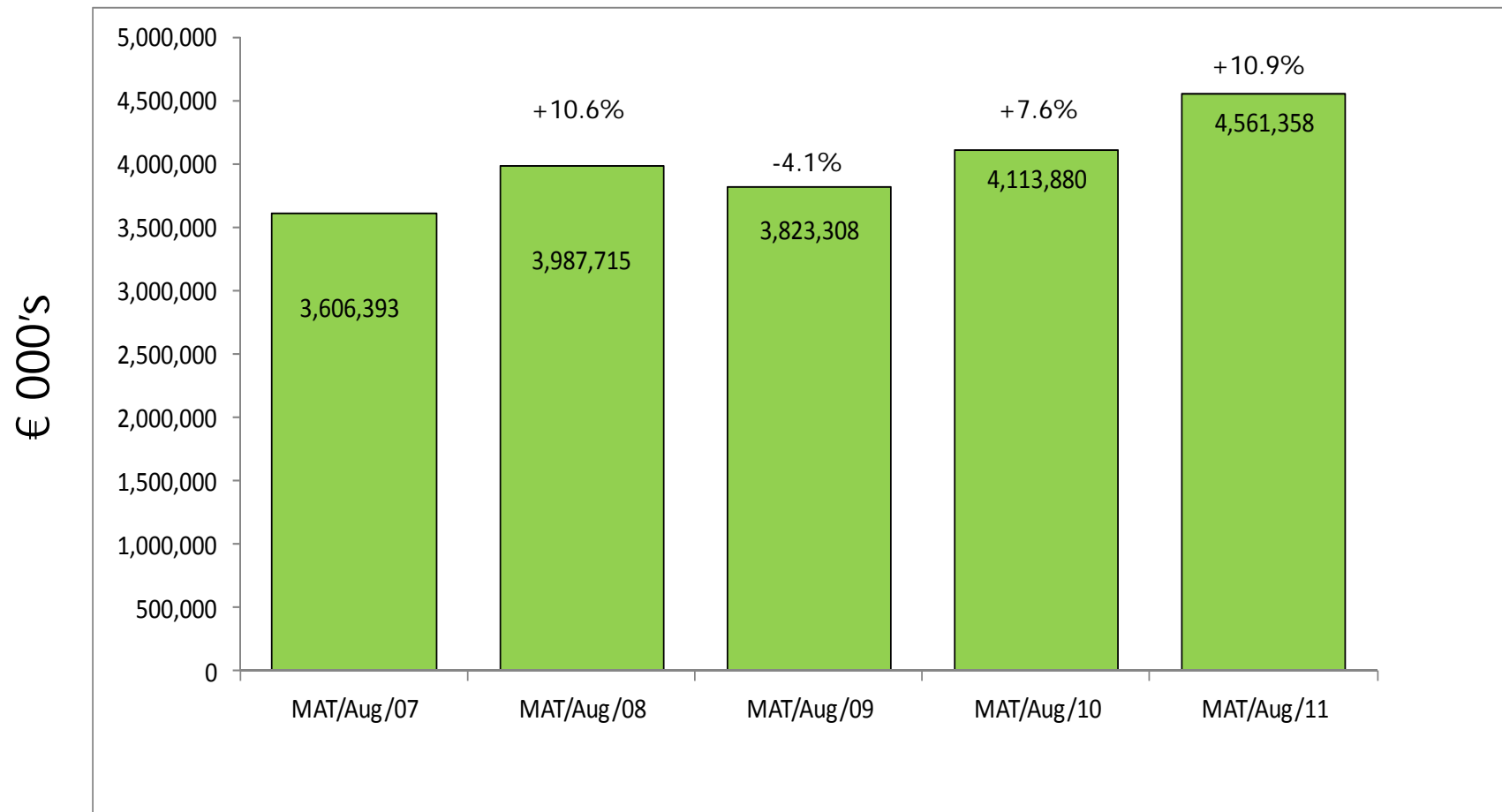


Total market performance over the last 5 years

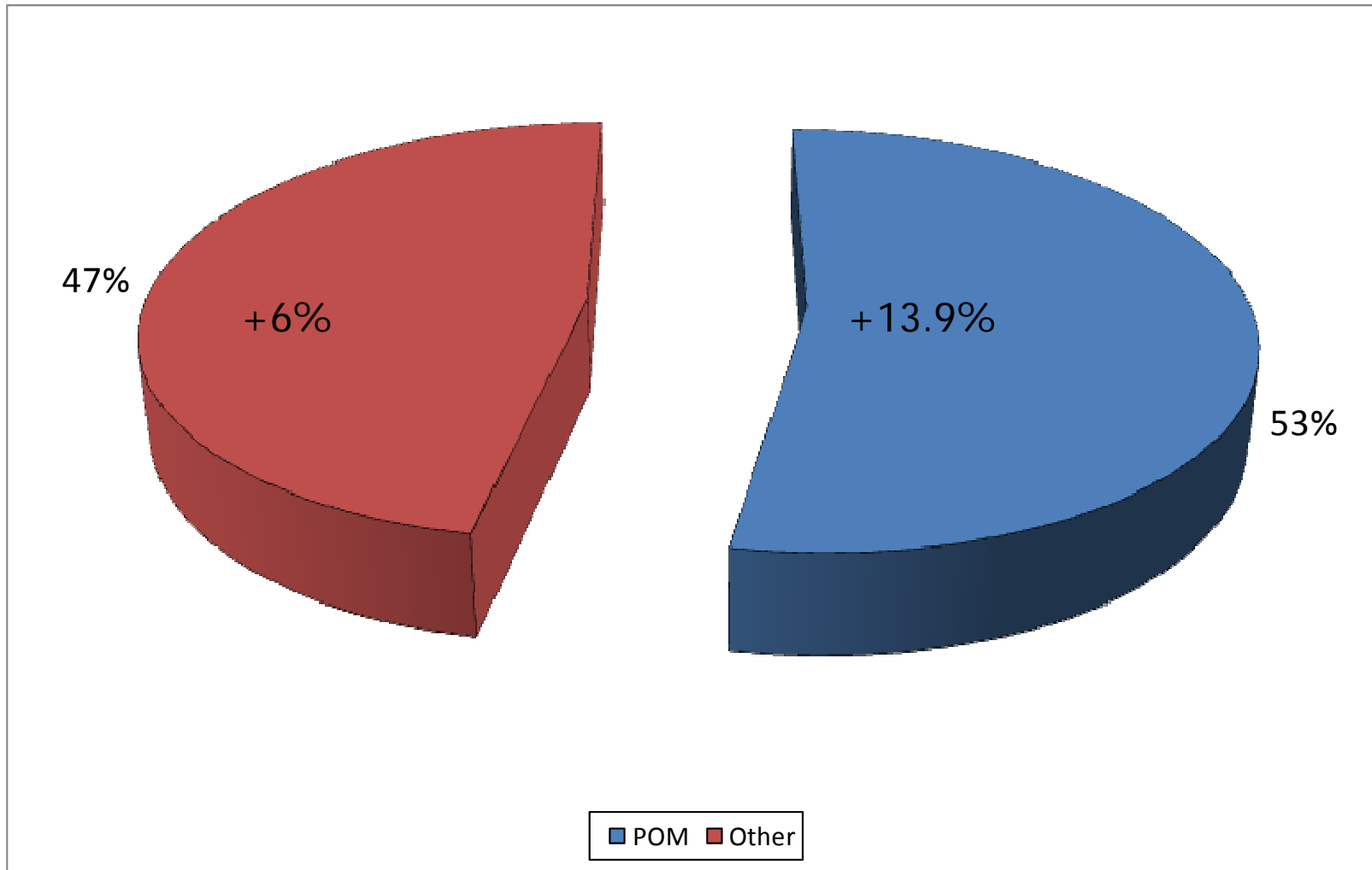
No. of packs sold MAT August 2011

VetTrak

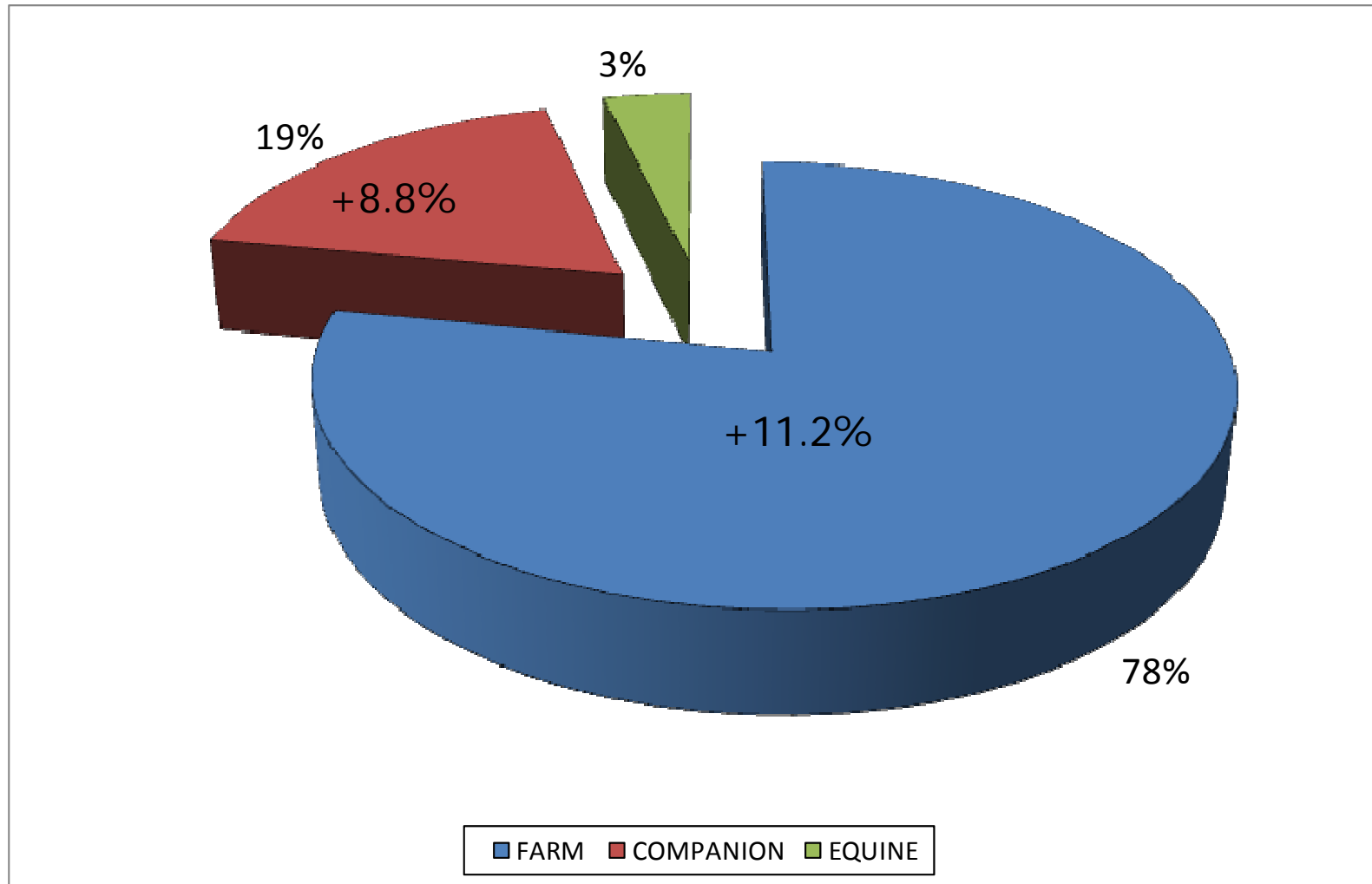
8



POM v Others MAT August 2011 €134 Million



Total market farm v companion animal MAT August 2011 €134 Million (+10%)

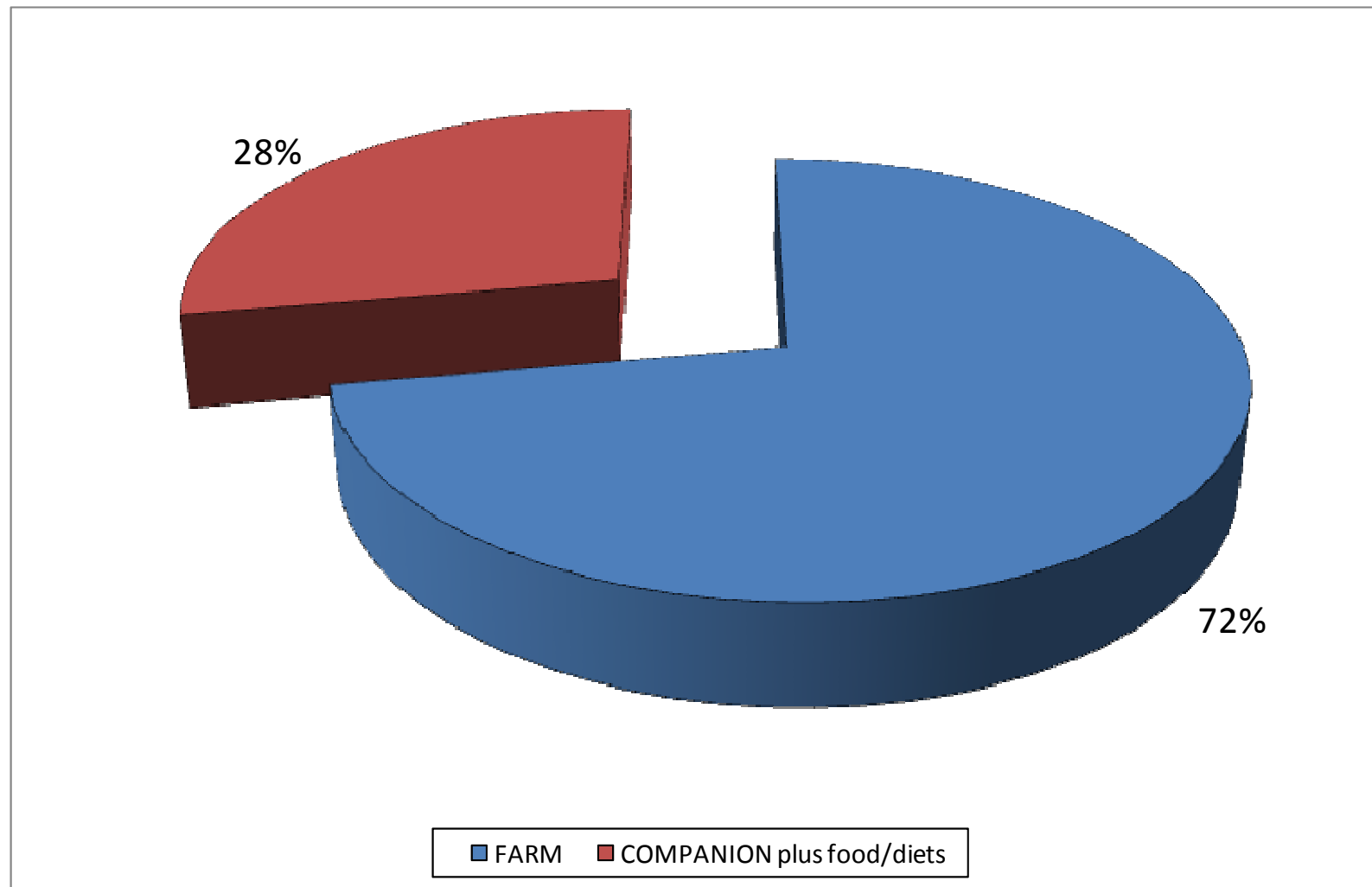
VetTrak

Total market farm v companion animal incl. Pet food/diets

MAT August 2011 €144 Million (+10%)

VetTrak

11

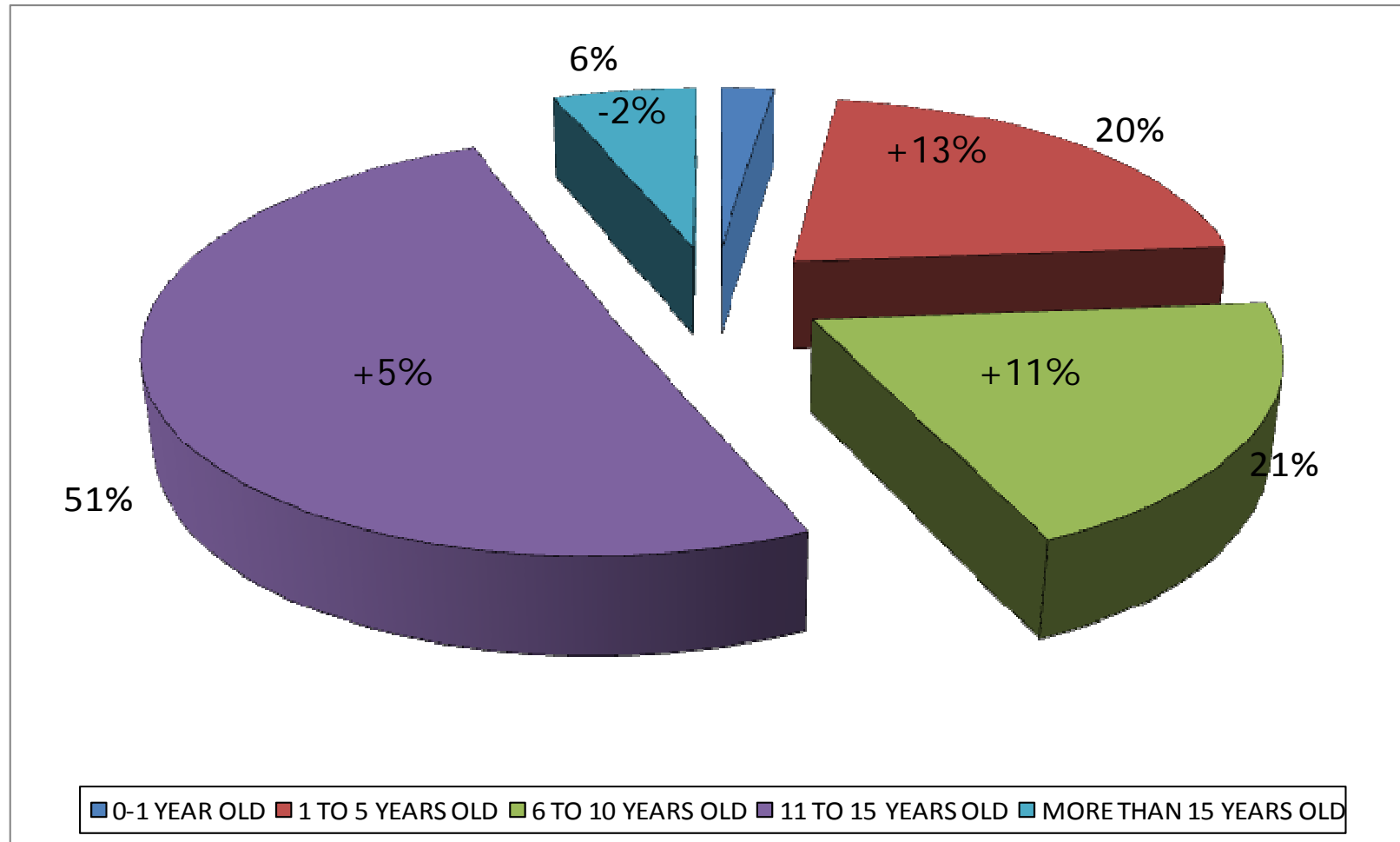


Product Age

MAT August 2011 €134 Million (+10%)

VetTrak

12

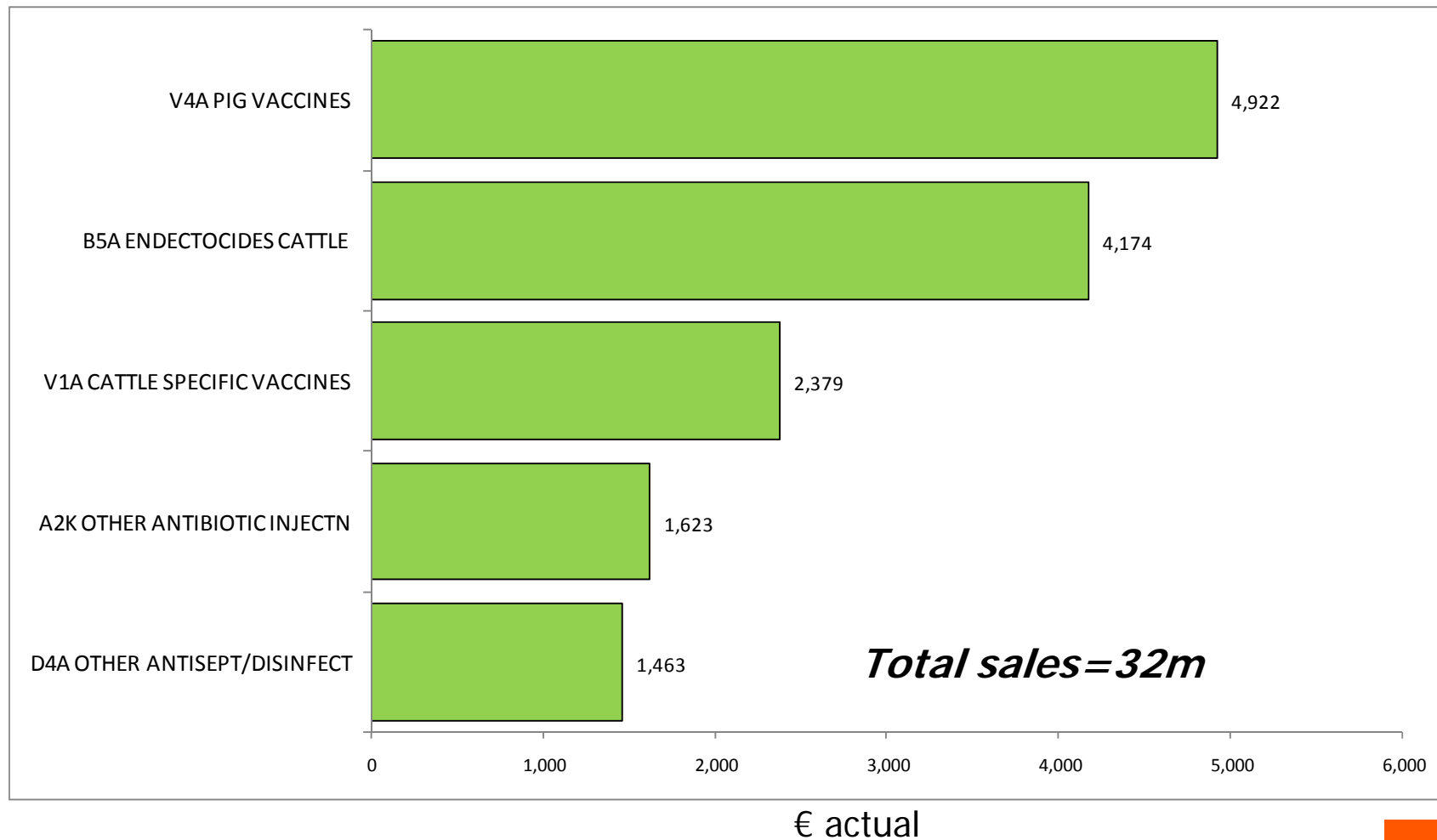


Product Age – Top classes for products 0-5 years old

Sales for MAT/August/11

VetTrak

13

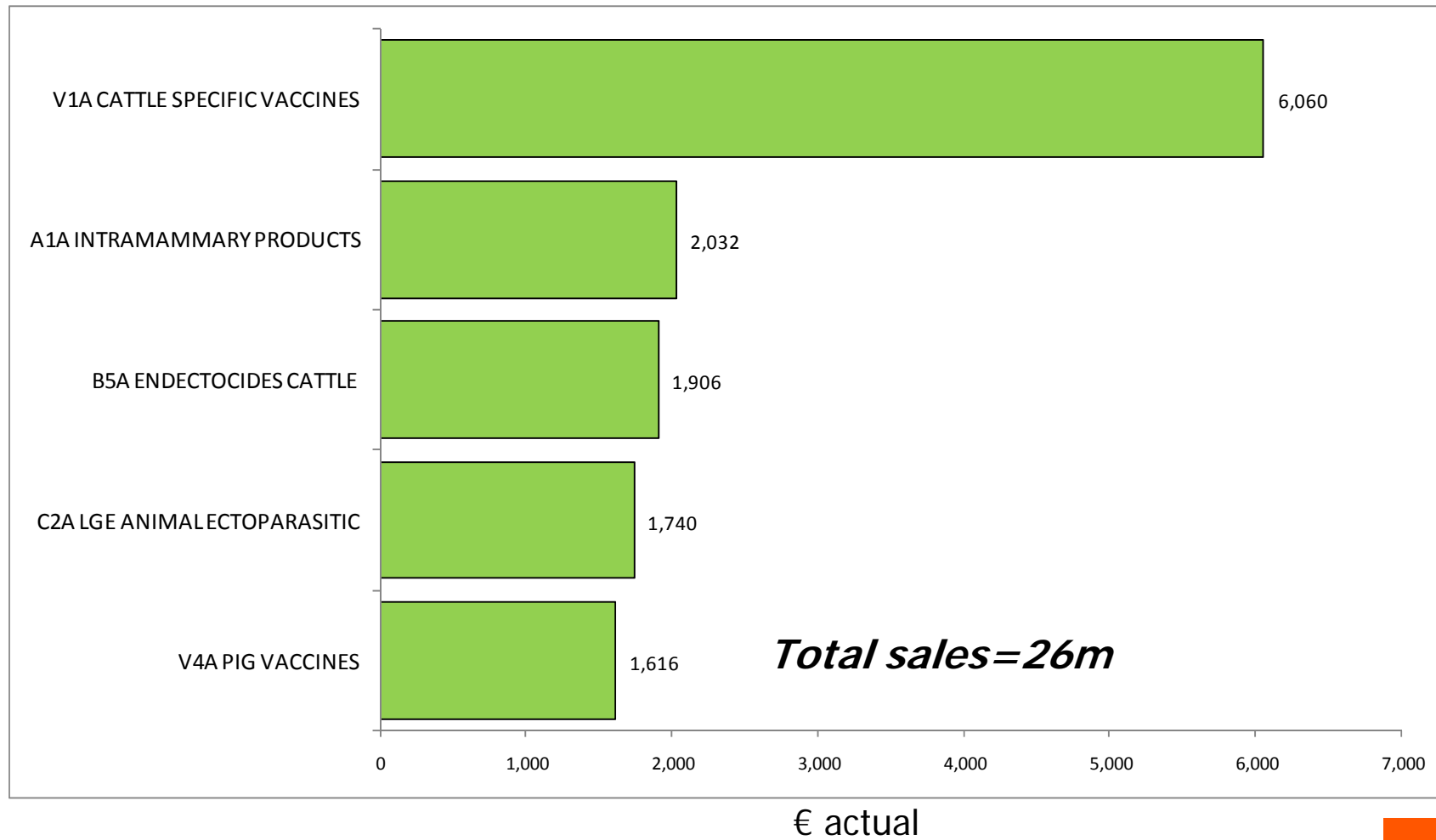


Product Age – Top classes for products 6-10 years old

Sales for MAT/August/11

VetTrak

14

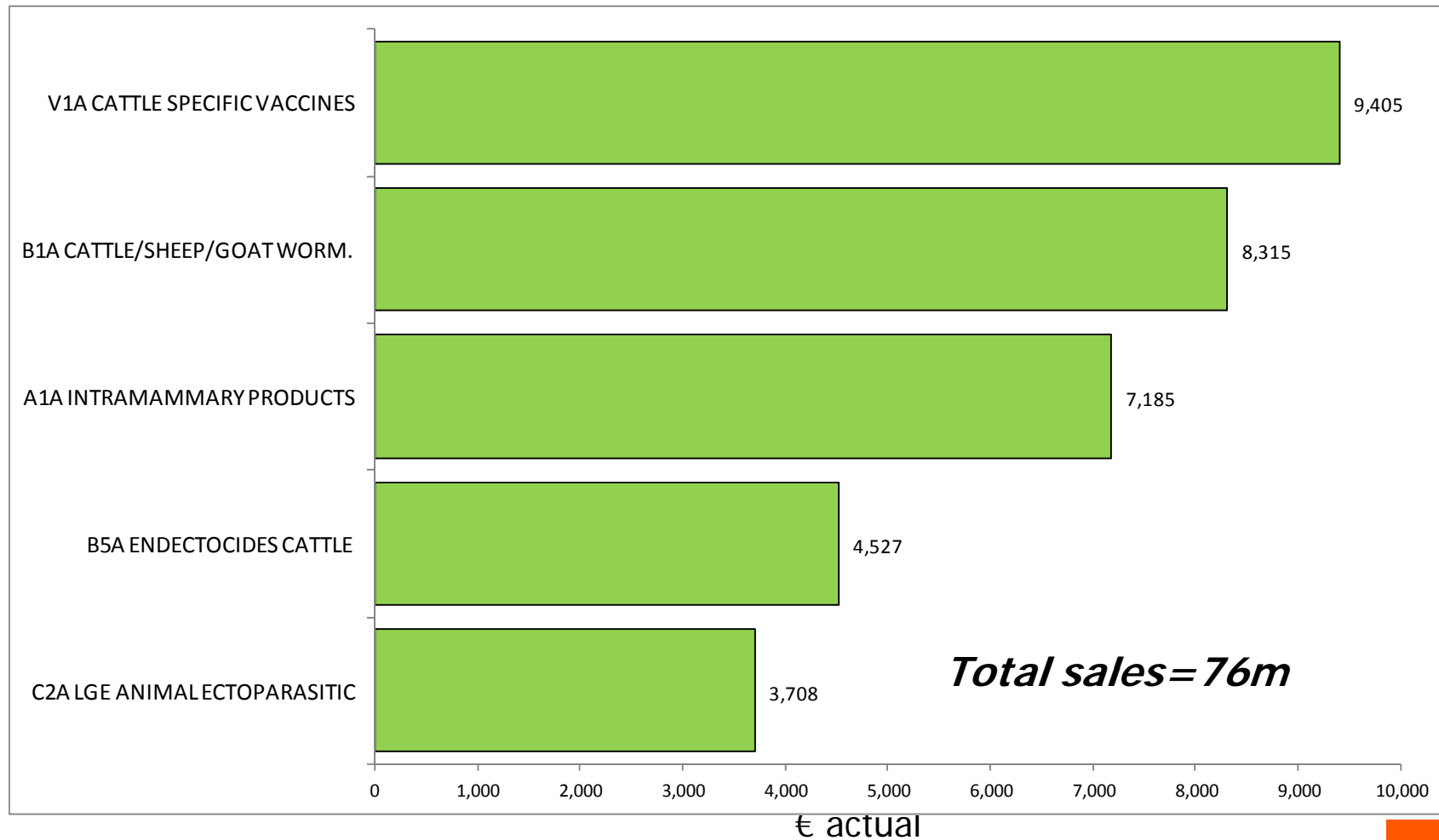


Product Age – Top classes for products 11+ years old

Sales for MAT/August/11

VetTrak

15



Outlet/customer concentration

VetTrak

16

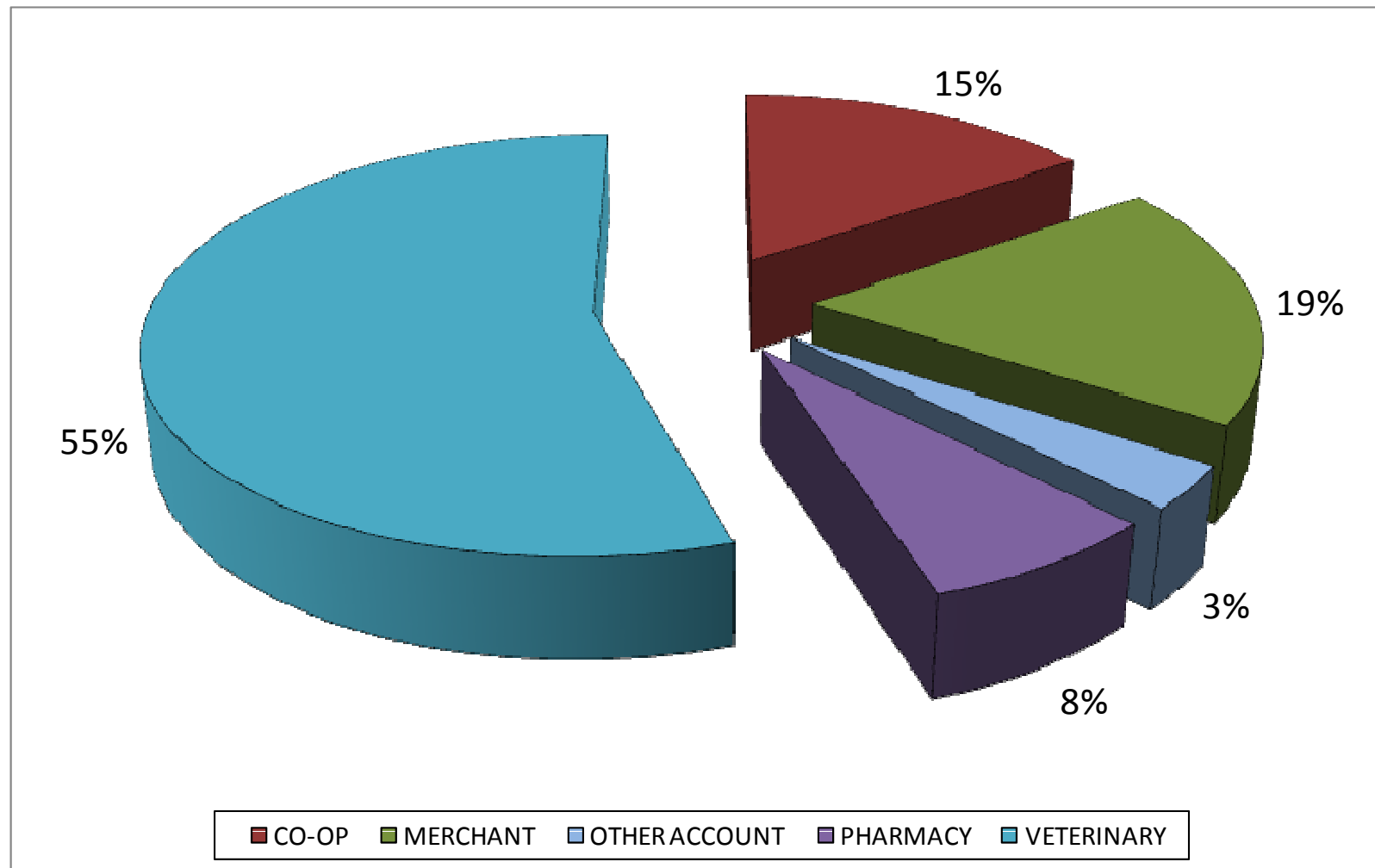
❖ **Where is the business coming from?**

Total market by customer type

MAT August 2011 €134 Million (+10%)

VetTrak

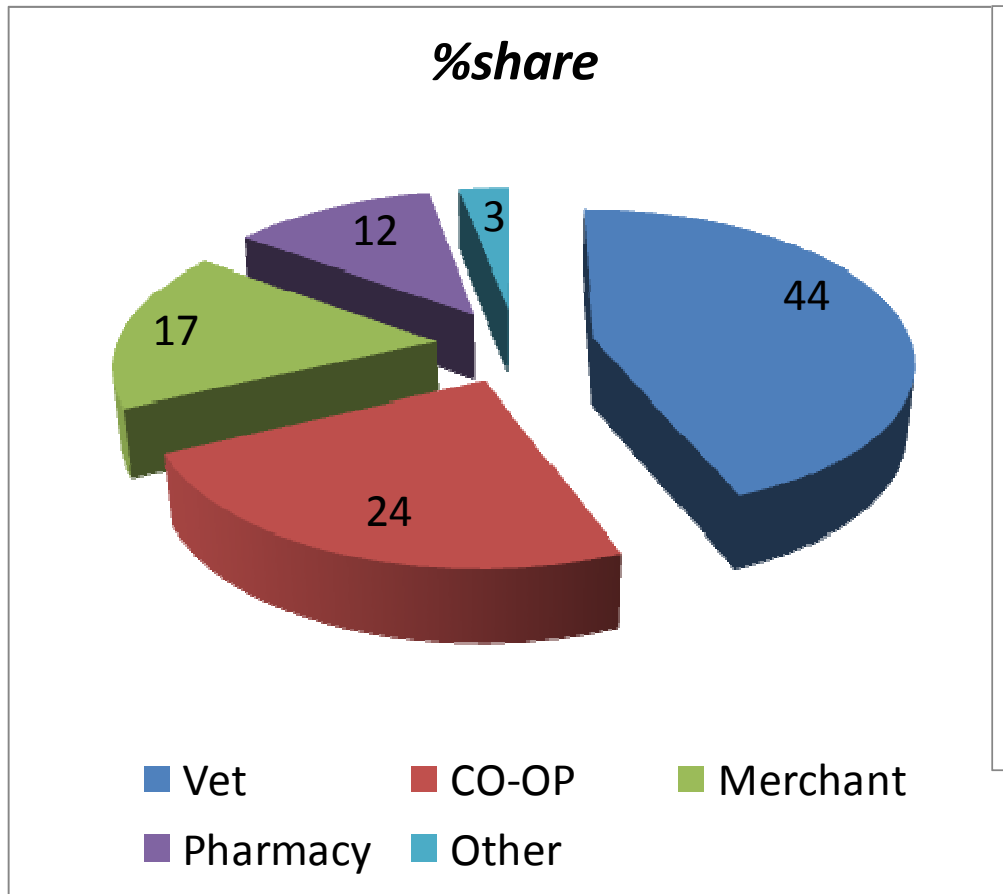
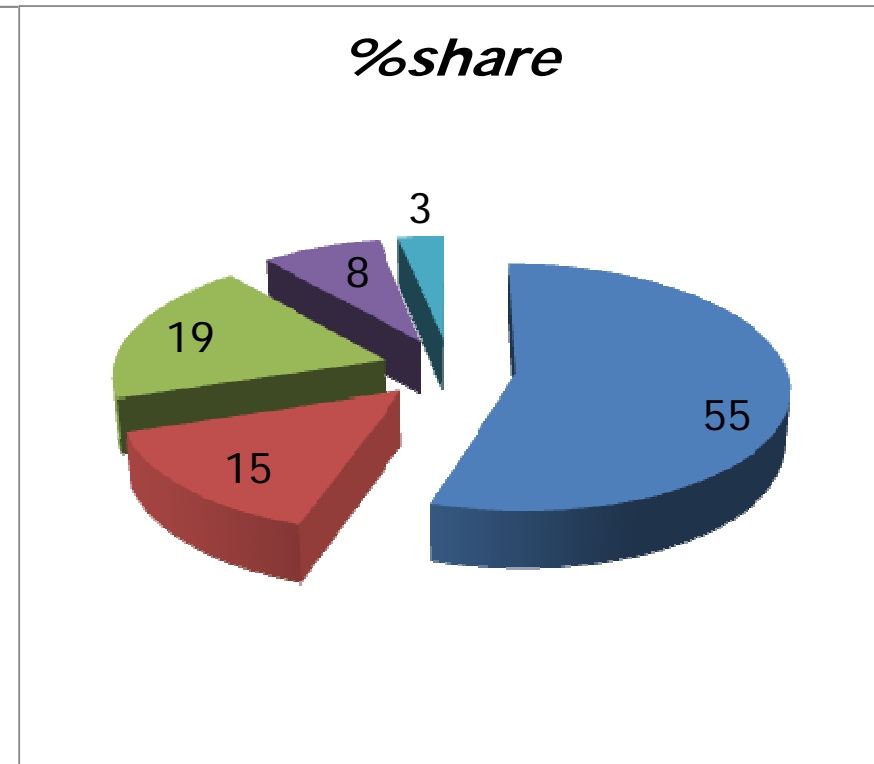
17



Total market by customer type 2011 v 2001

VetTrak

18

Mat/August/2001**Mat/August/2011**

Outlet/customer concentration

The VetTrak logo features the word "VetTrak" in a bold, sans-serif font. "Vet" is in a dark green color, and "Trak" is in a dark orange color.

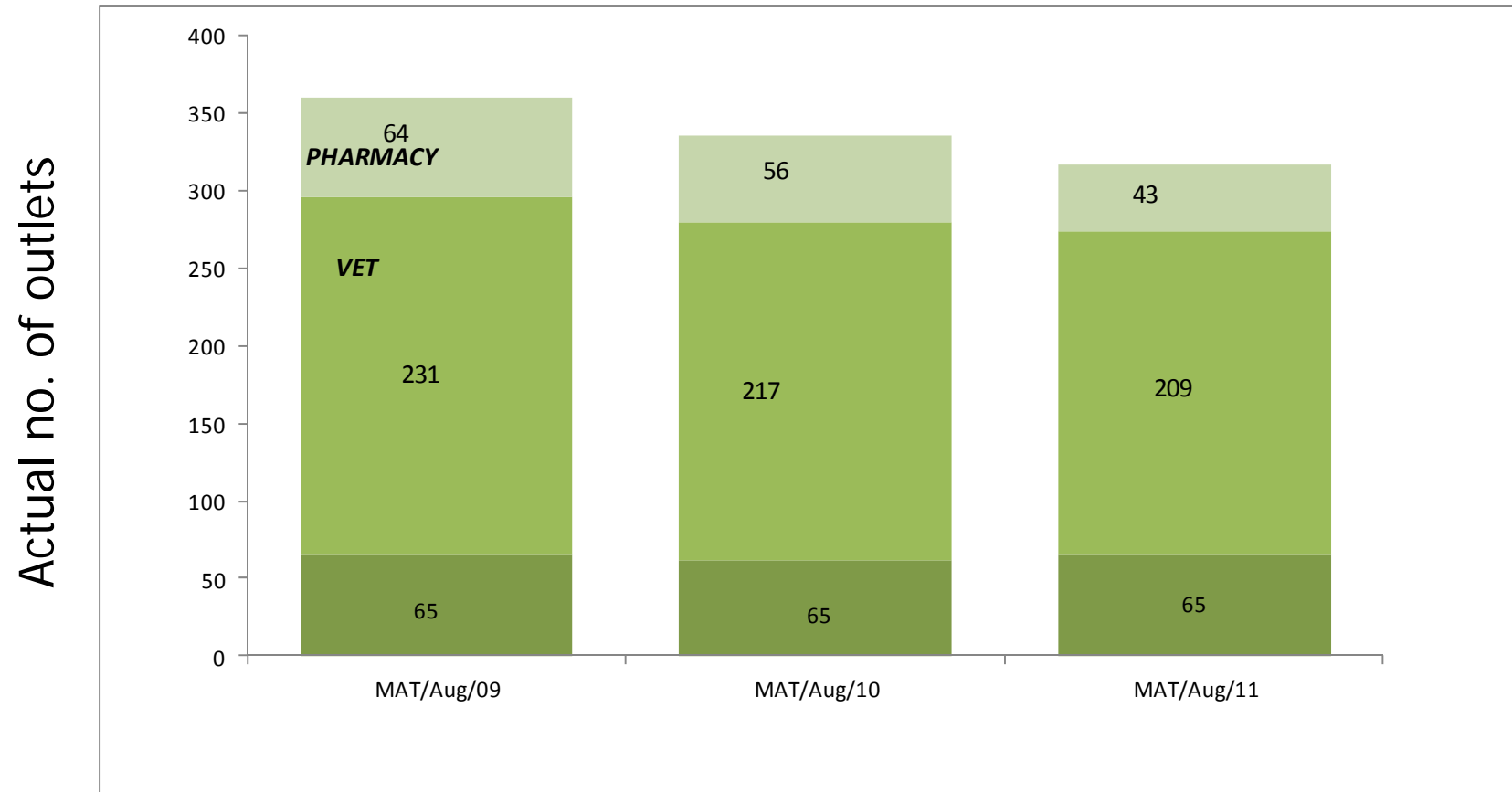
19

- ❖ **circa 3000 outlets! including co-op branches, merchants, pharmacies and of course vet practices. Many of those with merchant licences are small players.**

Outlets/customers 80% concentration Over the last 3 years to MAT August 2011

VetTrak

20



Outlets/Customer concentration



21

- ❖ **Total vet practice sales = 74m (circa 900 practices)**
The top 50 vets practices are worth 34m euro in the 12months to Aug11 account for 45% of the sales.
- ❖ **The top 20 pharmacies account for almost 70% of the pharmacy market sales.**
- ❖ **The top 20 merchants account for 60% of the merchant sales.**

Manufacturer concentration

VetTrak

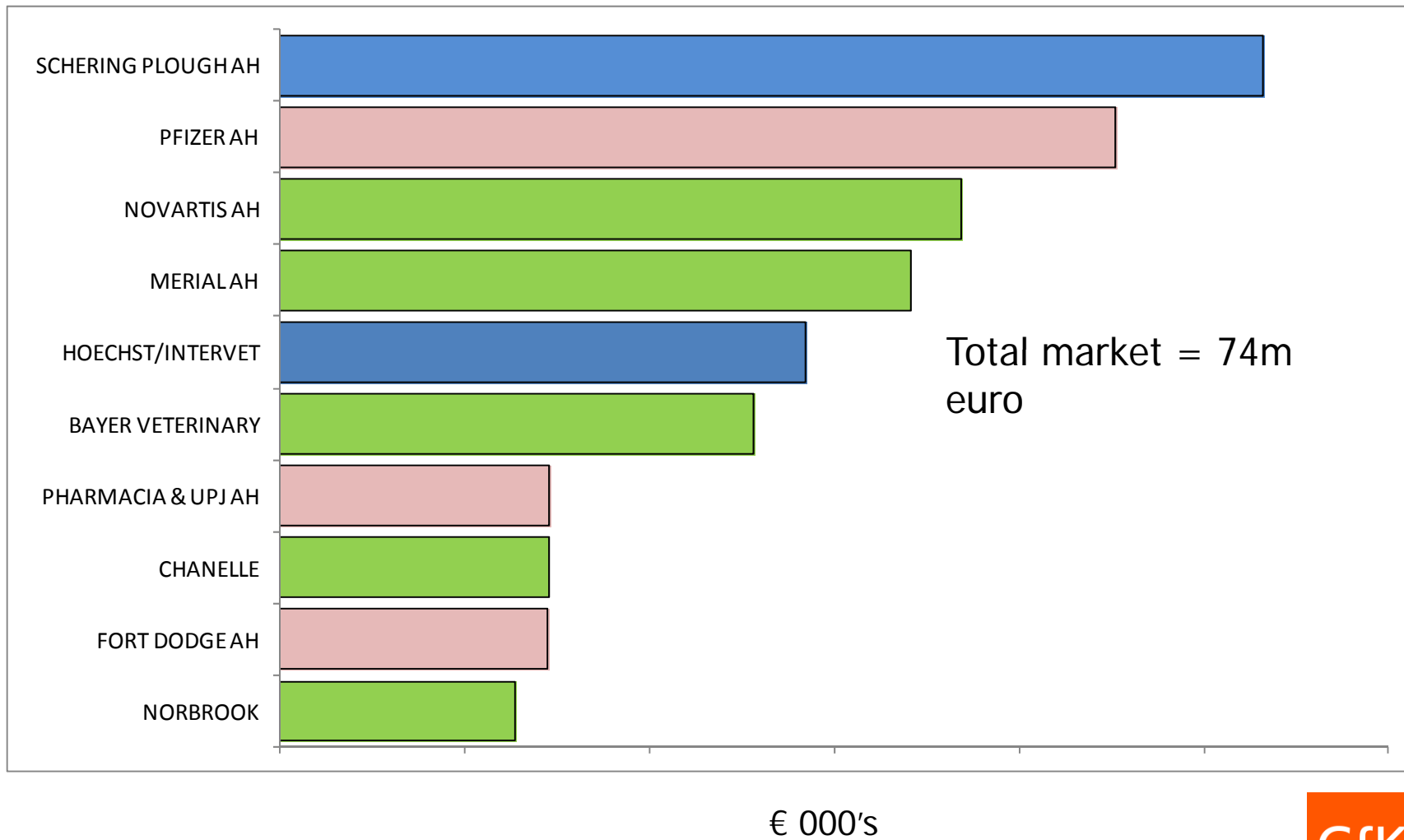
22

❖ **What companies are driving the market?**

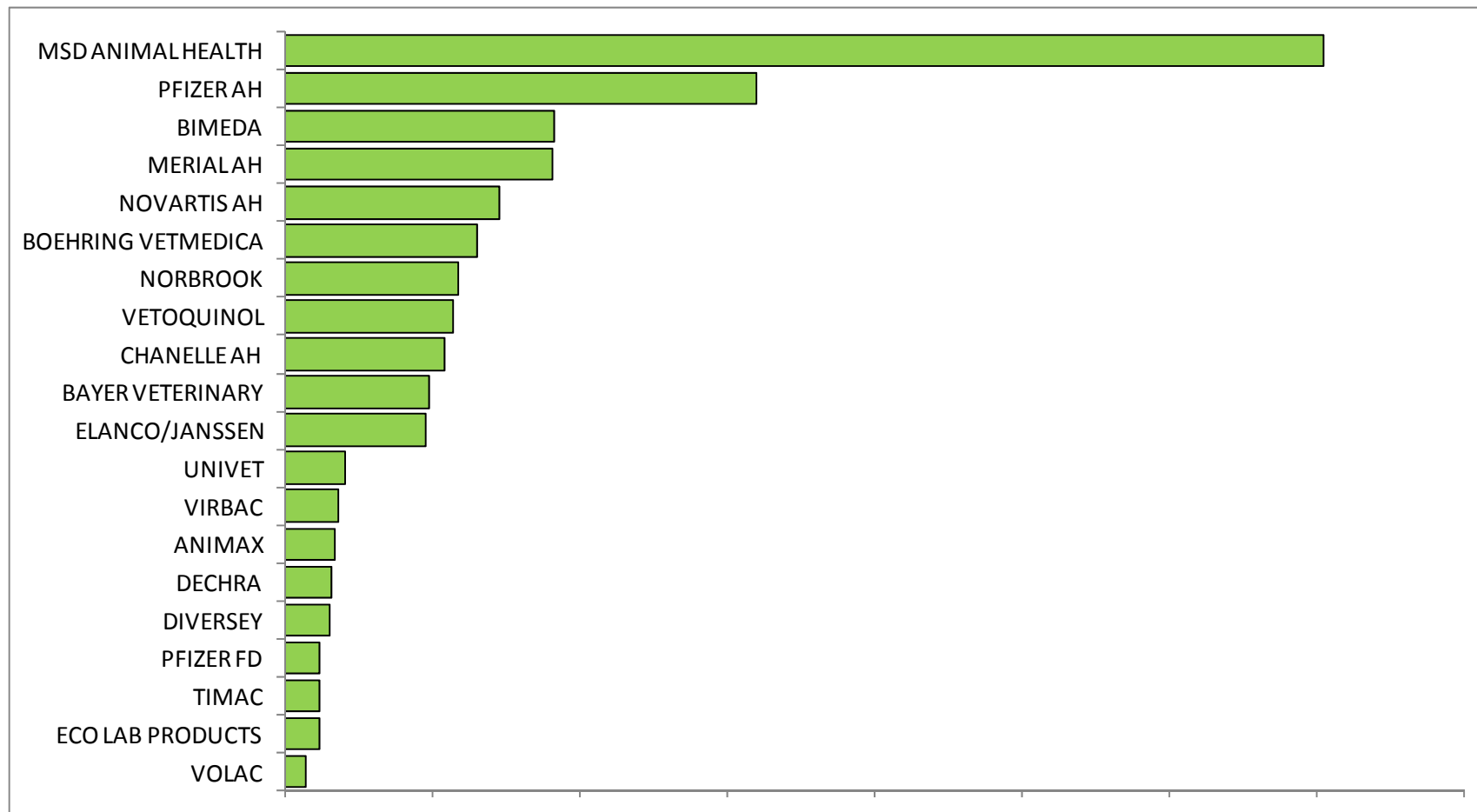
Leading manufacturers' sales 1-10 MAT August 2001

VetTrak

23



Leading manufacturers' sales 1-20 MAT August 2011

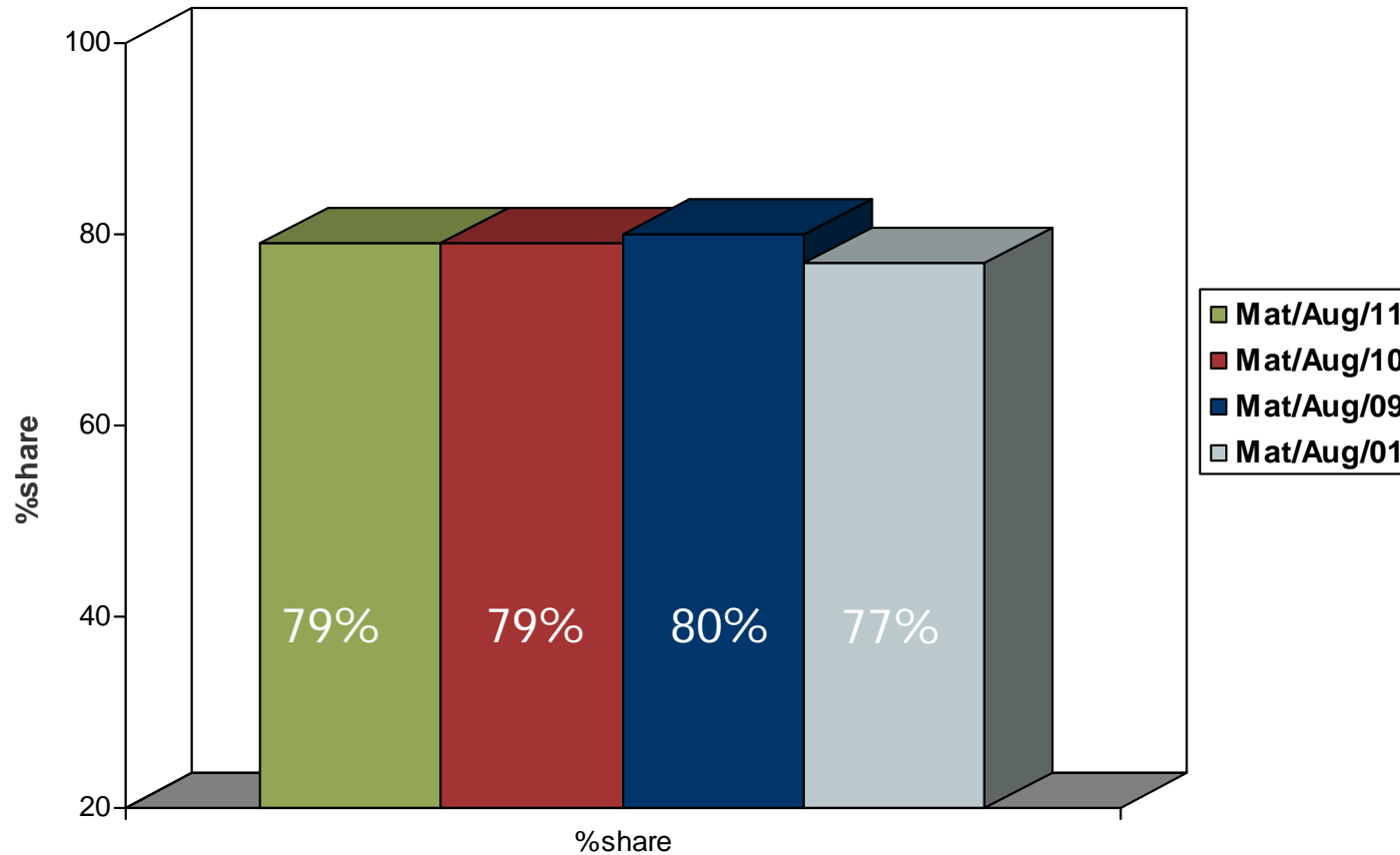
VetTrak

24

€ 000's

GfK

Top 10 manufacturers – %share of market Last 3 years and compared to 2001

VetTrakSlide:
25

Market concentration

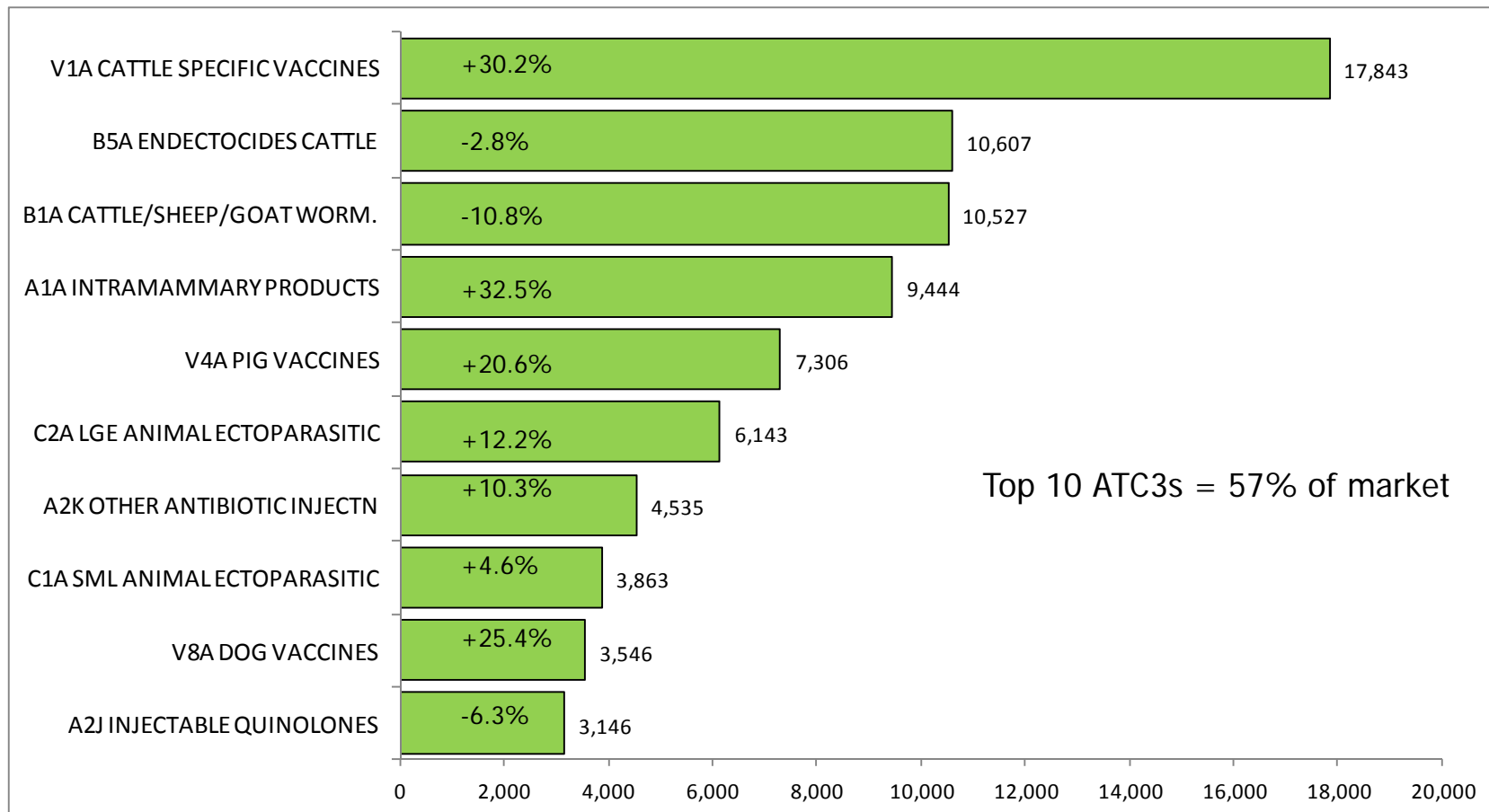
VetTrak

26

- ❖ **What are the major markets and products in the animal health market?**

Leading therapy classes MAT August 2011

27



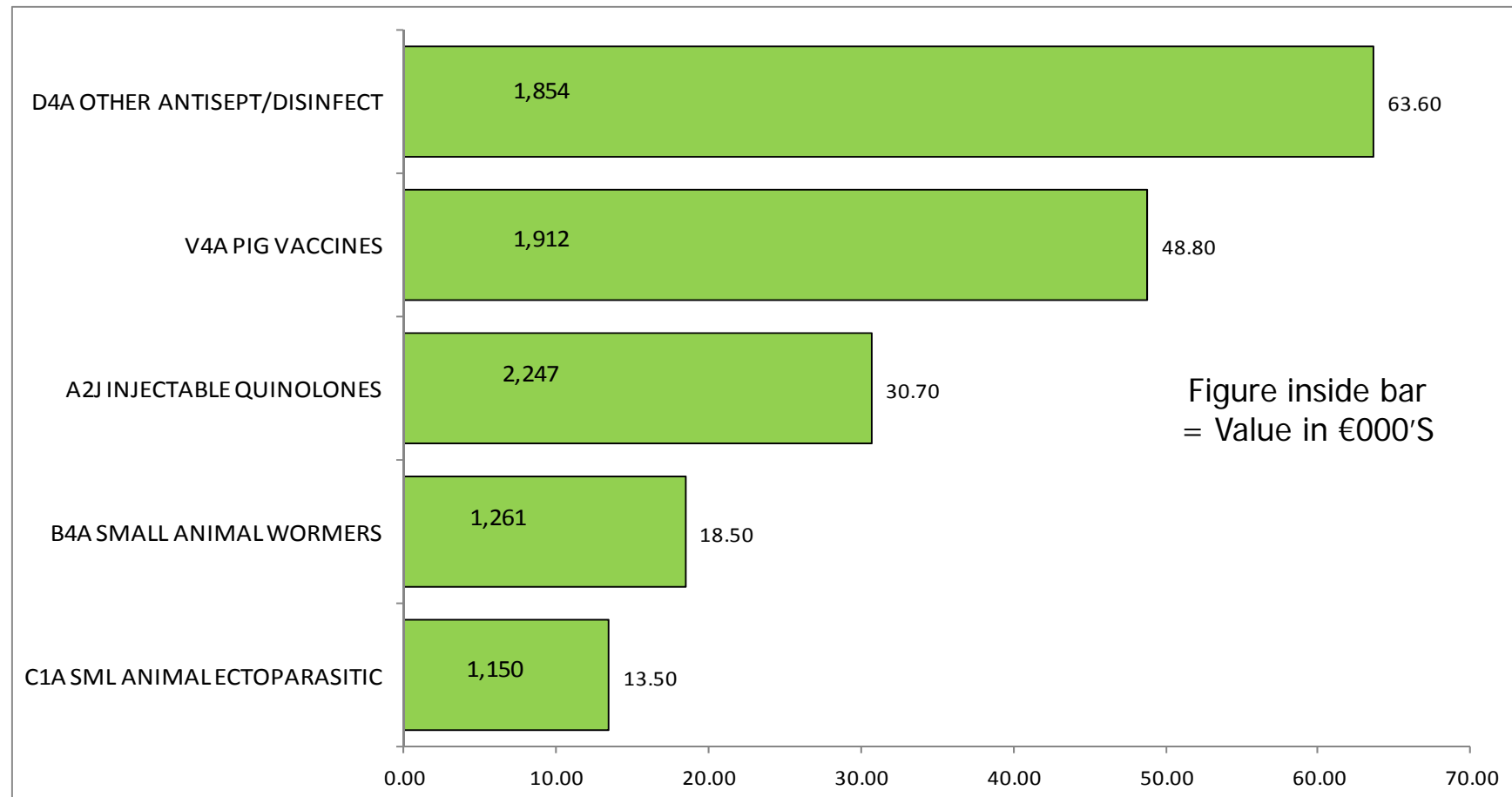
€ 000's

% growth compared to MAT/August/10

Fastest growing ATC3's with sales over €1,000,000 Mat to August 2001

VetTrak

28



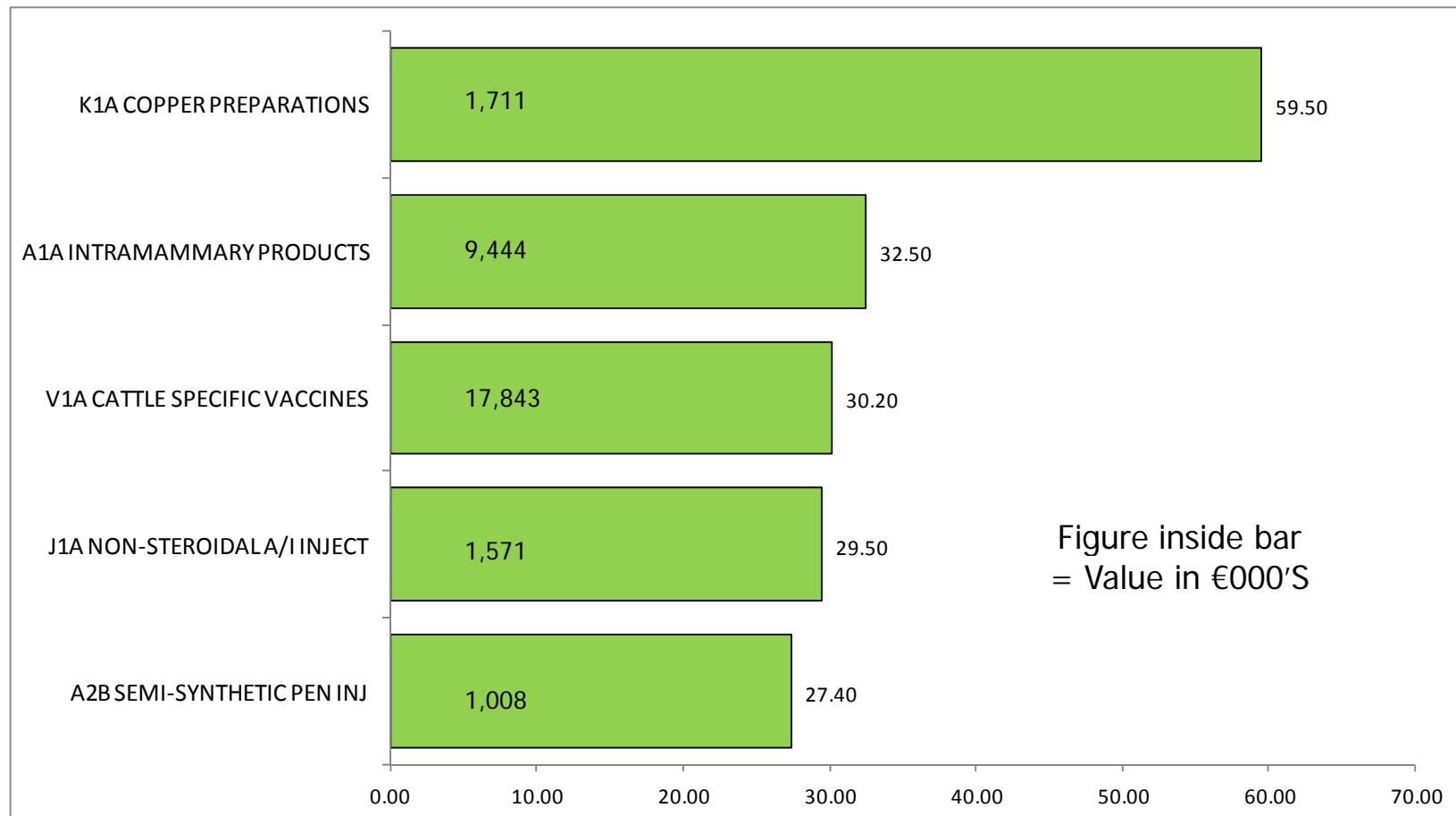
%

*Growth MAT/Aug/2001 V MAT/Aug/1999***GfK**

Fastest growing ATC3's with sales over €1,000,000 Mat to August 2011

VetTrak

29



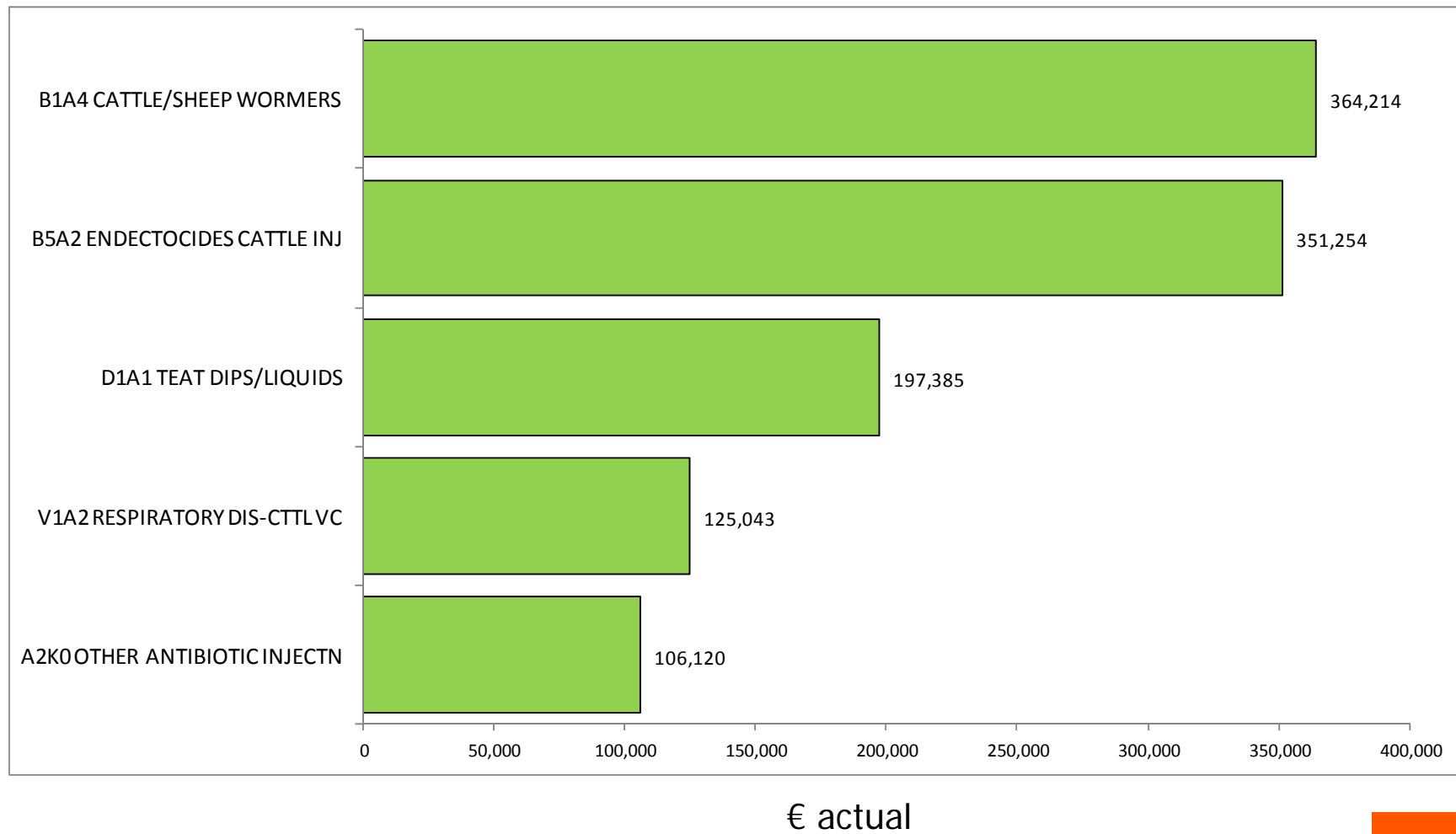
%

*Growth MAT/August 2010 V MAT/August 2011***GfK**

New products Top 5 therapy classes Sales for MAT/August/11

VetTrak

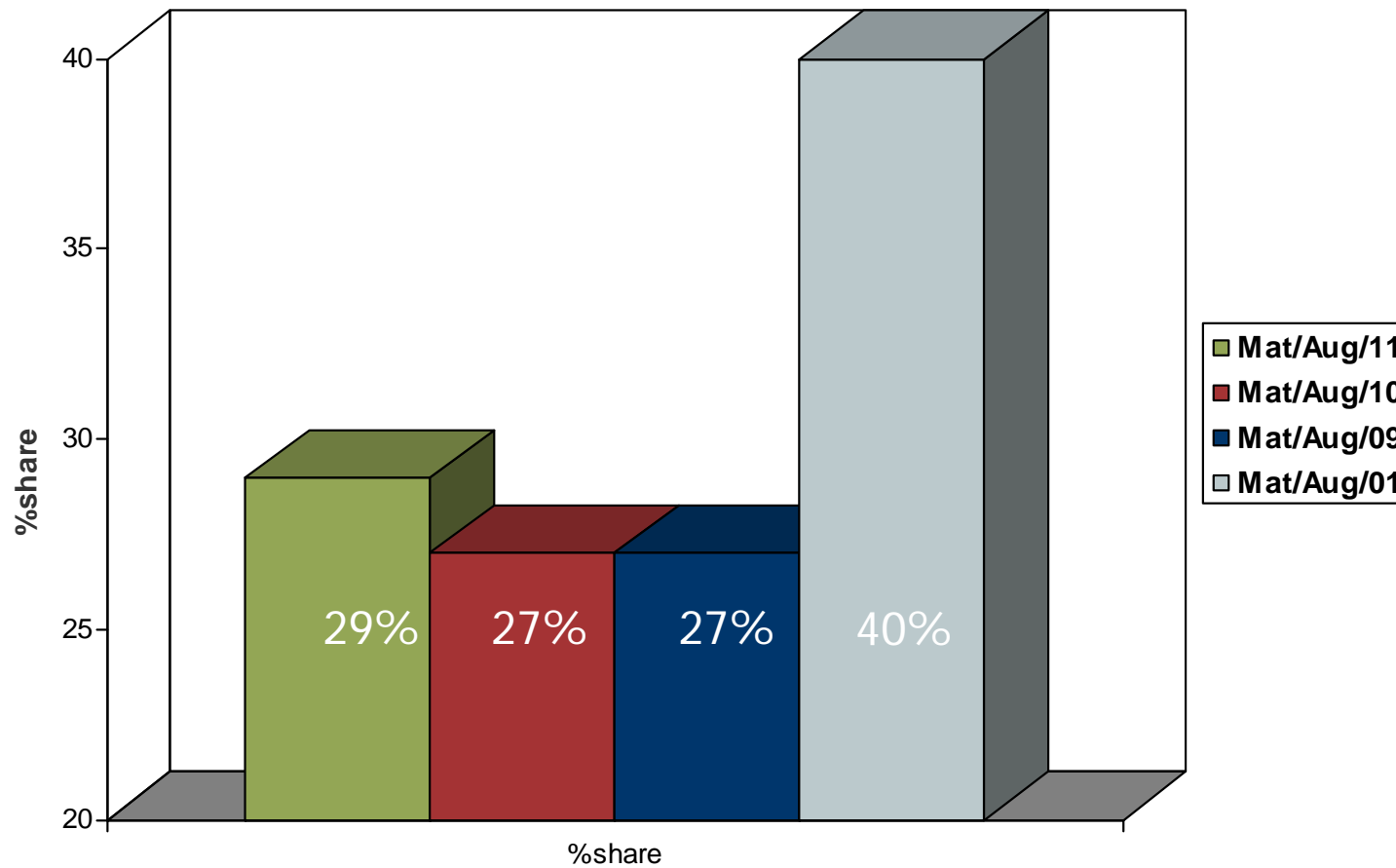
30



Top 30 brands – %share of market Last 3 years

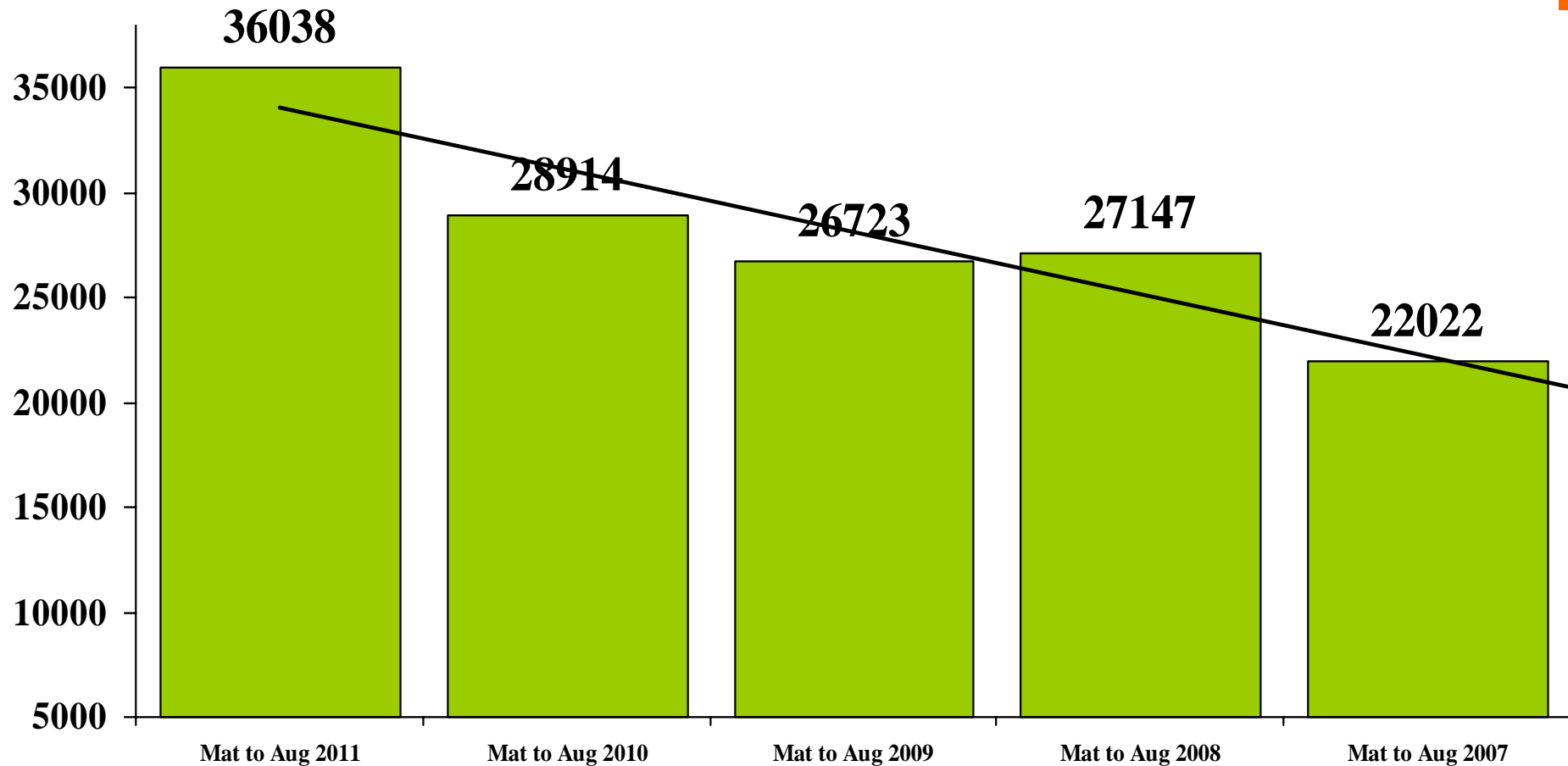


Slide:
31



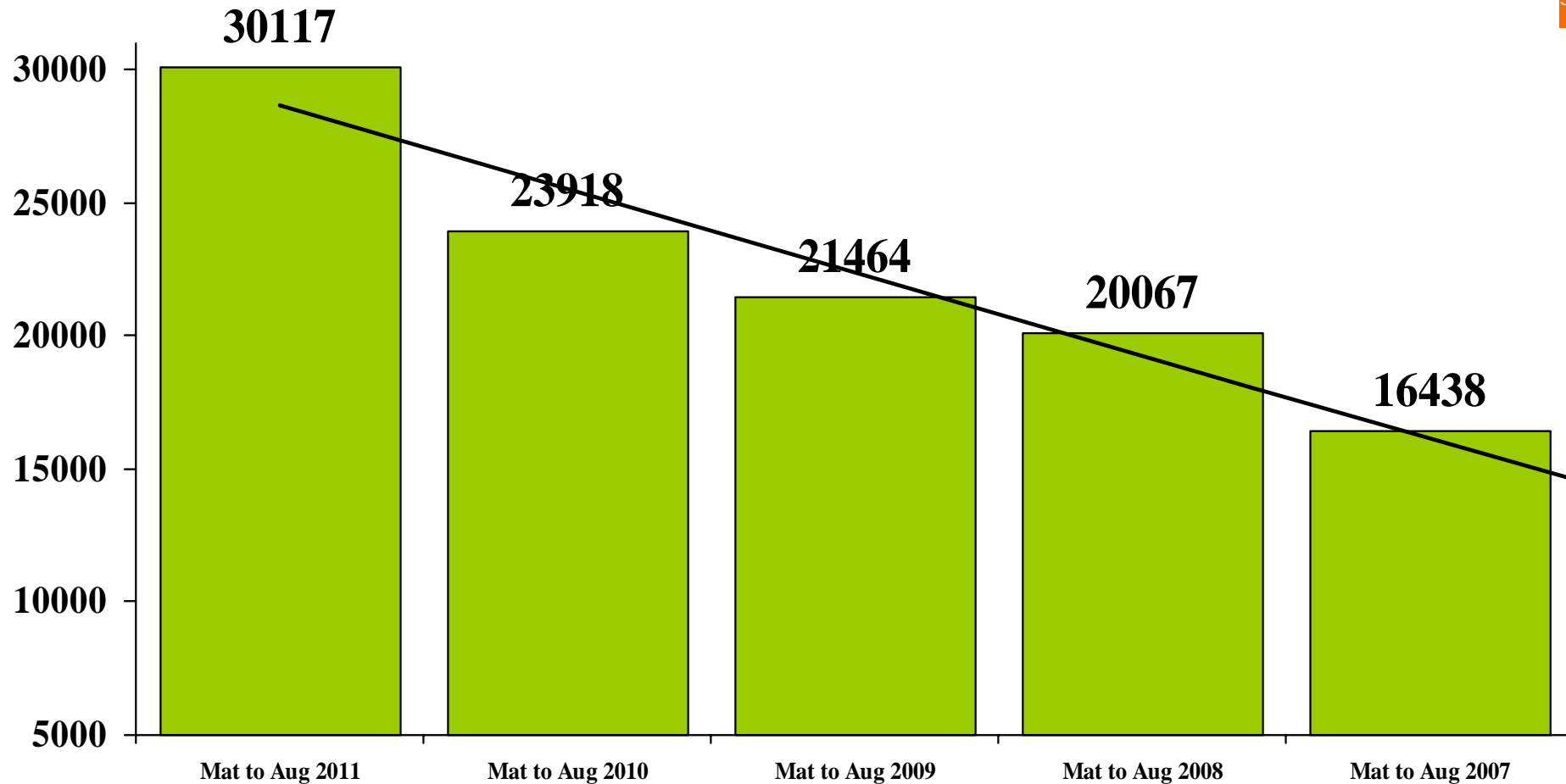
The growth in ALL preventative vaccines for the last 5 years

Slide:
32



VALUE IN €000'S

The growth in large animal preventative vaccines for the last 5 years

VetTrakSide:
23*VALUE IN €000'S***GfK**

Conclusion



34

- ❖ Our data shows that of the products delivered **13% are FOC** and the remaining 87% are paid for.
- ❖ The total market trade price value is **134m euro**.
- ❖ **Growth is at 10%** in terms of trade price sales and the number of packs delivered. Without new products growth is 7.6%.
- ❖ Over 50% of products sold are products that were launched 10-15 years ago.
- ❖ Over 78% of the products sold are related to farm animals and the remaining 22% to companion animals including Equine but 28% to 72% when you include pet diets & foods.
- ❖ **Vets** have gone from 44% of the market in 2001 to **55%** now, **co-ops** from 24 to **15%** and **pharmacies** from 12 to **8%**
- ❖ Customers are quite concentrated too – with the top 50 vets in terms of value responsible for 45% of vet sales. The top 20 pharmacies are responsible for 70% of pharmacy sales.
- ❖ In the top 10 companies of 2001 only 5 remain as they are.
- ❖ There are 6 brands that were in the top 20 in 2001 that are still in the top 20 in 2011.
- ❖ The top 10 manufacturers account for 80% of the market.
- ❖ Cattle vaccines is the biggest market area showing that preventative medicines are extremely important in our industry.
- ❖ Thank-you all for listening.

Through knowledge, confidence



GfK

Denise Roche

Consultant

Tel 00 353 87 2355134

denise.roche@gfk.com



GfK