The Animal Pharmaceutical Industry in the Age of Antibiotic Resistance

The animal pharmaceutical (AP) industry develops and sells antibiotics and other products for use in food and companion animals. The use of antibiotics in agriculture is under increasing scrutiny from regulators and consumers. How the animal pharmaceutical industry responds in terms of marketing and development of veterinary products has ramifications for agricultural production and meat prices. This study analyzes trends in sales and development of veterinary antibiotics.

The purpose of the review is to ensure the high-quality of the economic analysis, transparent explanation of methods, objective interpretation of results, and effective communication to the intended audience.